

## News from Honda



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*For Immediate Release*

**Honda Generators Renews Sponsorship with NHRA Drag Racing**  
**Honda Generators to Power Full Throttle 2011 Drag Racing Series**

ALPHARETTA, Ga., March 29, 2011 – Honda Power Equipment today announced the renewal of its sponsorship agreement for 2011 with the National Hot Rod Association (NHRA). For the second consecutive season, Honda's Super Quiet Series of portable generators will provide durable, dependable power at the NHRA's Full Throttle Drag Racing Series events. Honda generators will be used at each of the organization's seven geographic division offices and within all of its owned and operated racing facilities in the United States. The 2011 NHRA Full Throttle Drag Racing Season begins February 24, and this year's circuit events mark the 60<sup>th</sup> anniversary of NHRA as an official sanctioning body.

As part of the marketing agreement, Honda will display its full line of generators for race fans at all NHRA Full Throttle Drag Racing Series events. In addition, Honda representatives will be available at each event throughout the season to provide information, answer questions and offer support to the race teams and attendees who rely upon generator power.

"Our partnership with the NHRA is a strong and dynamic alliance, and Honda looks forward to providing racing teams and racing enthusiasts durable, quiet and

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dependable power for another exciting season,” said Scott Conner, vice president, Honda Power Equipment. “With an increased number of features that enhance our already prominent position in leisure, residential, rental and commercial markets, Honda generators deliver renowned premium performance and quality – the ideal match for the demanding NHRA racing circuit.”

Honda Power Equipment markets a complete line of generators for commercial and consumer applications. Lightweight, compact Honda generators produce between 1,000 and 6,500 watts of power, providing smooth, dependable power for recreation, construction, rental, and emergency use. Honda’s Super Quiet Series generators — the EU1000*i*, EU2000*i*, EU3000*is* and the EU3000*i* Handi — are inverter-equipped, lightweight models that feature a totally enclosed body resulting in noticeably quieter performance. In addition, at a total weight of 253 pounds, the EU6500*is* Super Quiet model produces 6,500 watts of continuous power at a quiet 60 dB, roughly the same as normal speech. All of the Honda Super Quiet generators have ultra low noise, making any of the models, depending on power requirements, the ideal choices for home backup, public events, or any situation where quiet, reliable operation is critical.

“We’re excited to extend our partnership with American Honda’s Power Equipment,” said Tony Driscoll, vice president, sales and business development, NHRA. “Honda Power Equipment generators are known around the country and within the racing community for their reliability and strong performance. Whether strengthening a competitor’s pit or the equipment used to put on all NHRA Full Throttle Drag Racing Series events around the country, Honda Power Equipment has provided NHRA with the power it needs.”

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#### **Editor's Notes:**

#### **About Honda Power Equipment**

*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 4-stroke engines.*

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

#### **About NHRA**

*Headquartered in Glendora, Calif., NHRA has 80,000 members and 140 member tracks worldwide. As the primary sanctioning body for the sport of drag racing in the United States, NHRA presents 23 national events featuring the NHRA Full Throttle Drag Racing Series, NHRA Lucas Oil Drag Racing Series and NHRA Get Screened America Pro Mod Drag Racing Series. Two NHRA-sanctioned bracket racing series provide competition opportunities for drivers of all levels: the NHRA Summit Racing Series and the NHRA Drags: Street Legal Style presented by AAA. NHRA also offers the Jr. Drag Racing League for youth ages 8 to 17.*

*NHRA owns and operates five racing facilities: Gainesville Raceway in Florida; Atlanta Dragway in Georgia; National Trail Raceway in Ohio; O'Reilly Raceway Park at Indianapolis; and Auto Club Raceway at Pomona in Southern California. For more information, log on to [NHRA.com](http://NHRA.com), or visit the official NHRA pages on [Facebook](#), [YouTube](#) and [Twitter](#).*