

News from Honda



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For Immediate Release

Honda Introduces Redesigned HRX and HRR Lawn Mowers
at GIE+EXPO 2012
Improvements Enhance Performance and Ease-of-Use

LOUISVILLE, KY, October 24, 2012 – Honda Power Equipment today introduced its redesigned HRX and HRR premium residential lawn mowers at the 2012 GIE+EXPO trade show. Receiving several key feature updates, both the HRX and HRR Series have been redeveloped to include technological enhancements that improve ease-of-use and performance for homeowners and landscapers.

For the 2013 lawn and garden season, the Honda HRX Series has been expanded to offer a broader range of design choices for consumers. A new HRX Series model has been added to the lineup – the HRX217VLA. This self-propelled, Variable Speed Smart Drive™ Nexite® deck lawn mower is a self-charging, electric start model equipped with a small Cyclon sealed lead-acid battery for easy and dependable starting. The battery is mounted on the lawnmower's handlebar and integrated with a convenient automotive-style key switch.

All HRX mowers include Honda's unique Versamow System™ with Clip Director® that easily enables simultaneous distribution of clippings to both the bag and

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the ground. The Honda Versamow System™ is designed to be a complete four-in-one mowing system delivering the ultimate in flexibility. A Clip Director® lever located behind the engine cowling operates a sliding door between the lawnmower deck and the grass bag allowing the operator to easily:

- Rear discharge;
- Mulch 100 percent of clippings;
- Bag 100 percent of clippings;
- Simultaneously mulch and bag or rear discharge in varying degrees through 10 separate settings.

The system also offers a setting for leaf shredding where leaves are re-circulated until they are small enough to pass into the bag. All this can take place without tools or attachments required on most conventional lawn mowers.

HRX models are powered by the four-stroke, single-cylinder GCV190 OHC engine. In HRX electric start models, electricity is fed to a small starter motor incorporated in the GCV190 engine.

The HRR Series lawnmower line is designed to deliver exceptionally easy operation, high performance and superior fuel efficiency. The versatile Honda HRR Series consists of four different models, each containing a number of standard features and benefits, including:

- An easy-starting four-stroke, single cylinder GCV160 OHC engine designed to reduce weight and increase lawnmower maneuverability;
- The world's first internal timing belt on a lawnmower with reserve power for the most demanding mowing conditions;
- The exclusive offset twin-blade MicroCut System® that results in finer clippings that pack the bag more efficiently;
- The Honda HRR 21" heavy-duty steel mowing deck;
- An easy on/easy off grass bag (2.4 bushel capacity) for low-effort emptying;
- An EZ Fold, adjustable two-position handle incorporating easily accessible controls, designed to maximize safety, comfort and convenience;

For 2013, Honda introduces a significant design upgrade for all HRR models: the inclusion of the 3-in-1 Clip Director®. With just one touch, the operator can quickly switch from mulching to bagging, eliminating the need for a mulch plug or costly

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attachments. The HRR lineup incorporates a newly designed, lighter weight GCV160 engine for increased maneuverability; the new GCV160 model also has a redesigned fan cover for improved cooling. In addition, an improved scroll and ramp design allows for improved mulching performance by optimizing recycling of fine clippings.

Honda also introduces a new model to the HRR Series of lawn mowers – the HRR216VLA, a self-propelled, Variable Speed Smart Drive™ lawn mower with electric start capability for easy and convenient starting. The company's newest HRR model also is equipped with the 3-in-1 Clip Director®, MicroCut® twin blades, and the new scroll and ramp design.

At the heart of every Honda lawnmower is a world-renowned, easy-starting engine that delivers smooth, quiet, reliable four-stroke power and low emission levels. All Honda lawn mowers offer the same exceptional level of quality, performance and reliability as every product that carries the Honda name.

All HRX and HRR lawn mower models are available nationally through Honda Power Equipment dealers.

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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, lawn mowers, pumps, snow blowers, 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.