

News from Honda



Media Contact / For more information:

Sara Pines, Honda Public Relations
American Honda Motor Co., Inc.
(678) 339-1385 (ph)
Sara_Pines@ahm.honda.com

For Immediate Release

Honda Marine Introduces Redesigned BF115 Outboard Engine **New Engine Offers Better Fuel Efficiency, Quiet Operation, More Value for Boaters**

ALPHARETTA, Ga., June 30, 2010 – Honda Marine announced today on-sale and pricing information for its redesigned BF115 outboard engine. Starting at a manufacturer's suggested retail price of \$12,818, the improved BF115 EFI, with significant new improvements, will incorporate a host of Honda-exclusive technologies that provide increased value and benefit to consumers. Honda Marine dealers will offer BF115 engines for sale beginning the first week of July.

The new BF115, available in both 20- and 25-inch shaft models, allows boaters excellent fuel efficiency, low emissions and quiet operation via Honda's legendary four-stroke outboard engine technology.

Legendary Honda Performance

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 – the largest displacement engine in its class. As a result of the outstanding performance of this engine, coupled with the advanced technologies it incorporates, the BF115 is able to produce class-leading performance with outstanding fuel efficiency and reliability.

For example, **holeshot and acceleration** are dramatically improved via the use of Honda Marine's exclusive BLAST™ system, which advances ignition spark timing to within one degree of the knock limit during 'hammer down' acceleration. At that point, the **Engine Control**

Honda Marine Introduces Redesigned 115-Horsepower Outboard **Page 2**

Module (ECM) steps in to increase injector timing, creating a more potent air/fuel mixture. In fact, the ECM receives constant input from 18 different sensors to deliver instant starts, smooth operation, strong performance and excellent fuel efficiency. Specifically, the BF115 reduces fuel consumption by 19 percent over the previous model, per Honda R&D internal testing data.

The **resulting boost in available torque** at low rpm contributes to a strong holeshot to get the boat up on plane quickly. The ignition spark timing is appropriately adjusted under slower throttle advancement, resulting in a leaner air/fuel mix and class-leading fuel efficiency.

Spotlight on the BF115 Features

The in-line 4-cylinder BF115 outboard engine features a powerful and compact **Dual Overhead Camshaft (DOHC)** design that creates more valve lift to pull in more air for increased horsepower. In addition, a **Multi-Port Electronic Fuel Injection system (PGM-FI)** accurately controls ignition timing and fuel flow during start-up to provide instant throttle response regardless of weather conditions. The system also helps improve overall fuel efficiency by maintaining an optimal air/fuel mixture across the rpm range.

Further contributing to the engine's outstanding fuel efficiency is Honda's exclusive **Lean Burn Control**, which pairs the ECU with a linear air/fuel sensor to adjust the air/fuel mixture according to speed and load, maximizing efficiency in cruise mode.

For smooth engine operation, **twin counter balancing shafts** have been integrated into the new BF115. This addition provides ultra low vibration operation throughout the entire RPM range.

The engine's **55-amp alternator (40 amps of battery charging) ignition and other critical electrical components** are mounted near the top of the powerhead to ensure that all are kept cool and dry. By extension, a **camshaft-driven, automotive-style oil pump** ensures long-term durability of critical engine components.

Honda Marine Introduces Redesigned 115-Horsepower Outboard **Page 3**

The BF115 utilizes an **Engine Alert System** that monitors vital engine functions and helps in preventing engine damage by alerting the operator of overheating, low oil PSI, over-rev, water in fuel, battery condition and other critical engine functions.

Honda's exclusive double-sealed and multi-layered **4-Front™ Corrosion Protection (paint) System** has been incorporated into the design of the BF115, as well as several other features designed to minimize damage caused by the harsh marine environment. Specifically, **painted interior cooling passages** have been added to the engine's design for long-term durability.

For anglers, a dealer-installed option is available to allow for push button variable speed control. With a simple push up or down of a button, customers can control their speed in increments of 50 RPM from 650 RPM to 900 RPM.

Ease of Maintenance

In addition to improved fuel efficiency and performance characteristics, the BF115 incorporates a number of features designed to facilitate maintenance. An **automotive-type oil filter and color-coded oil fill and dipstick** simplify fluid level checks and changes. The low-maintenance design of the DOHC engine allows for easy adjustment of the rocker arms, preventing the need for multiple shims or trial-and-error adjusting – also making the design compatible with Honda's HDS portable diagnostic system to facilitate on-water service.

All new Honda outboard engines sold for recreational use offer an industry-best **True 5-year, non-declining limited factory warranty** that is the same on the last day as it is on the first.

Important to most boaters, the **ECU (Electronic Control Unit)** on the new BF115 outputs signals that are compliant with National Marine Electronic Association (NMEA) 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, such as sonar and GPS.

***Honda Marine Introduces Redesigned 115-Horsepower Outboard
Page 4***

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 outstanding 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.

###

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.

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

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.hondamarine.com.