



For Background

Honda: Technology and the Environment

Honda has long been recognized as a leader in the development and application of new technologies designed to reduce the environmental impact of its products through improved fuel efficiency and reduced emissions.

Honda Power Equipment is no exception to this legacy of environmental leadership. All Honda Power Equipment products are powered by advanced four-stroke engines that are quieter, more fuel efficient and cleaner-burning than competing products.

Corporate Leadership

Honda recognizes that 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 a goal at the core of Honda's corporate culture and business philosophy.

Beyond the development of cleaner products, Honda also has sought to reduce the environmental impact of all its activities. Launched in 1998, Honda's **Green Factory** planning concept is the foundation of the company's eco-friendly manufacturing practices, which seek to minimize factory emissions and waste throughout the manufacturing process. Further, Honda's commitment to environmental responsibility is reflected in its portfolio of ISO certifications. All of the company's facilities throughout Japan and its major manufacturing facilities in the rest of the world have obtained ISO 14001 certification – an internationally recognized set of standards for environmental management systems. In addition, in 1999 Honda launched its **Green Dealerships** program in Japan, which puts Honda dealerships at the forefront of customer and community service. It also positions dealers to earn ISO 14001 certification, based on environmentally responsible disposal of used cars, improved energy efficiency, and other measures.

Environment and Technology Milestones

Developing cleaner products is not a new mandate at Honda. Coupled with world-class quality and technology, Honda has routinely incorporated environmentally advanced features into all of its products for more than 30 years. A few examples include:

In 1972, Honda introduced the controlled vortex combustion chamber (CVCC) engine. The CVCC was the world's first automobile engine capable of meeting the 1970 Clean Air Act without the weight, cost, and complexity of a catalytic convertor.

Since 1964, Honda has manufactured only four-stroke outboard motors, which are approximately 90 percent cleaner, 50 percent more fuel-efficient and 50 percent quieter than typical two-stroke outboard motors. More important, four-stroke motors do not release oil directly into the water.

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In 1997, Honda entered the handheld power-equipment market with a noticeably quieter, fuel-efficient and virtually smoke-free trimmer/brush cutter powered by the world's first 360-degree inclinable, four-stroke mini-engine.

In 1998, Honda became the first company to introduce an entire line of high-performance outboard motors that met the Environmental Protection Agency's (EPA's) year 2006 emission standard.

In 2000, Honda became the first auto company to receive the EPA's Climate Protection Award for development of the Honda Insight, the first gas-electric hybrid vehicle sold in the United States.

In 2002, Honda became the first automaker in the world to market a fuel cell vehicle certified by the U.S. EPA and the state of California. In the 2005 FCX Honda also has developed its own fuel cell stack capable of cold weather operation.

In 2003, Honda introduced the HRX217, the first lawnmower in the world that easily enables simultaneous distribution of grass clippings to both the bag and the ground with no extra equipment required. HRX features the unique Variable Mowing System (VMS) – or Versamow™ – allowing the user to select bagging, mulching or any combination of the two configurations by simply rotating a lever called the Clip Director. Whether the user chooses to mulch, compost or dispose of the bagged clippings, all of the options provided by the HRX are better for the environment than conventional clipping disposal.

The Honda Environment Statement

As a responsible member of society determined to help preserve the global environment, Honda makes concerted efforts to contribute to human health and preservation of the global environment in each phase of its corporate activities and to stay at the forefront of such endeavors.

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Editor's Note:

Honda Marine, a division of American Honda Motor Co., Inc., manufactures and markets a complete range of outboard marine engines. Its comprehensive product line is powered exclusively by environmentally advanced 4-stroke engines.

Information for media regarding Honda Marine's 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 call 800-426-7701.