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The Power of Dreams



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OCTOBER 2011

**Honda Australia's News and Information Magazine. Motorcycle, Marine
& Power Equipment News, plus the latest from Parts,
Accessories and Merchandise.**

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HONDA'S ENVIRONMENTAL VISION Blue Skies For Our Children

Honda has recently announced that in accordance with its Environmental Vision, Honda has created a global environmental slogan; "Blue Skies for Our Children," and global environmental symbol.

The new global environmental slogan and symbol will be used with Honda's internal and external environmental activities and communications around the world.

Honda engineers who took on the challenge to meet the stringent new emissions standards of the 1970s U.S. Clean Air Act, used the phrase "blue skies for our children" as a passionate rallying cry to devote themselves to this effort. Honda wants to pass on the "joy and freedom of mobility to the next generation" for our children, therefore, Honda wants to realize a sustainable society where people can enjoy life and blue skies. This slogan continues to represent Honda's passion toward its environmental commitment which has not wavered and will remain resolute in the future.

While "The Power of Dreams" is Honda's preeminent slogan, which communicates our corporate-wide essence and intentions for the future, "Blue Skies for Our Children" is a slogan that conveys Honda's thoughts on environmental measures. The global environmental slogan and symbol represents Honda's environmental technologies, campaigns, etc. in all operations and regions worldwide.

The global environmental graphics have been carefully designed to symbolize Honda's environmental slogan. The circular graphic represents the earth and sun with blue skies, clean air, clean water, and lush green land expressing the bounty of nature that is necessary for all to realize a sustainable society where people can enjoy life. The white line through the middle represents a road where freedom of mobility is realized, while the heart represents Honda's thinking and passion toward our environmental commitment.



BLUE SKIES FOR
OUR CHILDREN

HONDA MPE FUNDRAISING UPDATE

In the last couple of months the Honda MPE Coffee Club and Morning Tea has donated over \$600 to Vision Aust, the Cathy Freeman Foundation and the Over The Top Expedition. September was Prostate Cancer month so it was timely that our last morning tea donation went to Over The Top which is fundraising for this cause.

In addition to this, Honda MPE held five silent auctions of Honda Merchandise these raised the new total of over \$1500 together which was all donated to our current charity Ecubed.

On a sweet note, several staff members rolled up their baking sleeves and made cup cakes for the RSPCA's cupcake day in August, Honda MPE raised \$138 for this cause.

The Honda MPE Health & Wellbeing Committee is in full swing and has recently launched their plans. The committee promotes healthy living in particular healthy food and regular exercise. They will also help to promote other health related issues such as skin cancer which is important to Honda MPE products since many of them are used outdoors.

The Health & Wellbeing Committee will be asking staff to join sporting teams like netball, volleyball as well as some gym classes. Stay tuned for more information!



HONDA CHRISTENS MPE BRANDED TRUCK

A trusted partnership was strengthened last month when the AirRoad Group unveiled a specially branded Honda MPE freight truck. The truck, known as a '4.6m Twin Deck' is only the second of its kind to be specifically branded, and proudly represents all of the Honda MPE products. The artwork designed by Darren Wheatley, features a product from each of the MPE divisions along with the 'Honda The Power Of Dreams' logo.

Dzenard Gorovic, State Manager of AirRoad Group proudly unveiled the vehicle in its new livery stating that "Honda is a recognised leading brand and this is an exciting partnership for the AirRoad Group". The 4.6m Twin Deck is the most impressive of its kind as it is the largest sized truck legally allowed on the road. The Honda MPE truck will be seen travelling back and forth from Melbourne to Sydney five days a week.

Victor Colcott, General Manager Customer Service at Honda MPE was thrilled with the final result, "our business success is somewhat reliant upon dependable and professional partners such as AirRoad to deliver quality Honda products safely to our dealers. Internally we know AirRoad assist us to achieve our goals and dreams, now with this stunning new paintwork, everyone else will know it too."

Honda MPE utilises the services of the AirRoad Group for distribution of Honda products, the AirRoad Group specialise in high value, sensitive freight. Since the company's inception all of their long haul vehicles have been fitted with original air-ride suspension. This award winning innovation provides a very smooth ride and, combined with their fitted mezzanine floors, cartons avoid damage.

Look out for a glimpse of the Honda MPE AirRoad truck!

