

HONDA

Power

Equipment

Press Information



The Honda logo, consisting of the word "HONDA" in white, bold, sans-serif capital letters on a red rectangular background.

HONDA

The word "Power" in white, bold, sans-serif capital letters on a black rectangular background.

Power

The word "Equipment" in white, bold, sans-serif capital letters on a black rectangular background.

Equipment

Dear Editor:

The Honda Power Equipment team is pleased to present our new full line press kit for 2011. The enclosed booklet and DVD contain a comprehensive overview of all Honda Power Equipment product lines, background information, and detailed product specs and photography.

This booklet is designed to provide thumbnail overviews of each of our power equipment product lines – generators, lawnmowers, pumps, snowblowers, tillers, and trimmers. The table of contents will guide you to the corresponding product pages, and additional material and photography are contained and categorized on the enclosed DVD. In addition, all Honda power equipment lines are powered exclusively by Honda four-stroke engines for improved reliability, better fuel economy and reduced emissions.

The contents of this kit also are housed at www.hondanews.com. We encourage you to visit the site throughout the year for the latest news, updates and downloadable high-resolution images on Honda and its products. As always, we hope you will feel free to contact us if you require any additional information or materials.

Kind regards,



Sara Pines
Honda Public Relations

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One Engine for All

Honda continuously works to meet future, lower EPA and CARB standards regarding the performance of its products. In January 2007, Honda Engines began certifying its models to the new, lower California Air Resources Board (CARB) 2007 standards, existing EPA Phase 2 emission requirements and offering 50 state compliant engines. Investing in meeting the strictest of environmental requirements in the development of one engine for use in all 50 states reflects Honda's forward thinking on emission regulations, air quality and the needs of its customers. Moreover, Honda engines meet the new CARB exhaust and evaporative emissions requirements without the use of a catalytic converter.

As a result, the overall emission levels from Honda engines have been reduced by more than 32 percent compared to 1995. Further, the EPA has finalized a new emission control program to reduce hydrocarbon emissions from small spark-ignition engines by approximately 35 percent. The new exhaust emissions standards take effect in 2011 or 2012, depending on the size of the engine. The final rule also includes new standards to reduce evaporative emissions.

Defining Net Power in Honda Engines

The SAE J1349 standard measures net horsepower with the manufacturer's production muffler and air cleaner in place. Net horsepower more closely correlates with the power the operator will experience when using a Honda engine powered product. The power rating of the engines indicated in this document is the net power output tested on a production engine for the model noted and measured at the rpm specified. Mass production engines may vary from this value. Actual power output for the engine installed in the final machine will vary depending on numerous factors, including the operation speed of the engine in application, environmental conditions, maintenance and other variables.

Reliable.
Fuel Efficient.
Quiet.
Portable.



Quiet Power.

Honda Power Equipment markets a complete line of generators for commercial and consumer applications. Lightweight, compact Honda generators produce between 1,000 and 6,500 watts of power, providing smooth, dependable power for recreation, construction, rental, and emergency use.

All Honda generators are powered by advanced Honda four-stroke engines that make Honda generators among the world's quietest. Honda generators for typical residential use average 64-68 decibels with the Super Quiet Series operating at noise levels as low as 49 decibels – roughly the noise level in a private office.

Honda produces 16 models in four generator lines:

Series	Primary Uses	Power Range
Economy	EP and EG Models/Residential and Commercial Use	2500W – 6500W
Deluxe	EM Models/Home Backup and General Purpose Applications	4000W – 6500W
Industrial	EB Models/Construction and Rental Applications	3000W – 6500W
Super Quiet	EU Models/Portable Power Technology, Recreational and Home Backup	1000W – 6500W

For play ...For home...For work. Honda has the portable power to keep 21st century life backed up and on the move.

Reliability.
Durability.
Versatility.

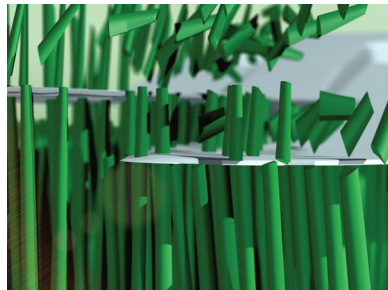


Twin-Blade advantage.

Honda Power Equipment markets a complete line of 21" walk behind lawnmowers for commercial, premium residential, and consumer applications. The product line consists of 10 models in four different series, including HRX, HRR, HRS, and HRC.

Each product family incorporates a number of features and accessories for versatility and convenience: a variable height adjustment system; a large capacity standard rear easy on/easy off grass bag; the exclusive, twin-blade Honda MicroCut System® or QuadraCut System®; discharge chute and leaf shredder options; and a choice of mowing decks. Honda lawnmowers are the only models of their kind to offer advanced and durable maintenance-free Cruise Control hydrostatic transmissions or Cone Clutch Variable Speed Transmissions with Smart Drive® Control that allow for infinite drive speed variation.

