

News from Honda



Media Contact / For more information:

Sara Pines, Honda Public Relations
American Honda Motor Co., Inc.
(678) 339-1385 phone

For Immediate Release

Honda Power Equipment Launches Official NASCAR® Skinit® Kit Program

Racing Fans Now Customizing Honda Generators

ALPHARETTA, Ga., April 29, 2011 – Honda Power Equipment is launching the official NASCAR® Skinit® Kit, an innovative accessory available exclusively for the popular Honda EU2000*i* Super Quiet Series portable generator. The new NASCAR® Skinit Kit consists of a line of thin, flexible generator covers, each imprinted with official race graphics from one of three exciting racing teams. These new kits follow last year's successful launch of the company's popular Collegiate Skinit Kit program.

The kits are produced by Skinit, a leader in on-demand personalization technology, and utilize the company's high quality 3M™ vinyl; each kit is printed using state-of-the-art digital presses – a process resulting in vibrant, photo-quality graphics. The Skinit Kits are designed to fit all Honda EU2000*i* models, with the choke, check oil, and on/off label integrated into the design. The skins, which do not interfere with the safety warning or serial number label, are easy to apply and remove and leave no residue. They are available at Honda Power Equipment dealers nationwide. Consumers can visit www.honda.skinit.com for more information on the skins, designs and ordering.

"The new NASCAR® Skinit Kits allow racing enthusiasts all over the country to proudly display their allegiance to their favorite race team while using their Honda EU2000*i*

Honda Power Equipment Launches NASCAR® Skinit Kit Program
Page 2

generators,” said Rock Reed, assistant vice president, Honda Power Equipment. “Because Honda generators already are a big part of the race tailgating and camping experience, these kits will be right at home with race fans.”

As increasing numbers of consumers are turning to fuel-efficient, portable generators for outdoor work and play, Honda generators can be found at racing events of all kinds, job sites, campsites, picnics, tailgating events and marina parties – powering fans, TVs, radios, blenders, coffee pots, small power tools and notebook computers.

Honda was inspired to introduce the NASCAR® Skinit Kit for EU2000*i* models as a result of the company’s involvement in several racing-related sponsorship agreements. Honda Generators, the ‘Official Generator’ of the Talladega Superspeedway in Alabama and the Atlanta Motor Speedway in Hampton, Georgia, hosts an interactive display at each NASCAR® race to demonstrate its full line of generators to race attendees. In addition, Honda representatives are on hand at each venue to answer questions and provide support to the race teams, fans, vendors and campers that rely upon generator power at each race. A schedule of all racing events Honda Generators will be attending can be found by visiting <http://www.hondapowerequipment.com/tradeshows>.

The Honda EU2000*i* Super Quiet Series generator is an inverter-equipped, portable, lightweight model that features a totally enclosed body resulting in noticeably quieter performance. It provides up to 9.6 hours of running time on just 1.1 gallon of gasoline, and, with a dry weight of just 46 pounds, it can be easily carried and conveniently stored in small compartments. What’s more, it can simultaneously power a computer, TV, coffee pot, and refrigerator.

The Honda official NASCAR® Skinit Kits for the EU2000*i* are available for the following three race teams:

- JRM (Dale Earnhardt, Jr.)
- Juan Pablo Montoya
- Jamie McMurray

Honda Power Equipment Launches NASCAR® Skinit Kit Program
Page 3

“We are thrilled to offer Honda generator owners a chance to show their racing spirit with NASCAR® inspired designs, along with Skinit’s ability to infuse individual style to make their Honda generator unique,” said Laura Christine, Executive Vice President of Skinit.

For more than 35 years, Honda generators, powered by Honda four-stroke engines, have set the industry standard for portable generators with the most extensive model selection for a variety of applications. Designed for the ultimate in quality, convenience, portability, quiet operation and fuel efficiency, Honda’s recreational generators cover the full range of needs for any trip to the great outdoors.

About Skinit ®

Skinit (www.skinit.com) is the industry leader in on-demand personalization for electronic devices, residential interiors and automobiles, allowing users to create affordable, personalized covers, or skins, using high quality 3M products. Skinit’s unique ‘Customizer’ gives users the ability to design their own skin using family photos, favorite colors and graphics to make their favorite devices truly unique. Skinit features an extensive library of licensed artwork from some of the most prominent brands in sports and entertainment including the NFL, MLB, major colleges and universities, Disney, as well as original Skinit designs and works from independent artists. Skinit provides customized and branded skin applications for multiple channels which include the retail, promotions and wholesale markets. Skinit is based in San Diego CA, USA. For more information, please visit www.skinit.com.

###

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 four-stroke engines.

*Information for media regarding Honda products is available at www.hondanews.com.
Consumer information regarding Honda products is available at www.honda.com.*