*Christening of the Twin Deck Below:
Dzenard Gorovic, Zenjiro Sakurai, Robert Toscano and Victor Colcott*



HONDA APPOINTS NEW GENERAL MANAGER OF POWER EQUIPMENT AND MARINE DIVISION

Honda Australia is pleased to announce changes in senior management in the Power Equipment & Marine Division.

Vikram Pawah, who has been General Manager of the Power Equipment & Marine Division for the past three years, will leave the company to take up the role of General Manager of Corporate Planning at Honda Sael Cars India.

Mr Pawah, who will finish on November 18, 2011, will be replaced by Peter Singleton who will commence in the role of General Manager Power Equipment & Marine on October 01, 2011.

Honda Australia would like to thank Mr Pawah for the knowledge, expertise and leadership he has shown in his time as General Manager of the Power Equipment & Marine Division and also in his previous roles in Corporate Affairs and as General Manager of Customer Service.

'Mr Pawah has been a valuable asset to the Power Equipment & Marine Division and we at Honda Australia are sure he will continue his successful career with Honda Sael Cars India and revel in the new opportunities the Indian market will provide' said Honda Australia Director, Robert Toscano.

Peter Singleton, who is currently the Assistant General Manager Power Equipment & Marine is a long term Honda employee and has great experience in the Power Equipment arena having spent time in the Power Equipment sales office as well as time as the OEM National Manager. Mr Singleton also spent three years working for Honda in Japan where he worked closely with product planning and production departments.

As further confirmation of his leadership abilities, Mr Singleton was recently re-elected as President of the Australian Outdoor Power Equipment Association (OPEA).

Director Robert Toscano praised the new incumbent; 'Mr Singleton will bring his wealth of experience and new enthusiasm to the role of General Manager Power Equipment & Marine Division and will help ensure Honda remains a strong player in the Australian market'.

The Directors of Honda Australia Motorcycles & Power Equipment Pty Ltd have no doubt Peter Singleton will provide excellent leadership to an already strong Power Equipment & Marine Division and would also like to wish Vikram Pawah all the best for the future.



Vikram Pawah



Peter Singleton

Honda New Faces staff since June 2011



Tony De Best
Senior Analyst Programmer



HONDA EXPOSES ITS RACING DNA IN THE 2012 FIREBLADE

In the ongoing pursuit of the ultimate performance machine, Honda announces the release of the 2012 CBR1000RR Fireblade. Twenty years since the first Fireblade was released, riders can look forward to a model encompassing advanced technology and even greater performance.

The 2012 CBR1000RR aims for superior handling and greater rideability through the strengthening of suspension, upgrades in styling and reduction of weight.

Honda's initial Fireblade concept was to create the most lightweight bike that allowed riders to experience the joy of riding, while incorporating new safety features and cutting-edge technologies, Honda's legendary 2012 CBR1000RR stays true to this.

With the aim of improving handling and achieving unprecedented levels of riding stability, the 2012 Fireblade boasts changes to the front and rear suspension. The rear suspension continues to use the Unit Pro-Link suspension system but has the additional benefit of the world's first balance-free rear cushion made by Showa.

For the front suspension, the new CBR1000RR features a telescopic inverted fork with an inner tube and a newly adapted Showa big piston front fork. As a result, the new CBR1000RR sees significantly improved stability in both damping force and shock-absorbing performance, leading to improved traction and stability.

A newly design, 12-spoke, lightweight aluminium cast wheel has been adopted for both the front and rear. Due to the increased number of spokes, rigidity has been further evened out for load received in all directions from the tyre contact points. This change and the changes to the suspension offer improved manoeuvring feel.

A look of speed and dynamism has characterised every generation of the Honda Fireblade, for 2012 these qualities have been further developed to highlight the bike's racing image. With a line-beam headlight and air intake shapes adding even greater sharpness, the new CBR1000RR offers a novel and intrepid front face.

A new all-digital LCD meter design offers a truly racing inspired image offering excellent visibility and high functionality and with a 5-level display, the REV indicator linked to a digital tachometer instantly transmits accurate information to the rider.

Honda's new CBR1000RR features the world's first electronically controlled "Combined ABS" for super sports bikes, developed by Honda in 2008 and loaded on the 2009 model, garnering rave reviews from super sports bike-loving riders all over the world. By having both the conventional mechanically-controlled combined brake system (CBS) and the combined electronically controlled anti-lock brake system (ABS), the advanced braking system allows for even finer control of braking which offers the rider an even higher level of controllability.

