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For Immediate Release**AMERICAN HONDA INTRODUCES EV PLUS ELECTRIC VEHICLE
TO GREATER SAN DIEGO AREA****Honda Makes Announcement at California State Fleet Management Conference
in San Diego**

SAN DIEGO, Calif., October 16, 1997 – American Honda Motor Co. announces that it will begin leasing its EV PLUS electric vehicle in the greater San Diego area for the first time beginning today. EV PLUS leasing will be handled by Cush Honda in San Diego.

“Our San Diego launch of the EV PLUS is part of our commitment to a focused, strategic roll-out of the vehicle in markets that make sense,” said Tom Elliott, executive vice president of American Honda. “We feel that the family-, outdoors- and sports-focused lifestyle of San Diegans is perfect for a roomy, comfortable and environmentally-conscious vehicle like the EV PLUS.”

The EV PLUS is also available through California Honda dealers in: Orange County, Los Angeles, Torrance, Sacramento, San Francisco, San Jose and Dublin.

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Honda's EV PLUS is the first production four-passenger electric vehicle powered by advanced nickel-metal hydride batteries. Through its advanced nickel-metal hydride batteries, the EV PLUS has an EPA city driving range of 125 miles. When taking into consideration driving styles, air conditioning use (heating and cooling) and hills, the EV PLUS' "Real World" driving range is estimated to be about 60 to 80 miles, with some charge remaining.

The EV PLUS meets all Federal Motor Vehicle Safety Standards (FMVSS) and is equipped with numerous standard features, including: regenerative braking and anti-lock brakes; dual airbags; heat pump-type climate control system; multi-function two-way remote; CD-audio system and AM/FM stereo with four speakers; power windows, door locks and mirrors; electric power steering; and high-performance, energy-efficient projector-type headlamps.

For recharging, the Honda EV PLUS is equipped with a compact on-board charger, capable of recharging at 110 or 220 volts.

The Honda EV PLUS leases for a value-priced package of \$455 a month for 36 months, and requires no down payment. The complete package includes comprehensive and collision insurance coverage; all maintenance, such as tires, brakes and batteries; and unlimited mileage warranty (with no penalties for excess mileage); and roadside assistance.

Other costs related to the lease of the EV PLUS include the purchase and installation of a 220 Volt/40 Amp circuit and the purchase of a charging unit called the Electric Vehicle Connecting Device (EVCD). Honda has designated Edison EV as the preferred provider and installer of the EVCD. The EVCD retails for \$795 when incentives are factored in. Installation fees are additional, and typically range from \$750 to \$1,500.

The EV PLUS is Honda's cleanest operating vehicle, and joins Honda's "clean air vehicle line-up," which includes these gasoline-powered vehicles: the Accord Ultra Low Emission Vehicle (ULEV), the Civic Low Emission Vehicle (LEV) and the Civic HX Coupe with Continuously Variable Transmission (CVT).

In addition, the natural gas-powered Civic GX Natural Gas Vehicle will offer the cleanest internal combustion engine ever produced when it goes into production in Spring 1998. It will be 90 per cent "cleaner" than ULEV vehicles.

Honda's announcements were made during the California State Fleet Management Conference at the Holiday Inn on the Bay. The conference is directed to managers of city, county, state and federal vehicle fleets. The conference theme, "Toward 2000, Fleet Management at its Crossroads," reflects increasing awareness of automotive issues impacting fleets, including environmental sensitivity as reflected by fleets' leasing of electric vehicles.

Introduced in May 1997, Honda's EV PLUS is the first purpose-built electric vehicle utilizing advanced nickel-metal hydride technology. Honda has equipped this vehicle with advanced battery technology, seating for four and ample cargo room to make the EV PLUS a vehicle that works for everyday transportation.

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For Immediate Release

AMERICAN HONDA ANNOUNCES EV PLUS ELECTRIC VEHICLE

TORRANCE, Calif. – American Honda Motor Co., Inc. has introduced a purpose-built electric vehicle called the EV PLUS, the first production electric vehicle to take advantage of advanced nickel-metal hydride battery technology.

Honda began leasing its EV PLUS to individual consumers and fleets in California, beginning May 1997. Through five Honda dealers in Southern California and Sacramento and three in Northern California, Honda anticipates the lease of approximately 300 electric vehicles over the next few years.

“The Honda EV PLUS offers one of the highest levels of EV practicality and refinement in the world,” said Tom Elliott, executive vice president of American Honda. “By designing the EV PLUS to use advanced battery technology with seating for four and a versatile cargo area, our goal is to market the Honda EV as not just a weekend car, but as reliable, everyday transportation to work, shopping and errands,” Elliott said. “The Honda electric vehicle is another step in Honda’s ongoing overall commitment to the environment and to developing clean vehicles using various energy sources that meet consumers’ needs.”

