

## Celebrating 60 Years On The Water

Honda created its first outboard in 1964, establishing itself as a pioneer in four-stroke marine engine technology. Six decades later, Honda is recognized around the world as a leader in outboard manufacturing and the creation of innovative boating products, systems, and features. Many of our innovations have their roots in the automotive realm, where Honda products have made the brand an international icon.

As we celebrate our 60th anniversary of boating success, we take great pride in all we've accomplished. But we refuse to rest on our laurels. We remain dedicated to continuously improving our existing products and introducing exciting new ones. We'll spend our time bringing the future of boating to life—so you can make the most of your time on the water.



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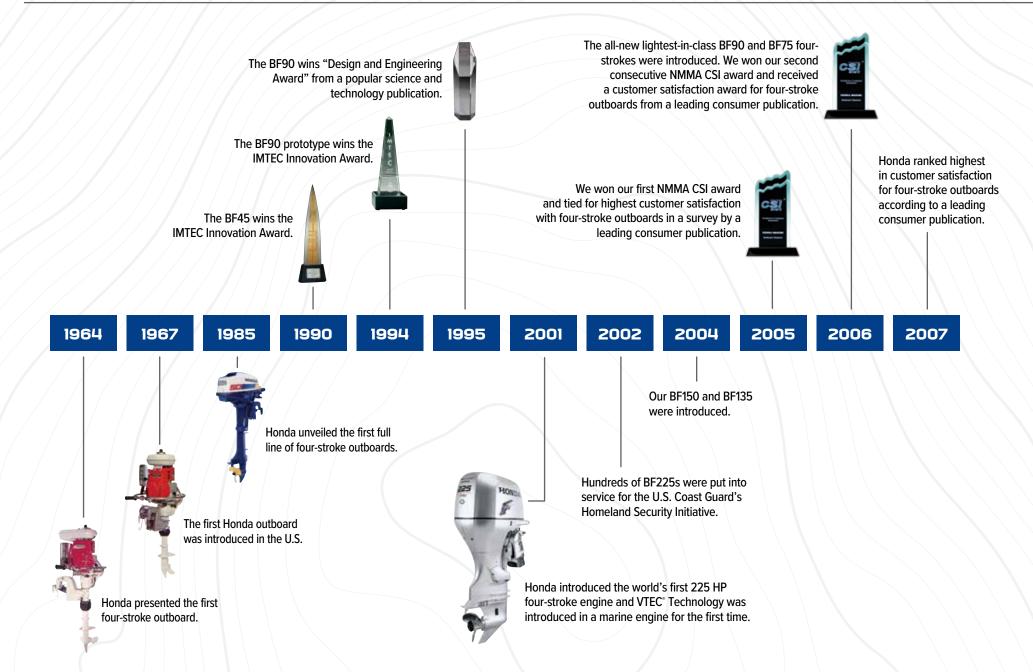


# The Best Products Bring Out The Best In You

Honda is the world's largest engine
manufacturer. For decades, our engines
have proven themselves on suburban streets,
busy highways, and rigorous racetracks.
Applying that automotive experience
to Honda Marine engines gives us the ability
to create a range of innovative boating
products, including outboards that combine
quiet, efficient operation with powerful
performance and legendary reliability.

The historic debut of the exciting, new high-power Honda BF350 V8 engine is a prime example of our devotion to bringing you the very best, but a new outboard is only part of the story. Look for more remarkable new Honda Marine products soon. Because we understand that providing you with the best in boating brings out the best boater in you.

### Visionary Leadership



Honda introduced the bestin-class BF115 and won our sixth consecutive NMMA CSI

Honda introduced the redesigned best-in-class BF40 and BF50.

BF5 portable outboard.

Honda introduced the

Honda Marine celebrated its 50th Anniversary of four-stroke outboard leadership.

2014

the Honda Fit automobile.

Honda Marine unveiled the all-new BF140 with VTEC and redesigned BF115 and BF150 models, all with optional iST (DBW) for plug-and-play installation of Honda Marine and third-party joystick devices.



2019

BF150 models, all with
ST (DBW) for plug-and-play
n of Honda Marine and thirdtick devices.

Honda Marine introduced the historic, BF350 V8. Loaded with exclusive Honda features, including iST°, VTEC°, and BLAST°, it is Honda's first-ever V8 production engine and the most powerful Honda outboard to date. We also won our nineteenth consecutive NMMA CSI award.

2023

2011

We introduced the best-in-class BF60, won our fifth consecutive NMMA CSI award, and a top customer satisfaction award from a leading consumer publication.

2009

Honda introduced the best-in-class BF250 with an industry first, dual intake circuits and AMP+\*, an idle charging system. The BF250 won the 2011 IBEX Innovation Award and Honda won an seventh consecutive NMMA CSI award.



2010

Honda Marine won a eleventh consecutive NMMA CSI award. Honda also introduced the BF100, a mid-range packed with technology inspired by



2016

The Honda Marine Jet Drive outboard series received Boating Industry Top Products of 2018 Award.

2018



SINCE 1964

60th Anniversary 1964-2024

Honda Marine celebrates 60 years of success on the water, thanks to continued leadership in outboard products and innovative boating technology.

Honda introduced the V6 3.6 liter BF250, BF225, and BF200 iST\* (DBW) series outboards, featuring superb control and plug-and-play installation of Honda Marine and third-party joystick devices. We also won a fifteenth consecutive NMMA CSI award.

4 / Visionary Leadership





# LARGE ENGINE SERIES

BF350 · BF250 · BF225 · BF200 · BF150 · BF140 · BF115





### The iST<sup>®</sup> Experience from Honda: Smart System, Masterful Control

#### Available On BF115-BF350 Models

Honda's Intelligent Shift and Throttle® (iST®) command and control system delivers superb control with seamlessly integrated installation of BF115-BF350 Honda

Marine products, as well as third-party devices and controls. Honda iST° allows boaters to seamlessly integrate components, customizing command to meet their unique individual needs.

#### The Next Generation Of iST<sup>®</sup> Control

Honda's newest iST° single- and multi-engine controllers make operating your BF350 easier and more enjoyable than ever. These ergonomically designed, top-mount controls feature a straightforward, five-button multi-function panel with LED status indicators. A range of functions—including trim support, cruise control, automatic tilt, fast idle speed, and trolling control—can be accomplished with the touch of a button. In 1-Lever mode on the multi-engine controller, a single lever can operate two, three, or four outboards. With station select a second control station can easily be selected for operation.

Levers are crafted to fit comfortably in the palm of your hand, and a handsome, leather-grain texture enhances the unit's sleek styling.

#### Multiple Engines. Singular Control

iST° really shines in multi-engine installations, offering features like universal trim control for simultaneously trimming all engines. Engine-speed synchronization enables singlecontrol management of all engines while synchronized. It also supports control panel enabled individual trim switching for fine tuning each engine's trim position.

