

News from Honda



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For Immediate Release

Honda Marine Launches All-New BF2.3 Portable Outboard **Offers Lightest Weight in its Class**

ALPHARETTA, Ga., January 18, 2013 – Honda Marine introduces the new BF2.3 horsepower (hp) four-stroke engine, one of the company's smallest and most lightweight engines. Replacing the existing Honda BF2 model, the Honda BF2.3 portable outboard engine incorporates a host of Honda-exclusive technologies that provide increased value and benefit to consumers.

The new Honda Marine BF2.3 engine features bold new styling – indicative of the innovative design motif for all Honda portables and outboard engines. A sleek, aerodynamic shape and a refined new color and decal scheme provide for a modern appearance. Inside this striking new package is a truly improved engine product that optimizes performance, saves fuel and keeps emissions to a minimum.

"The new Honda Marine BF2.3 portable outboard is deceptive in its small stature," said Alan Simmons, national manager, Honda Marine. "Beneath the engine's compact and attractive exterior lies a technologically advanced design that lends itself to enhanced performance for a better boating experience. Without question, the Honda BF2.3 is a powerful, dependable and fuel-efficient giant."

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Lightweight, More Powerful and Fuel Efficient

Based on a commercial-grade Honda GX series general purpose engine, the new BF2.3 outboard supplies the same rugged and consistent power that many small industrial and residential power products rely on to help people get things done. The four-stroke, overhead valve, single cylinder Honda engine delivers smooth operation, easy starting and dependable performance in even the harshest of environments. Honda Engines are legendary for their ease of operation and best-in-class engineering and technology.

Specifically, the new BF2.3 delivers 15 percent more horsepower than its predecessor, the BF2. The BF2.3 still is the lightest outboard in its class, weighing just 29.5 pounds without propeller. Lighter weight translates into an easily transportable and maneuverable outboard, making trips to and from the boat a simple task.

As was the case for the outgoing Honda BF2 portable outboard, the new BF2.3 remains the most fuel efficient engine within its competitive set. While delivering best-in-class fuel economy, the engine also has been designed with the environment in mind, reducing emissions levels from the outgoing model.

Additional Features and Benefits, Ease-of-Use

A new, larger internal fuel tank allows the BF2.3 an increase of 12 percent in fuel capacity (as compared to the BF2), resulting in longer overall running times. Specifically, the BF2.3 can operate up to 60 minutes at full throttle on one tank of fuel. Since the tank is internal, it encourages easy removal and portability in its one-unit design.

For convenience, a centrifugal clutch on the new engine creates superb smooth idling capability. In relation, this clutch automatically engages the propeller above idle speed when the twist grip throttle is advanced.

Important to boaters is the ability to run in the shallows, and the BF2.3 does so with ease. Since the outboard does not require a water pump, clogging or damage from weeds or sand never are concerns.

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Beginning summer 2012, the new Honda BF2.3 portable outboard engine will be available at Honda Marine dealers nationwide. All new Honda outboard engines sold for recreational use, including the new BF2.3, 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.

Honda Marine exclusively features four-stroke outboard engine technology for high 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 2.3 to 250 horsepower, the full line of Honda Marine current production models all certify to 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.

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.

Connect with Honda Marine on Facebook by visiting <http://facebook.com/hondamarine>.

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