

## 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 Launches All-New BF250 Outboard**  
**Company Setting Industry Standards of Quality, Reliability and Performance**  
**with More Powerful Engine**

**ALPHARETTA, Ga., October 1, 2011** – Honda Marine introduces the all-new BF250 horsepower (hp) four-stroke engine, the most powerful outboard to join the Honda Marine lineup – and now the company’s flagship model. The Honda BF250 marine outboard engine incorporates a host of Honda-exclusive technologies that provide increased value and benefit to consumers.

The styling concept of the new Honda BF250, a departure from previously introduced Honda Marine outboards, incorporates a sleeker and slimmer aesthetic design. The cowling of the new engine exhibits a sharper, more angular profile – with chrome lines conveying power and speed – contributing to an overall streamlined, aerodynamic appearance. Included in this innovative and durable configuration are technologically advanced features that contribute to the engine’s best-in-class fuel economy and excellent power and charging performance.

“The all-new Honda BF250 marine engine demonstrates the Honda commitment to engineering a product line with unparalleled performance, power and fuel economy,” said Alan Simmons, national manager, Honda Marine. “The introduction of this flagship engine also further strengthens our relationship with both consumers and boat-builder partners.”

## ***Honda Marine Launches All-New BF250 Outboard Page 2***

### **Improved Power, Performance and Fuel Economy**

With a full-throttle RPM range of 5300-6300, the Honda BF250 is a high-performance 3.6 L engine that incorporates an all-new gear case and advancements from Honda's automotive and marine outboard engine lines. For example, integrated into the BF250 design is Honda's **Variable Valve Timing and Lift Electronic Control® (VTEC®)**. First debuted in the high-performance Acura NSX sports car, VTEC® technology works to vary the lift and duration of the intake valve opening to deliver optimal performance at both low and high rpm, resulting in peak performance at all speeds. The technology provides a broad, flat torque curve and smooth power delivery throughout the engine's entire operating range, allowing the operator to enjoy outstanding performance and impressive fuel economy.

The Honda BF250 engine incorporates the **Boosted Low Speed Torque (BLAST™) System** which dramatically improves holeshot acceleration by advancing ignition spark timing to within one degree of the knock limit during 'hammer down' acceleration. The **Engine Control Module (ECM)** then steps in to increase injector timing, creating a more potent air/fuel mixture. The resulting boost in available torque at low rpm contributes to a strong holeshot (off the line acceleration) to get the boat up on plane quickly. The ignition spark timing is appropriately adjusted under slower throttle advancement, ensuring a leaner air/fuel mix and improved fuel efficiency. The ECM in the Honda BF250 also can predict the operator's shifting operation based on changes in engine speed and throttle position.

Further, when the electric load on the new Honda BF250 increases, **an adjustable idling-charge system** enhances the charging performance of the engine. The BF250 has an industry-first, **AMP Plus (Amp+)** feature which at idle speeds, senses a need for more amperage and automatically raises the engine rpm's by 100 to produce an additional 9 amps. This is perfect for simultaneously running accessories such as SONAR, GPS, stereo, live wells and trolling motors.

## ***Honda Marine Launches All-New BF250 Outboard***

### ***Page 3***

The all-new Honda BF250 is designed with **Lean Burn Control**, a feature that automatically adjusts the air/fuel mix according to speed and load while maximizing power throughout the acceleration range – providing as much as 20 percent greater fuel economy in cruise mode (2,000 to 4,500 rpm). Lean Burn Control has been enhanced on the BF250 to improve fuel efficiency even further in specific cruising ranges, resulting in best-in-class fuel economy: 16 -30 percent better than competitive models, depending on specific running conditions.

The increased durability and reliability of the Honda BF250 stems from a **redesigned gear case and a low gear ratio**; an optional large diameter (16”) propeller also can further enhance durability and reliability. The gear case of the BF250 engine incorporates an advanced design that minimizes water resistance, and by extension, reduces the overall drag coefficient by 5 percent (even without the use of the larger, optional propeller).

The **gear shaft construction** of the new Honda BF250 also is enhanced to incorporate a needle bearing support configuration for the forward-gear journal. This improved construction reduces tilting of the forward gear, thereby reducing the misalignment of the gears for higher power output.

### ***World's First Marine Direct Air Induction System***

The all-new Honda BF250 engine incorporates the world's first **marine direct air induction system** of its type on a production outboard (providing for cooler, denser air for combustion than conventional under-cowl induction systems), whereby cool air is drawn into the upper intake vents; any moisture is separated from the incoming air which then is inducted into the throttle body. The overall result is increased power.

The design of the variable air intake system on the Honda BF250 also includes a **large air-intake silencer** that reduces noise. The silencing effect results from a chamber being added to the intake passage – causing sound waves to interfere with one another -- creating a side branch effect that quiets noise.

## ***Honda Marine Launches All-New BF250 Outboard***

### ***Page 4***

Another feature of the direct intake system in the Honda BF250 is **under cowl cooling** – a process by which cool air is drawn into the front intake vents and then circulated up and over the alternator and other electrical components. At that point, a cooling fan forces the air out from the top of the engine cowling – dramatically reducing under-cowl temperatures and resulting in a cooler running alternator capable of producing more amps.

### ***Additional Features and Benefits, Ease-of-Use***

The design of the Honda BF250 incorporates a **spark plug maintenance cover** that assists in ease-of-maintenance of the spark plug. This window provides access the spark plugs without removing the entire engine cover. The engine also includes a high-quality, cost-effective **nickel spark plug** that seals the combustion chamber.

Because the **BF250 engine mounts on industry-standard 26" centers**, repowering twin BF250s is convenient. Having a 26" industry-standard engine mount is an advantage in several ways. In terms of repowering, older boats traditionally utilized the standard 26" distance, making it an easy fit to repower with Honda engines that utilize the same standard. By extension, having to modify a transom to accommodate a different distance is costly. Having ample room between the two outboards allows for easier access for maintenance, and this distance provides tighter turning capability.

In addition, the new Honda BF250 engine is **NMEA 2000® certified** (parameters of this certification are defined and controlled by the U.S.-based National Marine Electronics Association). This accreditation means that the product has been tested to meet specific critical safety criteria and to correctly implement network management and messaging. The certification also correlates with enhanced safety as the new BF250 engine is equipped with engine oil pressure and overheat information alerts.

Beginning in 2012, the all-new Honda BF250 outboard engine will be available at Honda Marine dealers nationwide. All new Honda outboard engines sold for recreational

## ***Honda Marine Launches All-New BF250 Outboard***

### ***Page 5***

use, including the new BF250, offer an industry-best True 5-year, non-declining limited factory warranty that is the same on the last day as it is on the first.

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](http://www.hondanews.com).*

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