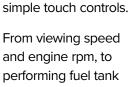


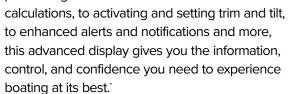
Honda's new BF350 drive-by-wire controller with 5-button interface combines ergonomics and comfort with superior functionality for confident boating.

#### More Than A Monitor

The new iST<sup>®</sup> controllers pair perfectly with our newly updated, multi-function Honda Digital Display. This informative, easy-to-read, HD-5

panel not only allows you to visually monitor engine and watercraft operation in real time, it gives you the ability to carry out a variety of functions using simple touch controls.





#### Sidemount Installation

Honda iST® also accommodates sidemount drive-by-wire throttle control. Designed to control a single outboard, this simple, easy-to-understand user interface provides effortless shift and throttle control. It also offers fine tuning of throttle settings at any speed, enhanced docking, and return-to-port capability.



Honda Marine Interface (HMI) offers an easy-to-understand, intuitive, automotive-style display for an enhanced, connected boating experience.



Optimus 360 by Dometic Joystick (above) SeaStation GPS Anchoring (top right) "On-Demand" Steering Pump (right) SeaStation GPS Anchoring (far right)



#### Control. Convenience. And Security

In addition to the convenience of Push Button Starting and improved docking control, iST° incorporates impressive security features. These include double-line H-CAN and NMEA 2000° design redundancy to guard against driveby-wire electronics failure, a tilt-limit switch, and an optional theft-deterring key-fob immobilizer. NMEA 2000° Certification assures proper implementation of network management and messaging, along with secure open-architecture compatibility.

#### The Optimus 360 Option

Fully compatible with Honda iST° technology. the Optimus 360 by Dometic® joystick system adds another dimension of control. The joystick's intuitive functionality and progressive throttling enable precision maneuvers with minimal shifting, throttling, and engine movement. Low-speed control makes docking a breeze, while Optimus Electronic Power Steering (EPS), makes steering easier and further enhances steering in tight situations. Optimus 360 can be teamed with the SeaStation by Dometic® GPS anchoring system and the SeaWays by Dometic® auto pilot, producing an impressive array of features and benefits. Ask your Honda Marine Dealer for details.

The Optimus 360 by Dometic Joystick is compatible with Honda Marine multi-engine applications equipped with iST.°

Optimus EPS is compatible with Honda Marine single-quad applications equipped with iST.°



For information on Optimus EPS and Optimus 360 including manuals, data sheets, and dealer locator, visit dometic.com.



## BF350 V8

#### The V8 You've Been Waiting For

The all-new Honda BF350 V8 outboard is a truly historic achievement. It's Honda's first-ever production V8 engine, and our most powerful outboard to date. Packing a whopping 350 horsepower, this phenomenal new top-of-the-line outboard delivers stunning speed and rapid acceleration, plus impressive fuel efficiency, quiet operation, and legendary Honda reliability. Designed to meet the needs of today's boaters, the BF350 V8 outboard provides premium power with unparalleled performance, creating one exhilarating boating experience after another.

#### **Exclusive Honda Features**

The BF350 includes an array of exclusive features boaters love, like VTEC\* (Variable Valve Timing & Lift Electronic Control). Adapted from Honda automotive platforms, VTEC\* delivers a broader, flatter torque curve and smooth power across the engine's operating range for peak power, torque, and fuel efficiency at any speed. BLAST\* (Boosted Low Speed Torque) aggressively advances the ignition curve, delivering more horsepower to get the hull up on plane quicker, for vastly improved holeshots.





Features Include: BLAST" • VTEC" TECHNOLOGY • iST" • LEAN BURN CONTROL • NMEA 2000" • AMP+" • ELECTRONICALLY SET ADJUSTABLE TILT LIMIT • PGM-FI (PROGRAMMED FUEL INJECTION)

DUAL AIR CIRCUITS • COUNTER ROTATION • HIGH OUTPUT ALTERNATOR • Honda CORROSION PROTECTION • FRESHWATER FLUSH PORT • ENGINE ALERT SYSTEM • 86 OCTANE

#### Impressive Efficiency, Runs On 86 Octane

Honda's proprietary Lean Burn Control optimizes fuel efficiency by supporting effective combustion on a leaner air-to-fuel mixture, extending range and reducing operating costs. That means less refueling, more environmentally responsible large craft operation, and more time on the water. Add the fact that the BF350 V8 runs on 86 octane unleaded gasoline, and you've got a high-power outboard that's easier on the planet and your wallet.

#### **Powerful Control**

The BF350 is equipped with Honda's exclusive iST\* (Intelligent Shift and Throttle\*) drive-by-wire system and our new, easy-to-operate Honda iST\* control. iST\* provides superb, effortless shift and throttle control and easy docking, while

the ergonomically designed, top-mount control offers intuitive digital functions such as trim support, automatic tilt,

cruise control, and more.

iST\* and the BF350 V8's robust gearcase and high thrust capability ensure quick transitions between forward and reverse and superior handling during critical maneuvers. iST\* also accommodates seamlessly integrated installation of the Optimus 360 by Dometic\* joystick system, enhancing control of multi-engine configurations.

The Optimus 360 by Dometic<sup>®</sup>
Joystick is compatible with
Honda Marine multi–engine
applications equipped with iST.<sup>®</sup>

#### Experience The Joy

In addition to maximizing power and fuel efficiency, the BF350 maximizes the joy of boating! Quiet operation and low-vibration design allow you to experience everything from trolling to high-speed cruising without sacrificing comfort or casual conversation. A power generation capacity of maximum 93A and AMP+\* for charging at idle means there's always a boatload of juice available for necessities and accessories.



Honda's new ergonomic BF350 drive-by-wire singleand multi-engine controllers include an intuitive 5-button multi-function panel with trim support, cruise control, automatic tilt. and more.

#### Sleek, Elegant, And Reliable

The BF350's elegant, ultra-slim silhouette enhances the appearance of any watercraft, and its beauty is more than skin deep. Rugged, high-quality materials, special surface treatments, and additional anodes provide hardy corrosion resistance, with easy anode replacement for improved durability in salt water. Maintenance is a breeze, thanks to extended maintenance periods and simplified maintenance access.

Honda's legendary reliability, industry-leading
True 5 Warranty, and a nationwide network of
U.S. Honda Marine dealers ensure easy
ownership, confident operation, and outstanding
service and support. So you get the power of an
V8 outboard and unbeatable peace of mind.

Whether you're powering a large pontoon, a wide-ranging offshore excursion craft, or anything in between, go with the V8 you've been waiting for: the all-new Honda BF350!