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The Honda electric vehicle is a purpose-built electric vehicle, and is comprised of more than 95 percent all-new components. With a goal of obtaining a balance between driveability and range, the EV PLUS was designed to perform well in both urban traffic and freeway driving conditions.

Through its advanced nickel-metal hydride batteries, the EV PLUS has an EPA city driving range of 125 miles. When taking into consideration driving styles, air conditioning use (heating and cooling) and hills, the EV PLUS' "Real World" driving range is estimated to be about 60 to 80 miles, with some charge remaining.

The EV PLUS meets all Federal Motor Vehicle Safety Standards (FMVSS) and is equipped with numerous standard features, including: regenerative braking and anti-lock brakes; dual airbags; heat pump-type climate control system; multi-function two-way remote; CD-audio system and AM/FM stereo with four speakers; power windows, door locks and mirrors; electric power steering; and high performance, energy-efficient projector-type headlamps.

For recharging, the Honda EV PLUS is equipped with a compact on-board charger, capable of recharging at 110 or 220 volts.

The Honda EV PLUS leases for a value-priced package of \$455 a month for 36 months, and requires no down payment. The complete package includes comprehensive and collision insurance coverage; all maintenance, such as tires, brakes and batteries; an unlimited mileage warranty (with no penalties for excess mileage); and roadside assistance.

The lease rates apply to the specific areas where Honda leases the EV PLUS (and includes federal, state and local incentives). Taxes, title, license fees and liability insurance are not included.

Other costs related to operation of the EV PLUS include the purchase and installation of a 220 Volt/40 Amp circuit and purchase of a charging unit called the Electric Vehicle Connecting Device (EVCD). Honda has designated Edison EV as the preferred provider and installer of the EVCD. The EVCD retails for \$795 when incentives are factored in. Installation fees are additional, and typically range from \$750 to \$1,500.

The Honda EV PLUS dealers are Costa Mesa Honda (Costa Mesa, Calif.); Scott Robinson Honda (Torrance, Calif.); Cush Honda (San Diego, Calif.), Miller Honda (Van Nuys, Calif.); and Mel Raption Honda (Sacramento, Calif.).

The Honda EV PLUS is manufactured at Honda's plant in Tochigi, Japan on the same high-quality, low-volume production line as the Acura NSX sports coupe. The EV PLUS motor is also built by Honda.

Introduced in May 1997, Honda's EV PLUS is the first purpose-built electric vehicle utilizing advanced nickel-metal hydride technology. Honda has equipped this vehicle with advanced battery technology, seating for four and ample cargo room to make the EV PLUS a vehicle that works for everyday transportation.

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For Immediate Release**AMERICAN EV PLUS ARRIVES ON CALIF. STREETS AND NEIGHBORHOODS****First EV Powered by Advanced Batteries and Driven by the "Family Next Door"**

TORRANCE, Calif. – On May 13, 1997, Honda delivered its first EV PLUS electric vehicles to customers, bringing the first production four-passenger EV powered by advanced nickel-metal hydride batteries to California neighborhoods, and marking the U.S. and world debut of Honda's cleanest operating vehicle.

While production electric vehicles have been on California streets for several months in a two-passenger format, Honda's EV PLUS four-passenger vehicle is the first to appeal to a new type of EV customer – the American family.

The first EV PLUS customers include a family of four in the Sacramento area, a family of four in Los Angeles, and an Orange County couple expecting their first child.

- Tim and Vibeke Hastrup use their EV PLUS to commute to work, run errands and drive their 8-year-old daughter, Christine, and 2-year old son, Carsten, around their hometown near Sacramento. The Hastrup family became interested in an EV to help reduce air pollution and petroleum use.

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- Peter Lucey and Janet Gray live in Los Angeles with their two daughters, Jessica (10) and Sarah (7). Ms. Gray is the primary driver of the family's EV PLUS, but both she and Mr. Lucey use the vehicle for commuting to work and running daily errands, including dropping off their daughters at school, afterschool choir practice and ballet class. The Luceys are driving an EV to help preserve the environment for future generations.
- Bill and Kathy Berndt own their own printing company in Orange County, Calif., and drive their EV PLUS to work and lunch errands every day. They are expecting their first child in August and are already making plans to put the baby seat in the back of the EV PLUS. The Berndts drive an EV because they want less dependence on foreign oil.

“From day one of our electric vehicle program, we focused on quality, not quantity – in everything from our EV-specific product design to our outreach to customers,” said Tom Elliott, executive vice president of American Honda. “Through this approach, we hope to demonstrate that feedback from the ‘family next door’ is the best test of the long-term potential of electric vehicles. If a car can’t handle the day-to-day, stop-and-go commuting and around-town errands to piano lessons, Little League and other demands of today’s families, it can’t handle the American market.”

