

News from Honda



For Immediate Release

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Honda Advances Next Generation of Portable Power in Three Generator Product Lines

ALPHARETTA, Ga., January 5, 2011 – Honda Power Equipment is raising the standard for portable generators, adding value and enhanced performance to three of its popular portable generator lines. The company invested three years of technology innovation into its research and development to reengineer three product lines, the Economy Series, the Deluxe Series and the Industrial Series. The result is a lineup of advanced generator models that meets and exceeds customer and consumer expectations while aligning the products with new environmental performance standards. The new models will be available in January 2011.

While each series of generators maintains its own product differentiation and includes advancements based on the company's analysis of its user segments and product applications, the entire product platform shares a number of common elements. These new advancements, including a Honda-developed and produced alternator for increased quality control, place Honda products at the forefront of generator technology. The products also meet EPA Phase III timing and guidelines, which address clean air standards for emissions from engines used in non-road applications. And, with these technology upgrades, Honda is producing 50-state compliant generator models.

Examining the Economy Series

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The Economy Series, including the existing EP2500CX, the new EG4000 (replacing the EG3500), the redesigned EG5000 and the all-new EG6500 model, offers a reliable source of no-frills power for home backup. In its research, Honda learned that users of this popular Economy Series of EG models were interested in longer run times. As a result, the line incorporates a number of value-oriented features designed to provide this specific benefit, among others.

The entire series incorporates a number of advanced design features, including Digital Automatic Voltage Regulator (DAVR) technology for increased performance. The DAVR holds the voltage stability within a +/- one percent change during operation against the U.S. standard of 60Hz. The DAVR adjustments are driven off the main winding, as compared to a sensor winding in conventional AVR systems with a built-in temperature protection system. The DAVR has a built-in, self-diagnosis function to prevent engine speed from exceeding 4,140 rpm for longer than three seconds and abnormal voltage.

The new EG4000 features the new GX270 engine for increased power and versatility with greater fuel economy in the same envelope. It boasts a run time up to 9.4 hours at the rated load and a dB rating of 72. The EG5000, with the new GX390 engine, has a run time of 7.5 hours under a rated load, and a dB rating of 73. The EG6500 is equipped with the GX390 engine, boasts a run time of 7.1 hours and has a dB rating of 74.

A Closer Look at the Deluxe Series

The Deluxe Series for recreation, home, and farm applications is designed to offer features ideal for convenient, reliable backup power during outages and brownouts. The lineup includes the existing EM5000isAB model, along with three newly designed models – the EM4000, EM5000, and EM6500 – all packed with premium features and best-in-class benefits. Honda research showed that users of these generators wanted increased value, quieter operation, an overall lighter unit, improved wheels and a battery to be included with the purchase of models.

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The EM models include the exclusive new *i*AVR Power feature that enhances generator performance and power output. *i*AVR is a Honda Generator exclusive system that realizes a 50 percent reduction in voltage fluctuation over current AVR systems. For up to 10 seconds, the *i*AVR allows for increased wattage above the maximum rating to start high-amp load applications. Each model provides a different level of additional power output: the EM4000 can produce up to an additional 1000 watts for up to 10 seconds; the EM5000 can produce an additional 2000 watts for as much as 10 seconds; and the EM6500 can produce an additional 500 watts for as long as 10 seconds.

A combination of factors creates the additional *i*AVR power in the EM generator line. They include the *i*GX Honda engine with Digital Capacitive Discharge Ignition (DCDI), Self-Tuning Regulator (STR) governor, and Current Transformer (CT) sensor coupled with the new Digital Auto Voltage Regulator (DAVR) alternator.

Each EM unit also incorporates the newly designed *i*GX commercial engine. The engine idle speed of each model is set to 2,300 in auto throttle position with a maximum engine speed of 3,600 rpm.

To meet the EPA's evaporative emissions regulations, all of the models have a fluorine fuel tube and canister system along with a tethered chain-type gas cap. The models carry the Honda industry-competitive three year warranty.

Delving into the Industrial Series

The Honda Industrial Series is a product family that has earned a reputation for rugged reliability in the construction and rental industries. The models include the existing EB3000c, the new EB4000 (replacing the existing EB3500), a redesigned EB5000 and EB6500. Honda's research indicated that users of these generators wanted increased value, easier maintenance, better wheels and lighter, quieter models. These generators are positioned to offer premium features and benefits at outstanding value.

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Each new EB unit is powered by the new *iGX* simple I platform engine, along with the all-new Honda exclusive *iAVR* Power advantage, a Honda Generator exclusive system that realizes a 50 percent reduction in voltage fluctuation over current AVR systems. For up to 10 seconds, the *iAVR* allows for increased wattage above the maximum rating to start high-amp load applications. Each model provides a different level of additional power output: the EB4000 will produce an additional 1000 watts for up to 10 seconds; the EB5000 will produce an additional 2000 watts for as much as 10 seconds; and the EB6500 will produce an additional 500 watts for as long as 10 seconds.

A combination of factors creates the additional *iAVR* power in the EB generator line. They include the *iGX* Honda engine with Digital Capacitive Discharge Ignition (DCDI), Self-Tuning Regulator (STR) governor, and Current Transformer (CT) Sensor coupled with the new Digital Auto Voltage Regulator (DAVR) alternator.

The EB4000 incorporates the new *iGX270* engine and boasts a run time up to 9.8 hours at rated load and a dB rating of 71. The EB5000 is powered by the new *iGX390* Honda engine, boasts a run time of 8.4 hours at rated load and has a dB rating of 72. The EB6500 includes the new *iGX390* engine, boasts a run time of 7 hours at rated load and has a dB rating of 73.

To meet the EPA's evaporative emissions regulations, all of the generators have a fluorine fuel tube and canister system along with a tethered chain-type gas cap. All three models carry the Honda industry-competitive three year warranty.

"With all of these new advanced technology features, the models in the three upgraded product series are designed to appeal to wholesale and retail customers and consumers while meeting increasingly stringent environmental regulations," said Rock Reed, assistant vice president, Honda Power Equipment. "In today's economy, products offering enhanced technological features, greater value and an environmentally-advanced profile address consumers' greatest purchase decision factors. The new generator product lines offer just what customers have come to expect from Honda."

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Honda is the world's largest engine manufacturer, having sold more than 23 million in 2009 across all of its global product lines. Its generators are characterized by the same clean, fuel-efficient technology that is behind the company's reputation for unparalleled durability, quality and reliability.

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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 environmentally advanced four-stroke engines.

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