## BF250/BF225/BF200

#### Proven Performance

Our acclaimed BF250, BF225, and BF200 models deliver awesome V6 power with easy maintenance and tough corrosion resistance.

Combining innovative features with legendary Honda reliability, these superb outboards take famous Honda performance into new waters.

#### Aerodynamic Design, Real World Benefits

The BF250, BF225, and BF200 feature a sleek, aerodynamic design. The stylish, streamlined exterior increases engine cover durability, improves safeguards that help prevent water from entering the engine, and helps protect against paint chipping and scraping.

The three-latch lock and seal system and two inverted grip points make the cover easy to remove and carry, simplifying maintenance access. The cowling incorporates a dual channel, indirect-air-circuit induction system that improves airflow, enhancing performance while helping funnel moisture away from the throttle body. The streamlined, simplified undercase includes a heavy protective rubber edge that further safeguards against the elements, boosting durability. All models are available in Aquamarine Silver and Grand Prix White for 25" and 30" transom heights.

BF250-BF200 models are available in Aquamarine Silver and Grand Prix White.

Features Include: BLAST" • VTEC° TECHNOLOGY • iST°' • LEAN BURN CONTROL • NMEA 2000° • AMP+° • ADJUSTABLE TILT LIMIT SWITCH • PGM-FI (PROGRAMMED FUEL INJECTION)

DUAL AIR CIRCUITS • COUNTER ROTATION • HIGH OUTPUT ALTERNATOR • Honda CORROSION PROTECTION • FRESHWATER FLUSH PORT • ENGINE ALERT SYSTEM • NARROW 60° DESIGN • 86 OCTANE

#### 3.6 Liter V6 Power, Plus Simplified Maintenance

All three models sport the 3.6 liter version of our powerhouse V6 engine. The larger capacity V6 boosts torque in the BF200 and BF225 by 6% over their previous incarnations. We've also updated this classic engine with a number of enhancements.

Common maintenance items now offer more convenient access. Improvements such as a larger diameter dipstick tube, integration of a water separator and fuel strainer, and the relocation of the high-pressure filter (from the high-pressure pump) for easier access, reduce maintenance time for routine tasks like oil and filter changes. And easier maintenance means more time on the water.

#### **Tough Corrosion Resistance**

All BF200-BF250 models are equipped with four anodes on each engine block, for longer anode life and improved corrosion protection. We've optimized the material and location of anodes and ground wires to boost corrosion resistance and help control galvanic corrosion. Bolts and brackets are treated with a special multi-layer coating that defends against corrosion and tool scratches. A fresh water flush port can be used to flush debris and salt water out of the engine, helping stave off internal corrosion.

### The Technologies Honda Owners Love

BF200-BF250 models are packed with the innovative technological advances Honda outboard owners love, many of which are inspired by Honda's renowned automotive engines.

All three models feature BLAST\* for maximum holeshot performance, and Lean Burn Control for remarkable fuel efficiency. All are equipped with a best-in-class, automotive-style 90-amp alternator and our AMP+\* electronic control, which automatically increases amperage as needed at idle. Multi-Port Programmed Fuel Injection (PGM-FI) consistently delivers the ideal fuel/air mix to the cylinders, for impressive starts, response, performance, and efficiency. BF225 and BF250 models include VTEC\* for explosive mid-range torque. All three models are NMEA 2000\* Certified, allowing the use of third-party marine electronics without the expense of an additional gateway interface.

## Choose The Rigging That's Right For You

The BF250, BF225, and BF200 outboard motors all offer multiple rigging options for a customized on-the-water experience. You can choose from mechanical control options or Honda's Intelligent

Shift and Throttle<sup>®</sup> (iST<sup>®</sup>). iST<sup>®</sup> includes intuitive user interfaces and an easy-toread multi-function color display.

See pages 8-9 for more details on the iST° experience. Top-binnacle or sidemount control options are available for both mechanical and iST° controls.



#### Mechanical Rigging

Boaters who prefer traditional controls will take a purist's pleasure in Honda's smooth-operating mechanical command and control system. Its reliable design delivers the responsiveness and feel traditionalists demand. Our mechanical control supports up to two engines and a single-helm location as well as a sidemount configuration.







## BF150/BF140/BF115

#### We've Got The Power

Whether you're chasing horizons, sportfishing, or pontooning, take the joy of boating to the next level with a high power Honda Marine outboard. Our BF150, BF140, and BF115 models deliver dynamic performance with features and benefits that make them the leaders in their popular horsepower categories.

#### Three From The Road

This trio of high performance engines makes the most of proven technology from Honda's renowned automotive platforms. Both the BF140 and BF150 models feature Honda's famed VTEC\* Technology. VTEC\* delivers power where and when it's needed, thanks to a broader, flatter torque curve and smooth power delivery throughout the engine's operating range. These two

models are also equipped with Dual Stage Induction, which maximizes air intake for combustion.

#### Performance Boosting Features

Our BF115-BF150 engines feature Honda's 16-valve Dual Overhead Cam (DOHC) configuration for increased high-rpm power. Boosted Low Speed Torque (BLAST) delivers explosive hole shots. Lean Burn Control enhances best-in-class fuel economy, while 3-Way Cooling ensures optimum operation and long-term durability. These models also offer an impressive 55 total amps, with 40 amps of charging power for accessories. An optional Tilt Limit Switch,\* Variable Speed Trolling Switch, and Smart Key Immobilizer add peace of mind and convenience.



BF115–BF150 models are available in Aquamarine Silver and Grand Prix White.

Features Include: BLAST" • VTEC" TECHNOLOGY' • iST"" • LEAN BURN CONTROL • NMEA 2000" • DUAL STAGE INDUCTION' • PGM-FI (PROGRAMMED FUEL INJECTION) • HIGH OUTPUT ALTERNATOR

COUNTER ROTATION' • 3-WAY COOLING • Honda CORROSION PROTECTION • FRESHWATER FLUSH PORT • VARIABLE TROLLING CONTROL" • ENGINE ALERT SYSTEM • COUNTERBALANCING SHAFTS



All three outboards are available with Honda's Intelligent Shift and Throttle® (iST®) drive-by-wire system. This easy-to-install, NMEA 2000® Certified system integrates with Optimus 360 by Dometic® joystick steering, for superb control during even

the most difficult maneuvers. Honda iST\* also integrates with a variety of other name-brand products, bringing the

precision of advanced, user-friendly technology to your boating experience. See pages 8-9 for more details

See pages 8-9 for more de on the iST° experience.

The Optimus 360 by Dometic<sup>®</sup>
Joystick is compatible with
Honda Marine multi–engine
applications equipped with iST.<sup>®</sup>



Available in Aquamarine Silver or Grand Prix White, the BF115-BF150 all feature sleek, aerodynamic styling. But good looks are just the beginning. Strategically placed anodes and a durable bolt coating boost corrosion resistance. The cowl design provides easy spark plug access. Components, including the trim and tilt unit, water separator, fuel filters, and enlarged dipstick tube, are specially designed and positioned to make maintenance faster and easier.