Honda plans to lease about 300 EV PLUS electric vehicles over the next few years through select dealerships in California.

Through its advanced nickel-metal hydride batteries, the EV PLUS has an EPA city driving range of 125 miles. When taking into consideration driving styles, heating and cooling and hills or terrain, the EV PLUS’ “Real World” driving range is calculated at 60 to 80 miles, with some charge remaining.

The Honda EV PLUS is available for lease only, for \$455 a month with no down payment. This lease price includes physical damage insurance coverage, an unlimited mileage warranty (with no fees for excess mileage), all maintenance (including brakes, tires, and other parts) and 24-hour roadside assistance. With these added value features built into the lease price, Honda estimates the actual price for the vehicle (with the advanced batteries) is about \$295 a month, with \$160 a month for the additional lease package value items.

The EV PLUS charges overnight through an on-board charger and 220-volt Electric Vehicle Connecting Device (EVCD). The EVCD retails for \$795 when incentives are factored in. Installation fees are additional, and typically range from \$750 to \$1,500.

“We never intended our electric vehicle to be a transportation gimmick – but a quiet, efficient, clean and fun-to-drive transportation alternative that offers the familiarity and comfort of a normal car,” Elliott said. “It’s gratifying to see another Honda in the family driveway, particularly since this one is not only impressive to the neighbors, but great for the neighborhood.”

Introduced in May 1997, Honda’s EV PLUS is the first purpose-built electric vehicle utilizing advanced nickel-metal hydride technology. Honda has equipped this vehicle with advanced battery technology, seating for four and ample cargo room to make the EV PLUS a vehicle that works for everyday transportation.

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HONDA EV PLUS DEALERSHIPS

Costa Mesa Honda
2888 Harbor Blvd.
Costa Mesa, CA 92626
714/436-5050

Mel Rapton Honda
2820 Fulton Avenue
Sacramento, CA 95821
916/482-5400

Miller Honda
5355 Van Nuys Blvd.
Van Nuys, CA 91401
818/782-3400

Scott Robinson Honda
20340 Hawthorne Blvd.
Torrance, CA 90503
310/371-3521

Cush Honda
3400 El Cajon Blvd.
San Diego, CA 92104
619/563-1095

San Francisco Honda
10 S. Van Ness Ave.
San Francisco, CA 94103
415/441-2000

Stevens Creek Honda
4590 Stevens Creek Blvd.
San Jose, CA 95129
408/247-2550

Dublin Honda
7099 Amador Plaza Rd.
Dublin, CA 94568
510/828-8030

HONDA EV PLUS FACT SHEET

FEATURES/EQUIPMENT

SPECIFICATIONS

VEHICLE SIZE	Overall Length (in.)	159.3
	Overall Width (in.)	68.9
	Overall Height (in.)	64.2
	Wheel Base (in.)	99.6
	Track Front/Rear (in.)	59.1/58.7
	Curb Weight (lbs.)	3593.5
	Drive Train	Front Wheel Drive
	Number of Occupants	4

POWER PLANT	Voltage (V)		288	
	Motor	Type	DC Brushless	
		Power (Continuous)	49 Kw (66 hp) @ 1700-8750 rpm	
		Torque	275 Nm (203 lb.-ft.) @ 0-1700 rpm	
	Battery	Type (12V)	12V sealed Ni MH	
		Modules	24	
	Charger	Input Voltage	AC 110/220V	
		Output	1.1Kw/4.2Kw	
		Type	On-Board (Conductive)	
		Recharge Time (20 to 100% state of charge)	6 - 8 Hours (220V)	
Transmission		Single-speed		

VEHICLE SYSTEMS	Suspension	Front/Rear	Strut/Torsion beam	
	Steering		Electric Power-Assisted Steering (Rack and Pinion)	
	Air Bags		Driver and Passenger	
	Tires	Size (Front and Rear)	195/65, R-14 (EV tire)	
		Pressure	44 psi	
	Brake Assist		Power Vacuum	
	Regenerative Braking		Standard	
	Anti-Lock Braking System (ABS)		Standard	
	Air Conditioning (Heat pump type)		Standard	
	Audio System (AM/FM/CD w/4 speakers)		Standard	

PERFORMANCE	Driving Range (FUDS* mode) - miles	125 (100% depth of discharge)
	(*Federal Urban Driving Schedule)	100 (80% depth of discharge)
	0-30 MPH/0-60 MPH Acceleration (Secs.)	4.9/17.7
	Maximum Speed (MPH)	Over 80