In keeping with Honda's tradition of technological and environmental leadership, all Honda lawnmower models feature Honda's easy-starting engines that deliver smooth, quiet, reliable four-stroke power. The compact, lightweight OHC (overhead cam) GC Series offers maximum power and high-efficiency combustion for home use, and the OHV (overhead valve) GX Series delivers rugged, commercial grade performance. Honda's full line of lawnmowers meets rigorous California Air Resources Board (CARB) standards, ensuring their availability and regulatory compliance in all 50 states.



Legendary reliability.
Durable precision-
designed components.
Superior performance.



Durability in a variety of applications.

Honda Power Equipment markets a complete line of portable water pumps for a wide variety of agricultural, construction, rental, and residential applications. The product line consist of rugged, easy-to-use models in four different categories — the de-watering, constructing, multi-purpose and submersible series.

While most Honda general purpose de-watering pumps are for moving relatively clean water, the construction – or trash – pumps are used for pumping water contaminated with sticks, leaves, stones and other waste materials. Honda’s multi-purpose pumps move a variety of agricultural and industrial chemicals as well as water. (*Information about specific, approved chemicals is available at www.hondapowerequipment.com*). Honda’s stainless steel, electric submersible pumps are used for a wide range of residential and commercial sump applications.

All 16 gasoline-powered pumps are equipped with Honda GX Series overhead valve (OHV) commercial grade engines or Honda’s easy-starting mini four-stroke engines. Many models carry a three-year limited warranty for residential and commercial use.

Choosing the correctly sized pump for an application is equally as important as using the right type. One of the most important factors for consideration in making the right pump choice is the total head – a formula which equals the suction head plus the discharge head. Static suction head is the height from where the water (or other liquid) is drawn to the pump. Static discharge head is the height from the pump to the final destination of the liquid. Other factors that affect total dynamic head and discharge performance include hose diameter, length, material and sprinkler or nozzle use. Honda offers free pump calculation software and other sizing information at www.honda-pumps.com.



Easy-starting.
Smooth-running.
Excellent maneuverability.
Innovative technology.



Commercial grade design features.

Honda Power Equipment markets a complete line of snowblowers for commercial and consumer applications. The comprehensive product line consists of 10 models in four separate series – HS520A; HS520AS; HS724WA; HS724TA; HS928WA; HS928WAS; HS928TA; HS928TAS; HS1132TA; and HS1132TAS – capable of clearing from 46 tons to more than 70 tons of snow per hour. The AS-models have electric start, and all models except the lightweight HS520 Series are available with high-traction dual-track drive.

Honda snowblowers, like all Honda products, offer low emissions through the use of advanced four-stroke engine technology. The compact HS520 features an overhead cam (OHC) engine, while other models are powered by overhead valve (OHV) engines. Automatic decompression is standard in all engines to ensure easy and reliable starting, even in extreme winter weather.

Honda snowblowers maintain the same standards of superior design, reliability, and quality of construction that customers have come to expect from the Honda brand. All models are designed and tested for ease of operation, even in arctic-like conditions and while wearing heavy gloves or mitts. They are constructed with plated fasteners and finished with extra-durable paint to ensure many years of service in extreme environments.

Honda's larger snowblowers employ a two-stage snow removal system with specially designed, heavy-duty, height-adjustable serrated augers to remove even the icy snow buildup often left by municipal snow plows. These models also offer single-lever hydrostatic transmissions that accurately adjust ground speed without affecting auger rotation speed. A single control panel operates the transmission, throttle and chute for simplified operation.



Intuitive controls.
Adjustable depth bars.
Well-balanced design.
Easy transport.



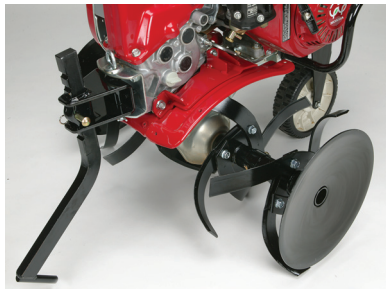
Lower vibration for less fatigue.

Honda Power Equipment markets a complete line of tillers for commercial, rental and consumer applications. The product line consists of four models in three series (Mini, Mid-Tine and Rear-Tine) ranging from 25 lbs. to 275 lbs. All models come standard with electronic ignition for quick and easy starting. FC600 and FRC800 models have three-year homeowner and commercial/rental warranties; F220 and FG110 models are backed by a two-year homeowner warranty.

In keeping with Honda's tradition of environmental leadership, all of its tillers are built exclusively with four-stroke engines. Four-stroke designs are quieter than comparably-sized two-stroke engines, up to 30 percent more fuel efficient, and are virtually smoke free.

Honda produces four tiller models in three series:

Series (Models)	Power	Weight	Tilling Width
Mini (one model) FG110	GX25 Mini four-stroke engine	24.9 lbs.	9"
Mid-tine (two models) F220 and FC600	GX Series OHV engine	49.6 lbs.	21"
Rear-tine (one model) FRC800	GX Series OHV engine	130 lbs.	26.4"
		275 lbs.	20"



Easy starting.
Legendary Honda 4-stroke engine.
Lower cost to operate.
Quiet Line trimmer heads.
Lower vibration.
Flexible inner driveshaft.



Superb balance and handling.