150

#### Get It All

The BF115-BF150 deliver everything boaters want in high power, high performance engines, plus something no other brand can offer: legendary Honda reliability. Make every outing a powerful experience, with a high power Honda outboard.







## BF100/BF90/BF75

## Raising The Bar On Mid-Range Engines

Honda raised the bar on the mid-size engine category with the versatile BF100. This best-of-class outboard delivers superior power—from initial blast to top end speed—with remarkable fuel efficiency. Like the BF90 and BF75, it's also one of the lightest 4-strokes in its class.

#### **Exclusive Honda Features**

All three models are equipped with a host of Honda exclusives, including Programmed Fuel Injection (PGM-FI) for instant throttle response and optimized fuel consumption.

#### OPTIONAL MULTI-FUNCTION TILLER HANDLE

The optional multi–function tiller handle incorporates all you need: Power Trim–Tilt Switch, Reversible Shift Lever, Handle Height Adjustment, Variable Trolling Control Switch, and an Engine Alert Panel.

All feature BLAST\* for strong acceleration, Lean Burn Control for superior fuel efficiency, and a 3-Way Cooling System for long-lasting, durable performance. BF100 and BF90 models include Honda VTEC\* Technology. VTEC\* nimbly delivers power as needed throughout the engine's operating range.

#### Three To Go

Combining power, efficiency, durability, and value with legendary Honda reliability, these engines deliver one great performance after another.

So you can enjoy your time on the water worry free.



Features Include: BLAST" · VTEC° TECHNOLOGY (BF100 & BF90) · LEAN BURN CONTROL · PGM-FI (PROGRAMMED FUEL INJECTION) · HIGH OUTPUT ALTERNATOR

NMEA 2000° · 3-WAY COOLING · Honda CORROSION PROTECTION · FRESHWATER FLUSH PORT · ENGINE ALERT SYSTEM · NON-LINEAR MOUNTING SYSTEM · OPTIONAL TILLER HANDLE

HONDA



## BF60/BFP60

#### Best In Class

The BF60 is all about being the best.
The best maneuverability and highest speed in its class. The best fuel efficiency. Best high output charging.
And of course, best time on the water.

#### Two For The Water

Available in two versions, the BF60 and the BFP60 Power Thrust offer powerful performance and exhilarating acceleration. The BFP60 is equipped with a unique gear case and larger propeller, making it ideal for pontoons and larger hulled boats.

#### OPTIONAL MULTI-FUNCTION TILLER HANDLE

The optional multi-function tiller handle incorporates all you need: Power Trim-Tilt Switch, Reversible Shift Lever, Handle Height Adjustment, Variable Trolling Control Switch, and an Engine Alert Panel.



#### Only On A Honda

The BFP60 also offers
Easy Dock Steering.

of a simple switch.

This exclusive Honda feature provides a full 50° of rudder angle to port and again to starboard, simplifying maneuvering in the marina.

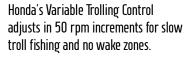
Both models are equipped with BLAST, Programmable Fuel Injection (PGM-FI), and Lean Burn Control.

Adding the optional Variable Trolling

Control requires only the installation

Whether you go with a BF60 or a BFP60, you'll know you're boating with the very best.







Features Include: BLAST" · LEAN BURN CONTROL · NMEA 2000° · EASY DOCK" STEERING · PGM-FI (PROGRAMMED FUEL INJECTION) · HIGH OUTPUT ALTERNATOR · POWER THRUST DESIGN'
Honda CORROSION PROTECTION · VARIABLE TROLLING CONTROL" · RUDDER ANGLE INDICATOR & TRIM LIMIT SWITCH" · FRESHWATER FLUSH PORT · ENGINE ALERT SYSTEM
NON-LINEAR MOUNTING SYSTEM · OPTIONAL TILLER HANDLE



## BF50/BF40

#### Lightweight, Compact Powerhouses

The BF40 and BF50 combine Honda's classic four-stroke approach with a variety of unique outboard innovations. The result? The lightest, most compact engines in their class. And because they're from Honda, these lightweight champs are loaded with features and technologies that enhance the boating experience at every turn.

## Exclusive Features, Impressive Benefits

Activated by a quick movement of the throttle, BLAST\* (Boosted Low Speed



Torque) delivers vastly improved holeshots. Programmed Electronic Fuel Injection (PGM-FI) provides easy starts, instant throttle response, and better overall fuel efficiency. PGM-FI can also be used to create variable trolling speeds with the addition of an optional switch. Lean Burn Control stretches your fuel even further by allowing a leaner air-to-fuel mixture.

These hardworking mid-sizers are perfect for pontoon boats, inflatables, flats, fishing, and bay boats. Take a closer look, and you'll find the BF40 and BF50 aren't just top of the class, they're in a class by themselves.



Features Include: BLAST\*·LEAN BURN CONTROL·NMEA 2000°·PGM-FI (PROGRAMMED FUEL INJECTION)·HIGH OUTPUT ALTERNATOR·FRESHWATER FLUSH PORT
Honda CORROSION PROTECTION·ENGINE ALERT SYSTEM·NON-LINEAR MOUNTING SYSTEM·GAS ASSIST TILT AVAILABLE·TILLER MODELS AVAILABLE

HOND



## BF30/BF25

#### Powerful But Quiet

The Honda BF30 and BF25 offer plenty of punch in a smaller horsepower configuration.

Both are packed with dependable power that you can feel but rarely hear. That's because these outboards are



whisper quiet—so quiet that they don't need the added weight of dampening insulation typically found on other brands.

#### Big On Features

Instead of dampening, we loaded these models with features, like a Center Mount Tiller with up-front controls. A 3 to 3 Induction
System that provides smooth, quiet operation. And Autostart Enrichment that automatically adjusts the air/fuel mixture for easy starting and warm-up, just like fuel injection.

#### **Light And Easy**

The BF25 and BF30 are among the lightest engines in their class. Each comes with a built-in pitot tube that eliminates the need to drill holes for engine installation. Either is an ideal choice for big performance in a smaller horsepower outboard.





Features Include: 3-CYLINDER DESIGN · AUTOSTART ENRICHMENT · LARGE DISPLACEMENT · NON-LINEAR MOUNTING SYSTEM · Honda CORROSION PROTECTION

POWER TRIM AND TILT · GAS ASSIST TILT AVAILABLE · TILLER MODELS AVAILABLE





# PORTABLE ENGINE SERIES

BF20 · BF15 · BF9.9 · BF8 · BF5 · BF2.3







## BF20/BF15/BF9.9/BF8

#### Portable, Lightweight, And Powerful

The Honda BF8 and BF9.9, and BF15 and BF20 are the definition of convenience. Weighing in at just 92 pounds' and 104 pounds' respectively, these portables are lighter than most conventional 9.9 HP outboards. But they're all Honda, loaded with features and famous for quiet, fuel-efficient performance and legendary reliability.



