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***For Immediate Release***

**Honda Marine Offers Special “Consumer Stimulus” Financing Rates**

**Alpharetta, Ga., April 27, 2009** – Honda Marine today announced a special consumer stimulus package for the summer boating season, offering 4.99 percent APR\* re-power financing rates throughout the summer.

Offered by Honda Financial Services through participating Honda Marine dealers, the program is available to boaters re-powering their vessels with new, unregistered Honda outboards (2-225hp) between January 6, 2009, and July 31, 2009. Consumers have the additional option of deferring payments for 90 days while accruing zero interest for the first 60 days, while customers wishing to finance complete boat, motor, and trailer packages (including accessories) have the option to do so at rates starting as low as 6.99 percent APR.\*\*



In addition to great rates, all Honda Marine outboards sold for recreational use offer Honda’s standard, industry-best *True 5-year*, factory-backed, non-declining limited warranty. *True 5* offers full Honda backing in comparison to the outsourced, extended service contracts typically provided by other manufacturers. Coverage under the program is the same on the last day as it is on the first.

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“Combining great interest rates with Honda’s industry-best 5-year warranty is the perfect incentive to get people out on the water this summer,” said John Fulcher, senior manager, Honda Marine. “It’s imperative that Honda Marine shows support for our customers, dealers, and boat builder partners alike, and these financing options offer an outstanding stimulus package.”

Honda Marine pioneered 4-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 4-stroke engines.*

*Information for media regarding Honda Marine products is available at [www.hondanews.com](http://www.hondanews.com).*

*Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at [www.honda.com](http://www.honda.com).*

*For product inquiries and dealer locations, please visit [www.hondamarine.com](http://www.hondamarine.com).*

*\* APR financing available on all new Honda engines through American Honda Finance Corporation upon approved credit. 4.99% APR financing for 12 – 60 months, 5.99% APR financing for 61-120 months (term and rate based on amount financed) available to customers who qualify for the AHFC preferred or standard credit tier. Example for new Honda Marine engines: 4.99% APR for 36 months financing at \$29.97 a month for every \$1,000 financed. 4.99% APR for 60 months financing at \$18.87 a month for every \$1,000 financed. Offer good on any new and unregistered Honda Marine engine.*

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*Check with participating dealers for complete details. Dealers set actual sales prices. For well-qualified buyers. Not all buyers may qualify. Higher rates apply for different terms and/or buyers with lower credit rating. Lower rates may also be available. Offer valid through 07/31/09, on new and unregistered Honda Marine engines (2hp – 225hp) and only on approved credit by Honda Financial Services through participating dealers. Honda Financial Services' standard credit criteria apply.*

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*\*\* APR financing available on all new Honda engines or packages (boat, motor and trailer) through American Honda Finance Corporation upon approved credit. 6.99% APR financing for 12 – 180 months (term and rate based on amount financed) available to customers who qualify for the AHFC Preferred credit tier. Example for new Honda Marine engines or packages: 6.99% APR for 84 months financing at \$15.09 a month for every \$1,000 financed. 6.99% APR for 180 months financing at \$8.98 a month for every \$1,000 financed. Offer good on any new and unregistered Honda Marine engine or package. Packages refer to Honda Marine engine (must be main source of power), boat and trailer. Check with participating dealers for complete details. Dealers set actual sales prices. For well-qualified buyers. Not all buyers may qualify. Higher rates apply for different terms and/or buyers with lower credit rating. APR may be subject to dealer mark-up.*

*Offer valid through 07/31/09, on new and unregistered Honda Marine engines or packages and only on approved credit by Honda Financial Services through participating dealers. Honda Financial Services' standard credit criteria apply.*