Honda Power Equipment markets a complete line of premium four-stroke string trimmers for commercial and residential applications. The product line offers the latest in innovation and technology and consists of three trimmer models, featuring semi-matic feed or manual feed nylon cutting heads or available brush cutting blades.

The Honda HHT25SLTAT trimmer, powered by the Honda GX25 four-stroke engine, offers exceptionally quiet operation as well as a more powerful performance than two-stroke models manufactured by competitors. No fuel mixing is required, and, as a result, the engine emits virtually no exhaust smell. For more demanding applications, the Honda HHT35SLTAT, powered by the more powerful Honda GX35 four-stroke engine, has quick acceleration and excellent torque for the most demanding of applications among commercial, rental and residential users. The Honda HHT35UKAT, also powered by the Honda GX35 four-stroke engine, is ideal for rigorous applications including heavy duty brush clearing and other professional jobs.

Series	Handle	Feed
HHT25SLTAT Trimmer	Loop	LTA - Semi-matic (bump feed) head with Quiet Line
HHT35SLTAT Trimmer	Loop	LTA - Semi-matic (bump feed) head with Quiet Line
HHT35UKAT Trimmer	Bike type	Manual feed head with Quiet Line; easily adjustable without disassembly or tools.

Cutting Head Options

Manual Feed – Easily adjustable, spring-loaded twin .095” lines deliver a polished cut.

Semi-matic – A quick, simple tap on a flat surface supplies two .095” lines for light jobs. *(HHT25SLTAT and HHT35SLTAT)*

Semi-pro – Pro-grade semi-matic head dispenses two .095” lines with a quick tap. *(optional)*

Semi-tap – Heavy-duty head feeds two .105” lines with tap on a flat surface. *(optional)*

In addition to these four options, Honda trimmers can accommodate a variety of 9” or 10” cutting blades (with optional barrier kit).

All of Honda’s trimmers offer the features commercial operators expect: heavy-duty, flexible shafts with lifetime warranty housed in an aluminum tube with a centrifugal clutch with final drive-through bevel gears; and an electronic ignition with primer systems for quick, reliable starts.

Honda Environmental Technology

Honda has long been recognized as a global leader in reducing the environmental impact of internal combustion engines through improved fuel efficiency and reduced emissions, and Honda Power Equipment is proud to contribute to that legacy. Powered exclusively by four-stroke engines, Honda Power Equipment products are quiet and fuel efficient. Honda recognizes that the preservation of natural resources is not only a corporate responsibility but also an important company fundamental. Reducing the burden on the environment at every stage in a product's life cycle – from research and development through manufacture, sale, usage, and disposal – is at the core of Honda's corporate culture and philosophy.

Beyond its desire to develop cleaner products, Honda also seeks to reduce the environmental impact of all of its activities. Launched in 1998, Honda's Green Factory planning concept is the foundation of the company's environmentally forward-thinking manufacturing practices, which seek to minimize factory emissions and waste throughout the manufacturing process. Further, Honda's environmental commitment is reflected in its portfolio of International Organization for Standardization (ISO) certifications. The company's facilities throughout Japan and its major manufacturing facilities around the world have obtained ISO 14001 certification – an internationally recognized set of standards for environmental management systems.

Developing cleaner products is not a new mandate for Honda. Coupled with world-class quality and technology, Honda has routinely incorporated environmentally-focused features into its products for more than 40 years.



About Honda Power Equipment

Honda Power Equipment offers a range of outdoor power equipment products, including 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 for improved reliability, better fuel economy and reduced emissions. The inherent qualities of Honda's four-stroke technology reduce operator fatigue related to engine noise and vibration.

Honda Power Equipment, with headquarters in Alpharetta, Georgia, consists of three distinct operating units: Honda Power Equipment, Honda Marine, and Honda Engines. The division's products, including engines, generators, lawnmowers, pumps, snowblowers, tillers, trimmers, and marine engines, are assembled in Honda plants in the United States and around the world using domestically and globally sourced parts.

Honda Power Equipment offers more than 60 models in six major product families:

Generators: from 1,000 watts to 6,500 watts in models designed for residential, recreational, and industrial applications.

Lawnmowers: 21-inch push-type and self-propelled models for premium residential and commercial gardening applications. Honda's full line of lawnmowers meets rigorous California Air Resources Board (CARB) standards, ensuring their availability and regulatory compliance in all 50 states.

Pumps: a wide variety of general de-watering, multi-purpose, commercial, and submersible models with discharge capacities from 37 to 433 gallons per minute.

Snowblowers: wheel drive, track drive, and lightweight models capable of moving from 46.3 to 71.7 tons of snow per hour.

Tillers: mini- mid- and rear-tine models.

Trimmers: three trimmer models in a variety of engine sizes, trim heads, and handle design choices.

A network of more than 2,200 independent Honda Power Equipment Dealers sells Honda products throughout the United States. Additionally, more than 1,300 Home Depot stores carry lawnmowers, tillers, and snowblowers, and more than 1,000 national rental company outlets offer generators, pumps, and other selected products.

Resources and Who to Contact

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.

Honda Power Equipment

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