#### Less Weight, More Features

All models feature fully regulated charging systems and harnesses. All models also feature the largest alternator in their class, ensuring plenty of power for your electronics, even when trolling. Plus Autostart Enrichment for easy starting and quick warm-up.

Select models are available with our optional Power Thrust Design for even more boost. Power Thrust Design delivers a whopping 60% more thrust in reverse and 15% more in forward.

#### A Winning Combination

With easy one hand starting, Shallow Water Drive, available Power Tilt, and much more, these portables offer the ideal combination of power, portability, and dependability.





Features Include: AUTOSTART ENRICHMENT · LARGE DISPLACEMENT · REVERSE EXHAUST RELIEF · REGULATED CHARGING SYSTEM WITH BATTERY CHARGING HARNESS · SHALLOW WATER DRIVE Honda CORROSION PROTECTION · POWER THRUST MODELS (BFP MODELS) · POWER TILT AVAILABLE · FORWARD MOUNT SHIFT LEVER · PROP, TANK, & FUEL LINE INCLUDED



## BF

#### Big Features In A Compact Portable

The Honda BF5 is engineered to meet the needs of portable outboard users with exclusive Honda features and legendary Honda reliability. It's the smart choice for small tenders, sailboats, jon boats, and inflatables.



#### Fun On The Run

Weighing only 60 pounds, the BF5 is truly portable. It's equipped with expanded carrying handles for easy transport and installation, plus a tiller handle that folds up or down for compact storage and transport.

#### Wonderful On The Water

Once on the water, compression release ensures easy starting. Specially designed motor mounts reduce vibration transfer to the tiller for smoother rides, reduced operator fatigue, and quiet moments in the great outdoors. A large, 1.5 liter internal fuel tank and fuel-efficient operation deliver remarkable range, while an optional external fuel tank increases time on the water and extends your opportunities to explore.





Features Include: SHALLOW WATER DRIVE • FOLD UP OR DOWN TILLER HANDLE • INTEGRAL FUEL TANK • DECOMPRESSION MECHANISM • ONE-TOUCH STOP SWITCH
FRONT MOUNT CARRYING HANDLE WITH REAR GRIP • HIGH CHARGING CAPACITY (OPTIONAL) • LOCKABLE CLAMP HANDLES • Honda CORROSION PROTECTION



## BF2.3

## Reliable Power In A Small Package

The BF2.3 is one of the world's lightest four-stroke outboards. At less than 30 pounds, this engine's weight rivals that of many electric motors, without the battery. It's ideal for dinghies, car-toppers, and other small craft.

#### Power, Control, And Portability

The BF2.3 features 15% more power than its predecessor. It boasts excellent handling and maneuverability, even in tight areas, thanks to full 360° steering, a pivoting tiller handle, and a centrifugal clutch with a twist grip throttle. The internal fuel tank is 12% larger than its predecessor, providing about an hour of operation at wide open throttle. A front-mounted carrying handle ensures easy transport and installation.

#### All In One

The BF2.3 offers an advanced design that delivers power and performance without sacrificing portability. It's everything you want in a Honda outboard to go!





Features Include: FOLD-DOWN TILLER HANDLE • INTEGRAL FUEL TANK • 15" OR 20" SHAFT LENGTHS • CENTRIFUGAL CLUTCH WITH TWIST GRIP THROTTLE

EMERGENCY STOP SWITCH • FRONT MOUNT CARRYING HANDLE • LOCKABLE CLAMP HANDLES • Honda CORROSION PROTECTION





## 105 Jet / 65 Jet / 40 Jet

#### Deep Technology For Shallow Waters

Honda Marine Jet Drive outboards are ideal for running the shallows where the fish are. Available as 105 Jet, 65 Jet, and 40 Jet models, Honda Jet Drives give owners the power to boat in places propeller-driven hulls can't go, such as rockybottom shallow rivers, white water rapids, even over sandbars!

Like all Honda four-stroke outboards, our Jet Drive models are loaded with exclusive features. And of course, they deliver the same dependability, fuel efficiency, quiet operation, and legendary Honda reliability you've come to expect from the leader in engine technology.

JET	DR	IVE	

CONVERSION

Prop Shaft HP	Jet Pump Rating
150	105
90	65
60	40



Features Include: BLAST" · VTEC" TECHNOLOGY · LEAN BURN CONTROL · NMEA 2000° · DUAL STAGE INDUCTION" · 3-WAY COOLING · PGM-FI (PROGRAMMED FUEL INJECTION)

HIGH OUTPUT ALTERNATOR · Honda CORROSION PROTECTION · FRESHWATER FLUSH PORT · ENGINE ALERT SYSTEM

HONDA

### Engine Technology & Innovation

Glance at their sleek, aerodynamic lines, and you'll instantly realize that Honda outboards don't look like anything else on the water. But as attractive as they are on the outside, it's what's inside that counts.

As you review these features, look for the word "Exclusive." It means you won't find that feature on any other brand.

#### Instant Acceleration.



#### **BLAST**

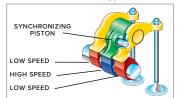
A quick movement of the throttle control activates the BLAST™ system, advancing the ignition curve aggressively. "Holeshot" is vastly improved as more horsepower gets the hull up on plane quicker.

BF350, BF250, BF225, BF200, BF150, BF140, BF115, BF100, BF90, BF75, BF60, BF50, BF40

#### Power And Fuel Efficiency — The Best of Both Worlds.

#### **VTEC**<sup>®</sup> Technology

Honda's Variable Valve Timing & Lift Electronic Control (VTEC\*) system gives you a broader, flatter torque curve and smooth power delivery throughout the engine's operating range. VTEC\* is the "replacement for displacement," providing outstanding performance without the inferior low rpm fuel efficiency of larger displacement competitors. VTEC\* provides power where and when you need it. It varies the lift and duration of the intake valves to deliver optimal performance at both low and high rpm, resulting in peak performance at all speeds. The following graphic illustrates the smart thinking behind VTEC® technology:



VTEC® uses two cam lobe profiles to operate the intake valves. The low-lift, short duration cam lobes (shown in red) provide strong torque at low rpm. High rpm horsepower is achieved by engaging the third rocker arm on a highlift cam (blue), resulting in a superior combination of power, torque and fuel efficiency.

BF350, BF250, BF225, BF150, BF140, BF100, BF90

#### Cruising Efficiency That's Easy On Your Wallet.

### LEANBURA CONTROL OPTIMAL FUEL EFFICIENCY

#### Lean Burn Control

This feature increases fuel efficiency by allowing combustion to operate on

a leaner air-to-fuel mixture.

