



For Immediate Release

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Honda Marine Introduces All-New 60hp Outboard: BF60 Offers Adjustable Trolling, Power Thrust Technology

Alpharetta, Ga., May 20, 2009 – Honda Marine today introduced its all-new BF60 horsepower (hp) outboard engine. Ideal for pontoons, aluminum bass and walleye boats, small center consoles, skiffs, and inflatables, the new motor offers a host of Honda-exclusive technologies and consumer benefits.

The all-new BF60 affords boaters the fuel efficiency and quiet operation of Honda's legendary four-stroke outboard engine technology combined with light weight and powerful acceleration. Honda's exclusive Boosted Low Speed Torque (BLAST) system and a high-performance gear case combine for a strong holeshot, while Lean Burn Control provides best-in-class fuel efficiency at cruise. Additionally, a best-in-class 22-amp alternator offers 17 amps of battery charging capacity to keep electronics charged all day, even at trolling speeds. And at 239 pounds, the engine is one of the lightest in its class.



Honda Marine's
all-new BF60EFI

Redefining Mid-Range Four-Stroke Performance

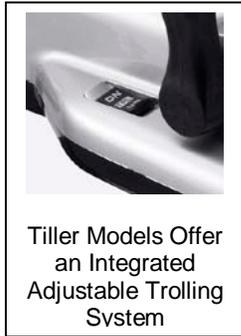
Honda's all-new BF60 EFI redefines four-stroke performance with the patented BLAST system.

BLAST technology advances the BF60's ignition spark timing to within one degree of the knock limit during "hammer down" acceleration, dramatically improving holeshot and acceleration. The Engine Control Module (ECM) also 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 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 class-leading fuel efficiency.

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Performance is not limited to top-end speed; slow trolling also is essential. The all-new BF60 EFI excels in this area thanks to the addition of Honda's adjustable trolling system,



which allows for trolling speed adjustment in 50 RPM increments from 750 RPM to 1,000 RPM. Trolling speed is adjusted using a special dashboard switch for remote control models, and via an integrated switch located adjacent to the shift lever on tiller models. Tiller models also feature a handle-mounted power tilt/trim switch located at the operator's fingertips to ensure user safety and comfort.

The BF60 also features Honda's all-new high-performance gear case. A longer anti-ventilation plate helps trap water flowing to the propeller to minimize cavitation, while a streamlined front and enlarged bullet reduce drag for enhanced acceleration and fuel efficiency. A front splash plate reduces spray from the hull bottom, helping to maintain a dry deck above.

The BF60 is also available in a special Power Thrust configuration, which offers a unique Power Thrust gear case with a 2.33:1 gear ratio for increased thrust under heavier loads. The enlarged bullet and more robust Power Thrust gear case allow for the use of large-diameter propellers, making the BF60 Power Thrust an ideal fit for pontoon applications. Power Thrust also optimizes the BF60's 50-degree steering angle by providing additional thrust in close quarters for an astonishingly tight turning radius.

Further contributing to the BF60's exceptional maneuverability is Honda's innovative Rudder Angle Indicator, which displays the engine's steering angle via a dashboard gauge. The gauge eliminates the steering guesswork common among pontooners when docking or getting underway.

A Closer Look Under the Cowling

The 998cc, in-line 3-cylinder BF60 EFI features a Single Overhead Camshaft (SOHC) design that delivers the optimal air/fuel mixture for maximum torque and combustion efficiency. In addition, a Multi-Port Electronic Fuel Injection system (PGM-FI) accurately controls ignition timing and fuel flow during start-up to provide instant throttle response regardless of weather conditions. The system also helps improve overall fuel efficiency by ensuring an optimal air/fuel mixture across the RPM range.

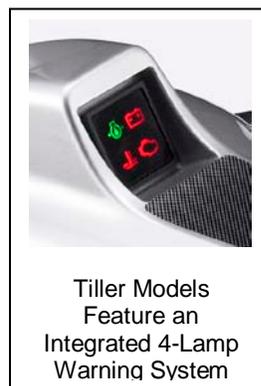
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Further contributing to the engine's outstanding fuel economy is Honda's exclusive Lean Burn Control, which pairs the ECU with an oxygen (O₂) sensor to adjust the air/fuel mix according to speed and load, maximizing efficiency in "cruise mode" (3,000 – 4,500 RPM).

The engine's best-in-class 22-amp alternator (17 amps of battery charging), ignition, and other critical components are mounted near the top of the powerhead to ensure that all are kept cool and dry. Power Thrust models offer a 27-amp alternator with 22 amps of battery charging capacity. The BF60 is also meets NMEA 2000 standards, providing users full compatibility with a host of electronic devices.

The BF60 EFI boasts an Engine Alert System that uses visual, audio, and RPM reduction circuits to alert the operator of conditions that contribute to engine damage, such as overheating, low oil pressure, and over-revving. Tiller models feature a new 4-lamp warning system built into the tiller handle, while remote control models deliver alerts via messaging through Honda's multi-function digital gauges or a special indicator built into the unit's control box. Tiller models also feature a reversible shift lever, ensuring ease of use from both port and starboard seating configurations.



The BF60 also features Honda's exclusive double-sealed and multi-layered Four-Front Corrosion Protection (paint) System, as well as several other features designed to minimize damage caused by the harsh marine environment. A unique one-touch anode check system and improved waterproofing inside the engine cover and gear case are just a few of the innovative features Honda has added to ensure the motor's long-term durability. Forward-mounted water pickups enhance the engine's cooling characteristics, while large sacrificial anodes have been added to the gear case to further deter corrosion. Finally, a freshwater flush port serves to remove salt water and debris from the engine after use, greatly improving the engine's long-term durability.

In addition to improved fuel efficiency and performance characteristics, the BF60 EFI also incorporates a number of features designed to facilitate maintenance. An automotive-type oil filter and color-coded oil fill and dipstick simplify fluid level checks and changes. Additionally, the engine is compatible with Honda's HDS portable diagnostic system to facilitate on-water service through any of Honda Marine's 1,000-plus dealers nationwide.

The BF60 EFI is available in 20- and 25-inch shaft models. All new Honda outboard engines sold for recreational use 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.



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Honda Marine pioneered four-stroke engine technology, setting a new benchmark for 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 225 horsepower, Honda Marine's full line of current production models meets rigorous 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., manufactures and 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.