



For Immediate Release

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Honda Marine Pro Angler Takes Second Place in Redfish Cup Outing

Alpharetta, Ga., May 11, 2009 – Honda Marine professional angler Joe Crosby secured a second place finish at the 2009 Punta Gorda Redfish Cup tournament. Held May 1-3 in Punta Gorda, Florida, the tournament featured 56 teams from across the southeastern United States and offered a total purse of more than \$140,000.

Crosby, a second-year Honda Marine touring professional, and a rookie on the Redfish Cup circuit, hopes the strong finish will bring him closer to a “Rookie of the Year” nomination. “We’ve hit the trail hard this year, and our results so far have been absolutely incredible” said Crosby. “Casting from our Honda-powered Ranger 183 Ghost, we fished sand bars, oyster bars, and sand holes in the grass flats of the south section of Pine Island Sound. We had to really slow down and drift across a stretch more than once, and our slow-trolling Honda fit the bill perfectly. The Honda really got up and ran when we needed it to, and fuel efficiency was never a concern. Our Honda-powered Ranger is truly the ultimate fishing machine.”

Based on the engine architecture of the incomparable Honda Accord and CR-V, Crosby’s Honda Marine BF150 four-stroke outboard offers some of the most innovative, efficient, and reliable outboard engine technology available. The 2.4-liter, 4-cylinder engines boast Honda’s exclusive Variable Valve Timing and Lift Electronic Control (VTEC™) for impressive mid-range acceleration, while Lean Burn Control adjusts the air/fuel mix to maximize power and improve fuel economy at cruise. The engine’s on-demand 51-amp alternator keeps Crosby’s battery banks charged all day, even when running multiple accessories.



Honda Marine tournament angler Joe Crosby (left) and teammate Rick Steckelberg hoist their prize-winning catch.

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The BF150 is available in 20- and 25-inch shaft lengths. Additionally, 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.

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.