BF350, BF250, BF225, BF200, BF150,

BF140, BF115, BF100, BF90, BF75, BF60,

#### See Engine Data On Your GPS or Fishfinder.

#### **NMEA 2000°**

BF50, BF40

NMEA 2000° is the marine industry's open-architecture electronic protocol that allows on-board data sources to interface with helm displays. Honda

outboards do not require
the added expense of gateway devices,
required by most competitive proprietary
systems, to connect to a NMEA 2000°
on-board network. Lower cost and
connectivity to a wide variety of brand
name marine electronics is the
advantage of NMEA 2000°.

BF350, BF250, BF225, BF200, BF150, BF140, BF115, BF100, BF90, BF75, BF60, BF50, BF40

#### Save Your Battery.

#### I AMP

EXCLUSIVE

At idle, when electrical loads demand additional amperage, the electronic control module automatically increases the engine speed by 100 rpm to produce an additional 9 amps. AMP+\* helps prevent battery drain caused by simultaneously running multiple accessories, a concern when you're fishing miles offshore.

BF350, BF250, BF225, BF200

#### Cooler Air, More Horsepower.

#### **Dual Air Intake Circuits**

The first circuit (1) is used to cool critical engine components. A top-mounted cooling fan draws cooling air over the alternator, improving its performance.

The second circuit
(2) routes cool air
into the throttle
body. Cool air
produces more
horsepower.
BF250, BF225,

BF200





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### Engine Technology & Innovation

#### Simple. Effortless Control.

#### Intelligent Shift & Throttle

Superb control and easy installation are hallmarks of Honda's Intelligent Shift & Throttle\* (iST\*) drive-by-wire system. standard on BF350 and BF115-BF250 iST models. iST<sup>®</sup> allows for up to four engines and two control stations, providing effortless control, fine tuning of throttle settings, enhanced docking, user-programmable system defaults and a simple, easy to understand user interface. Combine that with the security of a key fob immobilizer, electronics redundancy, NMEA 2000° Certification, push button starting, and the plug-andplay integration of third-party controls, and you've got masterful control, right at your fingertips.

#### BF350, BF115 - BF250 iST Models



Clockwise, starting lower left: Key Fob Immobilizer Top Mount Single Control, Top Mount Dual Control, **Dual Push Button Start** 

#### **Power And Economy Through** Superior Combustion.

#### **Dual Stage Induction**

Honda's unique variable intake system maximizes combustion efficiency for increased torque and superb fuel efficiency. While most four-strokes use long manifolds to deliver air into the cylinder head, Honda's Dual Stage Induction uses a plenum chamber with twin butterfly valves to vary the volume and velocity of air flow. It's a simple, compact design that enhances both low speed drivability and high-speed performance.

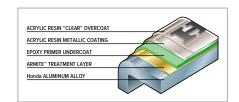
BF150, BF140

#### Defy The Elements.

#### **Honda Corrosion Protection**

Your Honda can continue to look and perform like new, thanks to our corrosion protection system. It includes a durable, multi-layered paint process, sacrificial anodes, aluminum components, and waterproof connectors. All engines.

Painted Cooling Passages: BF350, BF250, BF225, BF200, BF150, BF140 BF115, BF100, BF90, BF75, BF60, BF50, BF40



#### Real Power.

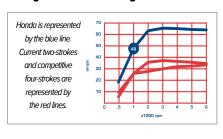
#### **High Output Alternator**

EXCLUSIVE

Select Honda outboards use automotive-style alternators for superior output versus older stator types. Most manufacturers only advertise their "total" alternator (amp) output. Honda publishes "total" amp output *and* "charging amps". Charging amps = total amps minus the amps consumed by the ignition system. For example, the BF200, BF225, and BF250 output 90 total amps. 30 amps are consumed by the ignition, leaving 60 charging amps available to power accessories. Honda also measures amps at normal operating

#### All engines BF115 and larger.

temperatures.



#### **Less Vibration. Smoother Ride.**

#### Non-Linear Mounting System

Patented non-linear rubber mounts provide smoother operation at all speeds. BF350, BF100, BF90, BF75, BF60, BF50, BF40, BF30, BF25

#### Optimum Efficiency

#### **LAF and Knock Sensors**

**EXCLUSIVE** 

Our linear air fuel and knock sensors help determine the correct fuel flow and ignition curve, enhancing overall engine operation and efficiency.

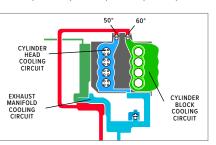
Knock Sensors Only: BF250, BF225, BF200 LAF and Knock Sensors: BF350, BF150. BF140, BF115, BF100, BF90, BF75, BF60, BF50, BF40

#### More Cooling. Longer Life.

#### **3-Way Cooling System**

Three separate cooling systems keep the cylinder heads running cooler for long-term durability.

BF150, BF140, BF115, BF100, BF90, BF75



Available on select models, Honda's ergonomically designed handles help

handling. Adjustments for throttle and steering friction allow for easier control. Convenient up-front shifting, fingertipstarting, PTT (power tilt & trim) switch, and engine alert lamps provide added safety and convenience. Tiller handle Variable

BF100, BF90, BF75, BF60, BFP60, BF50, BF40, BF30, BF25

#### Easy Dock<sup>®</sup> Steering

EXCLUSIVE

again to starboard. **BFP60** 

#### Powerful Yet Compact.

Thought by many to be impossible, a narrow, balanced 60° design.

minimize driver fatigue and improve

BF60-BF100.

### Superior Maneuvering For Pontoons.

Trolling Control is available on the

Easy Dock Steering helps take the anxiety out of maneuvering your pontoon into the marina. Available on the Power Thrust BFP60, Easy Dock Steering has a full 50° of rudder angle to port and

#### Narrow 60° Design

the BF250, BF225, and BF200 feature

#### **Easier Control**

weight of long intake Center Mount Tiller Handle EXCLUSIVE runners and multicamshafts, the compact 24-valve SOHC design offers top performance

BF250, BF225, BF200

and durability.

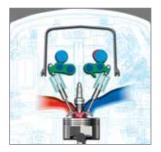
Lacking the bulk and

#### **Serious Power** That's Still Efficient.

#### **Dual Overhead Cam (DOHC)**

A powerful, compact 16-valve DOHC design creates more valve lift to pull in more air for increased horsepower. Low-maintenance design allows easy adjustment of the rocker arms. No multiple shims or trial-and-error adjusting needed.

