

News from Honda



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For Immediate Release

Honda Power Equipment Adds New Designs to Official Generator Collegiate Skinit® Kit Program

More Options for College Football Fans to Personalize Honda Generators

ALPHARETTA, Ga., April 12, 2012 – Honda Power Equipment is launching six all-new designs as part of its official generator Collegiate Skinit® Kit program. The Skinit Kit is an innovative accessory available exclusively for the popular Honda EU2000*i* Super Quiet Series portable generator. Vibrant skins from the University of California at Los Angeles, the University of Virginia, the University of South Carolina, Texas Christian University, Boise State University and the University of Wisconsin now are offered as part of the program, allowing for more college football supporters to customize their Honda generators when tailgating, camping or for any occasion calling for reliable, portable power.

The Collegiate Skinit Kit consists of a line of thin, flexible generator covers, each imprinted with official team logos and graphics from one of 29 different college football teams. The kits are produced by Skinit, a leader in on-demand personalization technology, utilizing its proprietary, high quality vinyl printed with state-of-the-art digital presses for vibrant photo quality graphics.

The Skinit Kits are designed to fit all EU2000*i* models, with the choke, check oil, and on/off label integrated into the design. The skins, which do not interfere with the safety warning or serial number label, are easy to apply and remove, leaving no residue. They are available at Honda Power Equipment dealers nationwide or by visiting www.honda.skinit.com.

“Having these new universities represented in our EU2000*i* generator Skinit Kit program is an innovative way for Honda Power Equipment to give more college football fans what they want,” said Issaac Gooden, marketing manager, Honda Power Equipment. “Loyal college football enthusiasts love to show their team spirit whenever possible, even while using their Honda EU2000*i* generators.”

The Honda EU2000*i* Super Quiet Series generator is an inverter-equipped, portable, lightweight model that features a totally enclosed body resulting in noticeably quieter performance. It provides up to 9.6 hours of running time on just 1.1 gallon of gasoline, and with a dry weight of just 46 pounds, it can be easily carried and conveniently stored in small compartments. What's more, it can simultaneously power a computer, TV, coffee pot, and refrigerator.

Honda Super Quiet EU models were the original generators to offer parallel capability: working in tandem, two lightweight Honda EU2000*i* models can deliver their full, combined power, easily able to start and run an RV air conditioner along with other appliances. In this scenario, each generator could be customized with a different Collegiate Skinit Kit.

The Honda Collegiate Skinit Kits for the EU2000*i* are available for the following 29 teams:

Current Teams:

- University of Georgia
- University of Texas
- Florida State University
- University of Alabama
- University of Washington-Huskies
- Louisiana State University
- University of Oregon
- Mississippi State University
- North Carolina State University
- University of Tennessee
- Texas A&M University
- University of Miami
- University of Florida
- Ohio State University
- Michigan State University
- Indiana University
- Auburn University
- University of Southern California
- Washington State University
- University of Notre Dame
- University of Arkansas
- University of Oklahoma
- Oklahoma State University
- University of California at Los Angeles
- University of Virginia
- University of Wisconsin
- University of South Carolina
- Texas Christian University
- Boise State University

For more than 35 years, Honda generators, powered by Honda four-stroke engines, have set the industry standard for portable generators with the most extensive model selection for a variety of applications. Designed for the ultimate in quality, convenience, portability, quiet operation and fuel efficiency, Honda's recreational generators cover the full range of needs for any trip to the great outdoors.

About Skinit[®], Inc.

Skinit, Inc. is the industry leader in On-Demand Personalization Technology including the manufacture and distribution of customized products for electronic devices, vehicles, and walls. Skinit's website and customization tools allow consumers and businesses to create branded, designed, and personalized skins for thousands of unique electronic device brands, any vehicle, or walls and windows. Skinit also offers B2B On-Demand Personalization Platforms as complete turn-key or stand-alone hosted software and service solutions which drive manufacturing technologies such as paint on-demand, digital print, film conversion, and others. Located in San Diego, CA USA. More information can be found at www.skinit.com and promo.skinit.com

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Editor's Note:

Honda Power Equipment, a division of American Honda Motor Co., Inc., markets a complete range of outdoor power equipment, including outboard marine engines, general purpose engines, generators, lawnmowers, pumps, snowblowers, tillers and trimmers for commercial, rental and residential applications. Its comprehensive product line is powered exclusively by four-stroke engines.

Information for media regarding Honda 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 and www.powerequipment.honda.com

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