

## News from Honda



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### ***For Immediate Release***

#### **Honda Marine Debuts New 115-Horsepower Outboard: BF115 to Feature Honda-Exclusive Technologies**

**MIAMI, Fla., February 11, 2010** – Honda Marine announced today that it will improve upon its award-winning lineup of fuel-injected four-stroke outboard engines with the new BF115. Introduced at the 2010 Miami International Boat Show, the 115-horsepower (hp) outboard will be available to boaters this summer.

The BF115 is derived from the inline 4-cylinder 2.4 liter DOHC engine platform used in Honda's award-winning and popular Accord automobile. Due to this outstanding engine coupled with other advanced technologies, the BF115 is able to produce class-leading performance with unparalleled fuel efficiency and reliability. In addition, the new BF115 will feature design cues similar to its recent predecessors, the BF40 and BF50, BF75 and BF90 and 105 Jet, including the wing-form design of the cowling, a performance-oriented gear case, and a host of Honda-exclusive innovations.

In 2006, the company introduced its redesigned and best-in-class BF75 and BF90 EFI, and continued to build on its success in 2008 with the introduction of the 105 Jet, as well as the fuel-injected BF40 and BF50. Honda unveiled its new BF60, with many of the performance and efficiency hallmarks of the Honda 75 and 90 horsepower siblings, at last year's Miami Boat Show.

"Honda Marine continues to bring our customers new products that give them what they want: excellent fuel efficiency and performance," said Scott Conner, assistant vice president,

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Honda Marine. “The new BF115 is the latest in our mid-range offerings that delivers upon our commitment to our marketplace and the industry. It illustrates that Honda Marine is committed to the development of lightweight, high-performance, fuel efficient four-stroke outboards.”

The new BF115 delivers the fuel efficiency and quiet operation of Honda’s legendary four-stroke outboard engine technology combined with light weight and powerful acceleration. Honda’s exclusive Boosted Low Speed Torque (BLAST) system and a high-performance gear case combine for a strong hole shot, while Lean Burn Control provides best-in-class fuel efficiency at cruise. Specifically, the BF115 reduces fuel consumption by 20 percent over the previous model.

The new BF115 is lighter than its predecessor. A lightweight engine cover and a highly rigid air intake manifold mated with a chain driven camshaft help to reduce total engine weight.

The BF115 also features Honda’s all-new high-performance gear case. A longer anti-ventilation plate helps trap water flowing to the propeller to minimize cavitation, while a streamlined front and enlarged bullet reduce drag for enhanced acceleration and fuel efficiency.

A front-splash plate reduces spray from the hull bottom, helping to maintain a dry deck above. Important to most boaters, the ECU (Electronic Control Unit) on the new BF115 outputs signals that are compliant with NEMA 2000 standards. This design enhancement allows engine management information such as engine rpm, fuel consumption, cruising distance and alerts to be displayed on a variety of NMEA 2000-compatible onboard electronic display devices that are increasingly common and popular with customers.

Honda Marine pioneered four-stroke engine technology, setting a new benchmark for fuel efficiency, quiet operation, and low emissions. Honda’s outboards share the same unparalleled durability, quality, and reliability of its legendary automobiles. With models ranging from 2 to 225 horsepower, Honda Marine’s full line of current production models meets rigorous California Air Resources Board (CARB) 3-Star standards, ensuring their availability and regulatory compliance in all 50 states.

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**Editor's Note:**

*Honda Marine, a division of American Honda Motor Co., Inc., markets a complete range of outboard marine engines. Its comprehensive product line is powered exclusively by four-stroke engines.*

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*Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at [www.honda.com](http://www.honda.com).*

*For product inquiries and dealer locations, please visit [www.hondamarine.com](http://www.hondamarine.com).*