BF150, BF140, BF115



#### Short Take-Offs. Long Flights.

#### **Multi-Port Programmed Fuel Ignition**

Honda Multi-Port Programmed Fuel Injection (PGM-FI) delivers the precise amount of air/fuel to each cylinder under all operating speeds and conditions. The result is quick starts. instant throttle response, powerful performance, and low fuel consumption. BF350, BF250, BF225, BF200, BF150, BF140, BF115, BF100, BF90, BF75, BF60,

#### **BF50. BF40**

#### **Engine Alert System**

This feature monitors vital engine functions and prevents damage by alerting the driver of overheating, low oil pressure, and over-rev.

Protects Your Engine.

All engines except the BF2.3.

#### You're In Control.

#### **Variable Trolling Control**

This option allows you to adjust trolling speeds in 50 rpm

increments simply by pressing a toggle switch.

iST® Models Standard. BF40 - BF150 Optional

Dash or Control Box Remote Switch, BF60 - BF100 Built-In Toggle Switch **On Optional Multi-Function Tiller Handle** 

#### **Quick Starts.**

#### **Autostart Enrichment**

Just like a fuel injection system, autostart enrichment automatically adjusts the air-fuel mixture for quick, easy starting and warm-up.

BF30, BF25, BF20, BF15, BF9.9, BF8

#### More Thrust For Bigger Hulls.

#### **Power Thrust Design**

A special Power Thrust 4-blade prop on the BFP8-BFP20 and a higher gear ratio on the BFP60 help provide these engines with extraordinary forward and reverse thrust for improved maneuverability and performance.

BFP60, BFP20, BFP15, BFP9.9, BFP8

#### Increased Maneuverability.

#### **Reverse Exhaust Relief**

The Reverse Exhaust Relief system redirects exhaust gases when in reverse. This provides more propeller "grip" for tremendous dockside maneuvering.

All BF8 - BF20.



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### **Engine Technical Specifications**

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LARGE **ENGINE SERIES** 



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\*BF350, BF250, BF225, BF200, BF150, and BF140 counter rotation models available. All Honda outboards are power rated with NMMA procedures. Specifications are subject to change.

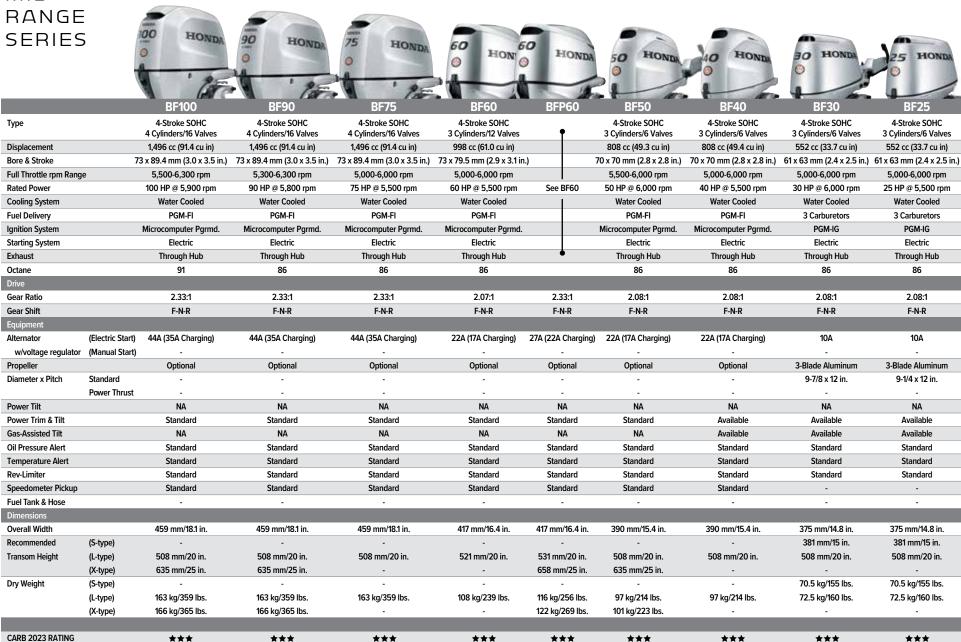
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All Honda outboards are power rated with NMMA procedures. Specifications are subject to change.

