

News from Honda



For Immediate Release

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Honda EB6500 Industrial Portable Generator Earns Most Innovative Product Award

ALPHARETTA, Ga., Jan. 17, 2012 – *Rental Equipment Register* (RER) magazine has named the Honda EB6500 industrial portable generator as a recipient of the prestigious **2011 Innovative Product Award**. The EB6500 earned first place in the magazine's generators and welders category, selected by a panel of industry experts as displaying innovation in rental industry products.

The *RER* Innovative Product Award was established in 2003 to honor excellence in new product development in the equipment rental industry. The 2011 awards showcased the most innovative products introduced to the marketplace between August 1, 2010 and July 31, 2011.

Honda industrial generators have earned a leading reputation in the construction and rental industries for their rugged reliability and outstanding performance. In 2011, the company launched a newly expanded line of industrial generators that reinforces core focus areas of the Honda Power Equipment team: continuous improvement of technology and the integration of innovation into product offerings for customers in both residential and commercial sectors.

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The EB6500 is well positioned to offer premium features and benefits at an outstanding value. Not only does the EB6500 incorporate Honda's intelligent and recently redesigned *iGX* engine, but power output has been increased as well. All Honda EB generators models incorporate the *iAVR* Power advantage – a Honda Generator exclusive system that realizes a 50 percent reduction in voltage fluctuation over current AVR systems. For up to ten seconds, the Honda *iAVR* allows for increased wattage above the maximum rating to start high-amp load applications. Specifically, the EB6500 will provide an output of up to 7000 watts for up to 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.

“Taking into account the advanced, innovative technological features integrated into the design of the Honda EB6500 generator, the model appeals to a wide range of consumers and industrial applications while meeting increasingly stringent environmental regulations,” said Scott Conner, vice president, Honda Power Equipment. “The EB6500 specifically meets the rigorous needs of our rental customers while providing greater value, and Honda is both honored and pleased by this *RER Magazine* recognition.”

Honda is the world's largest engine manufacturer, having sold more than 27 million units in 2010 across all of its global product lines. The company's generators are characterized by the same fuel-efficient technology that is behind the Honda 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 4-stroke engines.

Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at www.honda.com.

For product inquiries and dealer locations, please visit www.hondapowerequipment.com.

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