

News from Honda



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For Immediate Release

Honda Power Equipment and John Deere Enter Agreement
Honda Power Products to be Sold at Participating John Deere Dealerships

ALPHARETTA, Ga., September 20, 2011 – Honda Power Equipment today announced a new agreement with John Deere (Deere & Company) to sell Honda premium power products at participating John Deere dealerships in the United States. John Deere is the world's leading manufacturer of agricultural and forestry equipment; a leading supplier of equipment used in lawn, grounds and turf care; and a major manufacturer of construction equipment. Initial shipments of Honda inventory to John Deere dealerships will begin on a rolling basis in 2012.

Under the terms of the agreement, Honda's award-winning walk behind lawnmowers, generators, tillers, water pumps and snowblowers will be available for sale at participating John Deere dealerships. Honda power products will continue to be available at Honda Power Equipment Dealers, The Home Depot® stores and national rental outlets.

"This new alliance with John Deere allows Honda Power Equipment to expand its reach by providing products that meet the high quality and reliability standards that John Deere customers have come to expect," said Scott Conner, vice president, Honda Power Equipment. "Honda Power Equipment is focused on offering consumers the highest levels of customer service and satisfaction through our dealership network. By adding more sales and service outlets through John Deere dealerships, we can provide additional, convenient

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locations for existing and prospective consumers to purchase and maintain their Honda power products.”

Customers who want to purchase a new Honda power product or service an existing product will be able to do so at participating John Deere dealerships as they are added to the Honda sales network. Honda Power Equipment’s online dealer locator, www.hondapowerequipment.com/dealerlocator/, will reflect these new locations as they become active and incorporate Honda inventory.

“Honda power equipment has earned a strong reputation for durability, quality and reliability – all which are important attributes to John Deere customers,” said David Everitt, president of the Worldwide Agricultural and Turf Division at Deere. “For homeowners, our premium John Deere lawn tractors will continue to lead the way at our dealerships but will be complemented with the strong line of Honda power equipment products.”

About Honda

Honda is the world's largest engine manufacturer, having sold nearly 27 million models in 2010 across all of its global automotive, motorcycle, all-terrain vehicle, power equipment, marine outboard and general purpose engine product lines. Its power equipment products are characterized by the same fuel-efficient technology that is behind the company's reputation for unparalleled durability, quality and reliability.

About John Deere

Deere & Company (NYSE: DE) is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land - those who cultivate, harvest, transform, enrich and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter and infrastructure. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity.

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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, water pumps, snowblowers, tillers and trimmers for commercial, rental and residential applications. Its comprehensive product line is powered exclusively by 4-stroke engines.

Information for media regarding Honda products is available at www.hondanews.com.

Consumer information regarding Honda products is available at www.honda.com.

Consumer information regarding John Deere products is available at www.JohnDeere.com.