### **Engine Technical Specifications**

MID-RANGE SERIES



PORTABLE SERIES

#### JET DRIVE SERIES

20 HONEA	15 HOMA	99 HONDA	8 HONDA	5 HONDA	23 HODERA	HOAD	65 HONDA	40 HONDA
BF20	BF15*	BF9.9*	BF8*	BF5	BF2.3	BF150J / 105 Jet	BF90J / 65 Jet	BF60J / 40 Jet
4-Stroke SOHC	4-Stroke SOHC	4-Stroke SOHC	4-Stroke SOHC	4-Stroke OHV	4-Stroke OHV	4-Stroke DOHC	4-Stroke SOHC	4-Stroke SOHC
2 Cylinders/4 Valves	2 Cylinders/4 Valves	2 Cylinders/4 Valves	2 Cylinder/4 Valves	1 Cylinder/2 Valves	1 Cylinder/2 Valves	4 Cylinders/16 Valves	4-Stroke SOFIC 4 Cylinders/16 Valves	3 Cylinders/12 Valves
350 cc (21.5 cu in)	350 cc (21.5 cu in)	222 cc (13.5 cu in)	222 cc (13.5 cu in)	127 cc (7.8 cu in)	57.2 cc (3.49 cu in)	2,354 cc (144 cu in)	1,496 cc (91.4 cu in)	998 cc (61.0 cu in)
59 x 64 mm (2.3 x 2.5 in.)	59 x 64 mm (2.3 x 2.5 in.)	58 x 42 mm (2.3 x 1.7 in.)	58 x 42 mm (2.3 x 1.7 in.)	60 x 45 mm (2.4 x 1.8 in.)	45 x 36 mm (1.8 x 1.4 in.)	87 x 99 mm (3.4 x 3.9 in.)	73 x 89.4 mm (3.0 x 3.5 in.)	73 x 79.5 mm (2.9 x 3.1 in.)
5,000-6,000 rpm	4,500-5,500 rpm	5,000-6,000 rpm	4,500-5,500 rpm	5,000-6,000 rpm	5,000-6,000 rpm	5,000-6,000 rpm	5,300-6,300 rpm	5,000-6,000 rpm
20 HP @ 5,500 rpm	15 HP @ 5,000 rpm	9.9 HP @ 5,500 rpm	8 HP @ 5,000 rpm	5 HP @ 5,500 rpm	2.3 HP @ 5,500 rpm	105 HP @ 5,500 rpm	65 HP @ 5,800 rpm	40 HP @ 5,500 rpm
Water Cooled	Forced Air	Water Cooled	Water Cooled	Water Cooled				
1 Carburetor	1 Carburetor	PGM-FI	PGM-FI	PGM-FI				
PGM-IG	PGM-IG	PGM-IG	PGM-IG	Digital CDI	Transistorized Pointless	Microcomputer Programmed	Microcomputer Programmed	Microcomputer Programmed
Electric/Recoil	Electric/Recoil	Electric/Recoil	Electric/Recoil	Recoil	Recoil	Electric	Electric	Electric
Through Hub	Through Hub	Through Hub	Through Hub	Under Water, Above Propeller	Under Water, Above Propeller	Through Jet	Through Jet	Through Jet
86	86	86	86	86	86	86	86	86
2.08:1	2.08:1	2.33:1	2.33:1	2.08:1	2.42:1	-	-	-
F-N-R	F-N-R	F-N-R	F-N-R	F-N-R	360° Pivot	F-N-R	F-N-R	F-N-R
12A w/Harness	12A w/Harness	12A w/Harness	12A w/Harness	-	-	55A (40A charging)	44A (35A charging)	22A (17A charging)
6A w/Harness	6A w/Harness	6A w/Harness	6A w/Harness	Optional 6A	-		-	-
4-Blade Aluminum	4-Blade Aluminum	4-Blade Aluminum	4-Blade Aluminum	3-Blade Aluminum	3-Blade Plastic	-	-	-
9-1/4 x 10 in.	9-1/4 x 10 in.	9-1/4 x 8 in.	9-1/4 x 8 in.	7-7/8 x 6-3/4 in.	7-1/4 x 7-1/2 in.	-	-	-
-	10 x 7-5/8 in.	10 x 6.5 in.	10 x 6.5 in.	-	-		-	-
Available	Available	Available	Available	NA	NA	NA	NA	NA
NA	NA	NA	NA	NA	NA	Standard	Standard	Standard
•	-	-	-	NA	NA	NA	NA	NA
Standard	Standard	Standard	Standard	Standard	-	Standard	Standard	Standard
Standard	Standard	Standard	Standard	-	-	Standard	Standard	Standard
Standard	Standard	Standard	Standard	Standard	-	Standard	Standard	Standard
-	-	-	•	-	-	Standard	Standard	Standard
Standard, 3 Gal. Fuel Tank	Optional	-	-	-	-			
350 mm/13.8 in.	350 mm/13.8 in.	345 mm/13.6 in.	345 mm/13.6 in.	347 mm/13.7 in.	285 mm/11.2 in.	610 mm/24 in.	480 mm/18.9 in.	417 mm/16.4 in.
381 mm/15 in.	381 mm/15 in.	-	-	-				
508 mm/20 in.	508 mm/20 in.	635 mm/25 in.	635 mm/25 in.	635 mm/25 in.				
-	635 mm/25 in.	635 mm/25 in.	635 mm/25 in.	-	-	-	-	-
47 kg/104 lbs.	47 kg/104 lbs.	42 kg/92 lbs.	42 kg/92 lbs.	27 kg/60 lbs.	13 kg/29.5 lbs.		-	-
50 kg/110 lbs.	50 kg/110 lbs.	44 kg/98 lbs.	44 kg/98 lbs.	27.5 kg/61 lbs.	14 kg/31 lbs.	232 kg/511 lbs.	169 kg/373 lbs.	122 kg/268 lbs.
-	52 kg/115 lbs.	48 kg/107 lbs.	48 kg/107 lbs.	-	-	<u> </u>	-	-
***	***	***	***	***	***	***	***	***

All Honda outboards are power rated with NMMA procedures. Specifications are subject to change.

\*For Power Thrust model specifications, please visit marine.honda.com. All Honda outboards are power rated with NMMA procedures. Specifications are subject to change.

### **Genuine Honda Accessories**

Honda Marine offers a wide variety of high-quality accessories. From controls and flush kits to gauge sets, harnesses, and propellers, we have the parts and accessories you need.

All accessories are available to purchase through any authorized Honda Marine dealer.



Mechanical Rigging







Push Button Starting, Key Switch Panels, and Displays







iST° Drive-By-Wire Rigging

Oil, Fuel Stabilizers, Chemicals

**Propellers** 

For more information on Honda's complete line of Parts & Accessories, see your Honda Marine dealer or go to marine.honda.com.

**GAUGES · CONTROL BOXES · CONTROL CABLES · KEY SWITCH PANELS · ELECTRIC HARNESSES** CHARGING SYSTEMS · FUEL SYSTEM COMPONENTS · WATER PUMP KITS · HARDWARE · CONVERSION KITS · CHEMICALS · PROPELLERS

### Honda Marine Dealers & Warranties

When you power up with a Honda behind you, you're getting more than a lovingly crafted piece of machinery. You're also getting the trusted support of Honda Marine dealers nationwide.

Our dealers and staff undergo training and receive updates to tune up their knowledge of the entire Honda outboard line. Honda Marine authorized dealers are ready to provide you with the highest level of service. They have the equipment and expertise to help you get the most out of your Honda engine.

Combine this with True 5. the best consumer standard non-declining limited warranty in the outboard industry and you've got a team behind you that is second to none.

For commercial, rental and government customers, Honda Marine proudly offers expanded warranties. The expanded warranty for commercial and rental engines doubles the previous coverage — from 12 months to 24 months.

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The expanded warranty for engines purchased by state, local and federal governments adds more than 30 percent additional coverage — from 24 months to 36 months. And just like the True 5 limited warranty, they're fully backed by Honda Marine, in comparison to the outsourced, extended service contracts typically provided by other manufacturers. The expanded warranty coverage covers all Honda Marine engine models purchased on or after January 1, 2016.







### HondaCare Protection Plan®

#### Protection You Can Trust.

HondaCare Protection Plans® are the only non-declining extended service plans backed by Honda. HondaCare® coverage offers similar features and benefits as your original Distributor's Limited Warranty and can be purchased for an additional one, two, or three years beyond Honda's True 5, five-year limited warranty.\*



#### **Great Reasons To Get** A HondaCare Protection Plan®

#### NON-DECLINING

Coverage is non-declining over the entire life of your HondaCare® Extended Service Plan.

#### VARIETY OF TERMS

HondaCare® coverage is available in one, two, or three year options for up to eight years of coverage!

#### • REPAIRS YOU CAN TRUST

Backed by American Honda, all covered repairs are made by Honda trained technicians using only new Genuine Honda Parts.

#### NATIONWIDE COVERAGE

Coverage accepted at any Honda Marine Authorized Repair Facility within the contiguous United States, Alaska and Hawaii,

#### • NO HOUR LIMITATION

Coverage doesn't expire at a preset hour limit.

#### NO DEDUCTIBLE OR CO-PAY

No out-of-pocket costs for repairs covered under a HondaCare® Plan.

#### • IT'S TRANSFERABLE

HondaCare® is fully transferable to the next owner at no cost.

**Enrolling in a HondaCare** Protection Plan<sup>®</sup> is easy! Ask your dealer for details.

















#### marine.honda.com

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