

News from Honda



Media Contact / For more information:

Sara Pines, Honda Public Relations
American Honda Motor Co., Inc.
(678) 339-1385 phone
Sara_Pines@ahm.honda.com

For Immediate Release

Honda Marine Receives 2011 IBEX Innovation Award **Company's all-new BF250 Marine Outboard Recognized**

LOUISVILLE, Ky., October 17, 2011 – The National Marine Manufacturers Association (NMMA), along with a judging panel from Boating Writers International (BWI), today named the all-new Honda Marine BF250 engine as recipient of a 2011 IBEX Innovation Award for outboard engine technology.

BWI and the NMMA presented the 2011 award at the International Boat Builder's Exhibition (IBEX) show and conference at the Kentucky Exposition Center in Louisville, Kentucky.

The IBEX Innovation Award is the industry's highest honor for innovative and technological advancement. The award recognizes advancements in OEM and aftermarket equipment based on specific criteria: innovative distinction from other products currently being manufactured; benefit to the marine industry and/or consumer; practicality; and cost effectiveness.

The all-new Honda BF250 engine incorporates the world's first marine direct air dual circuit induction system of its type on a production outboard. The first circuit draws air into the front and around critical engine components, and a top-mounted cooling fan draws cooling air over the alternator. The second circuit routes cool air from the upper intake vents, removes moisture, and then inducts it into the throttle body. This system

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provides for cooler, denser air for better combustion than conventional under-cowl induction systems.

Additionally, the Honda BF250's new idle-charging system was recognized as an innovative feature of the new engine. When the engine's electrical demand increases, the system automatically raises idle speed by 100 RPMs to generate nine additional amps for charging. With the BF250, boaters now can concurrently use multiple accessories without concern for draining their batteries.

"Honda Marine has a history of championing new technologies and customer-focused features in our outboard products throughout the years," said Scott Conner, vice president, Honda Power Equipment. "Earning this award of distinction from both the NMMA and BWI provides a confirmation that our industry values this spirit of innovation."

Honda Marine exclusively features four-stroke outboard engine technology for high fuel efficiency, quiet operation, and low emissions. Honda's outboards share the same unparalleled durability, quality, and reliability of its legendary automobiles. With models ranging from 2 to 250 horsepower, the Honda Marine full line of current production models certify to California Air Resources Board (CARB) 3-Star standards, ensuring their availability and regulatory compliance in all 50 states.

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Editor's Note:

Honda Marine, a division of American Honda Motor Co., Inc., markets a complete range of outboard marine engines. Its comprehensive product line is powered exclusively by four-stroke engines.

Information for media regarding Honda Marine products is available at www.hondanews.com.

Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at www.honda.com.

For product inquiries and dealer locations, please visit www.hondamarine.com.

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