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### ***Press Release***

## **Honda Marine Debuts New Flagship concept BF250 Outboard.**

**Miami, 17 February 2011** – Honda Marine announced today that it will be adding an all-new flagship outboard model to its proven fuel efficient, high-performance line up.

Debuting at the 2011 Miami International Boat Show, the concept BF250 outboard provides the first indication of the design direction for the all-new BF250 horsepower (hp) outboard, which is planned to be available in South Africa from December 2011.

Based on a unique 3.6L engine the concept BF250 has been designed to deliver the optimum balance of performance and fuel efficiency, through the exclusive Honda Marine technologies such as BLAST™, VTEC® and ECOmo. The engine will also be certified NMEA 2000® compliant which provides the boat user with simplified connectivity to marine electronic equipment.

Through an all-new design, the concept BF250 will incorporate a new streamlined, striking and sleek exterior look that reflects Honda Marine as a premium brand in the marine industry. As the world's largest engine manufacturer and the pioneer of modern four stroke engine technology, Honda upholds its moral obligation towards being a company that society wants to exist whilst caring for the environment. Our current class leading range of engines from the 2.0hp to 225hp exceed all European RCD regulations, which are amongst the most stringent in the world.

### **Clinton Lambert, Divisional Manager for Marine Business in Southern Africa commented:**

*'Honda South Africa, our dealer network and many of our customers have been waiting for the next step in Honda Marine's commitment to developing new innovative products which provide the highest level of Honda quality and reliability. We look forward to the arrival of the new BF250, which will be our flagship model and a wonderful new and exciting addition to our range.'*

ENDS.

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**Editors Notes:**

**BLAST™** - (Boosted Low Speed Torque) Noticeable, particularly during periods of rapid acceleration, BLAST™ effectively boosts performance by adjusting the air/fuel ratio for maximum torque while advancing ignition timing to its maximum pre-knock level to increase torque under full-load conditions

**VTEC®** - (Variable Valve Timing and Lift Electronic Control) Varies the lift and duration of the intake valves to provide optimum performances at both low and high rpm.

**ECOMO** – (Economy Controlled Motor) This is the terminology used to describe the lean-burn control system used during cruising to achieve higher levels of fuel economy.

**NMEA 2000®** - (National Marine Electronic Association) is the on board (Marine) communication standard of boats and vessels and is based on a CAN bus network. The communication standard of boats equipment (navigation, sensor & display etc) has been unified so that many devices can be connected together on the CAN bus network.

*Honda Marine, a division of Honda Motor Co., Japan, manufactures and 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](http://www.hondanews.com).*

*Consumer information, including model overviews and updates, video clips, and complete specifications regarding Honda products, is available at [www.honda.co.za](http://www.honda.co.za).*

*For product inquiries and dealer locations, please visit [www.honda.co.za](http://www.honda.co.za).*

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