

News from Honda



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For Immediate Release

Honda Power Equipment Sets Milestone **Sells 30 Million Power Products in the United States**

ALPHARETTA, Ga., June 24, 2010 – Honda Power Equipment announced today that it has shipped 30 million power products to domestic dealers and distributors since it began offering outdoor power equipment in the United States in 1972.

Beginning U.S. operations with only engines, tillers and generators for sale more than 38 years ago, Honda Power Equipment has evolved into one of the leading global power products suppliers. Honda currently provides more than 60 models of power products, 28 basic models of general-purpose engines and the industry's widest variety of four-stroke outboard engines.

"We achieved our latest milestone in sales by continually designing and building equipment that exceeds consumer expectation," said Honda Power Equipment vice president, Scott Conner. "This accomplishment demonstrates that customers value technological and environmental innovation, and Honda remains committed to both."

At the heart of Honda's power products business is the organization's long-standing commitment to engine development and technology. Honda is the world's largest manufacturer of engines, producing and marketing nearly 24 million units globally for automotive, motorcycle, marine, and power equipment products each year. All Honda engines feature four-stroke overhead valve designs that are optimal for multiple power applications.

Although Honda Power Equipment products are produced at 11 Honda manufacturing facilities worldwide, nearly 75 percent of Honda power products sold in America are produced

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using domestic and globally sourced parts at the Honda Power Equipment Manufacturing, Inc. (HPE) facility in Swepsonville, North Carolina, which opened in August 1984.

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Editor's Note:

Honda Power Equipment, a division of American Honda Motor Co., Inc., headquartered in Alpharetta, Georgia markets a complete range of outdoor power equipment, including outboard marine engines, general purpose engines, generators, lawnmowers, pumps, snowblowers, tillers and trimmers for commercial, rental and residential applications. Its comprehensive product line is powered exclusively by 4-stroke engines.

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