The lightweight and compact, liquid-cooled DOHC inline 4-cylinder engine features a displacement of 999cc. The Programmed Dual Sequential Fuel Injection System (PGM-DSFI) was revisited and enhanced for 2012 to make a sports model that is even easier and more fun to handle.

Like its predecessor, the new CBR1000RR is equipped with the Honda Electronic Steering Damper (HESD), a compact and lightweight, electronically-controlled hydraulic steering damper which allows nimble handling during low speed riding while at high speeds, it suppresses disturbance from the road surface and keeps shimmy in check to offer strong and stable handling.

Over the past twenty years the Fireblade model has layered advancement on advancement and has never ceased to impress customers with its cutting-edge technologies, while also prioritising what is vital to motorcycle riding; the enjoyment of the ride.

The 2012 Honda CBR1000RR will be released to the Australian market in three striking colours; Victory Red, Graphite Black and Tri Colour. Due for release at the end of 2011, more information on price will follow.

For more information visit www.cbr1000RR.com.au





HONDA RELEASES NEW MODEL OF AUSTRALIA'S TOP SELLING ATV

Honda launched the all-new 2012 TRX500 range to dealers in Bowral at an action packed event in August.

Known in Australia as the top selling ATV in 2011 according to the FCAI June Retail Report, the TRX500FM and its two variants, TRX500FPM and TRX500FPE, boast a new engine, a re-engineered chassis and upgraded styling and are already on the path to success.

The top Honda ATV Dealers from all over the country attended the overnight event which combined presentations with the chance to jump on board to test ride the new model in the beautiful NSW southern highlands. All reports indicated that the new 2012 TRX500 range is an impressive release.

The all-new liquid-cooled, 475cc single-cylinder, OHV four-stroke engine with a higher compression ratio and 6% more torque delivers plenty of hard-working power.

Also new is the fuel injection system which features a 36mm throttle body and provides instant throttle response, consistent performance at high altitude, hassle-free cold-weather starting and increased fuel efficiency - approximately 7%.

The new rear suspension system combines a new steel swingarm design with a single high-quality shock absorber to produce supple, well-controlled travel. And braking power to match is ensured with new, larger 196mm dual front hydraulic disc brakes.

Although designed for hard work, styling is important and the new releases feature new body styling with a tough, rugged and more aggressive look, featuring large oversized fenders front and rear for exceptional mud and splash protection.

The TRX500FPM and FPE have the added benefit of Honda's revolutionary Electric Power Steering (EPS) which guarantees easier, more responsive handling while the TRX500FPE also has optional Electric Gear Shift (ESP).

In conjunction with the launch, a full range of accessories were unveiled. These included skid plates, guards, front and rear cargo bags, cargo racks, a winch and the all important ATV cover. The full range of accessories can be located on the Honda Catalogue.
<http://www.hondacatalogue.com.au>

SAFETY

ATV safety has been a prevalent topic in the media of late, it is important to note that Honda Australia holds the same position as other manufacturers and of the FCAI on this debate, as per the Industry Position Paper.

It is extremely important that all Dealerships and staff continue to follow the Honda ATV Sales Standards which is available on Dealer Net and covers the sale and delivery of new and used Honda ATVs.

The obligations include the following:

- Ensuring the minimum operator age is 16 years for all ATVs with an engine size above 90cc.
- Distributing educational material in the form of the ATV Safety DVD, ATV Safety Poster and a service requirement booklet.
- Supplying the owner's manual.
- Highlighting the warning labels on the ATV.
- Ensuring each customer is aware of the importance of ATV training and of where their local accredited ATV training provider can be found.
- And finally, ensuring that the Pre-Delivery Check List has been correctly carried out and that the customer has signed it.

In addition, all dealerships and staff should be familiar with the recently launched website <http://atvsafety.com.au/> customers can be referred to this website for more information.

A recent initiative from a rural dealer saw an increase in awareness and even a spike in sales. The rural ATV dealer joined forces with the local police and invited customers to a special public safety meeting where the ATV safety video was shown and a discussion undertaken. The very next week the same dealer was inundated with farmers purchasing helmets for younger members of their families - the dealer sold 12 helmets in a week!





HONDA'S NEW CROSSRUNNER DELIVERED ON ITS ADVENTURE PROMISE

Honda's VFR800X Crossrunner hit the Australian market in July and has received positive feedback from riders and critics alike.

A new entry into the adventure-tourer market for Honda, the VFR800X Crossrunner combines a rugged look with flexible functionality and has been engaging all types of riders.

Extensive customer research indicated that whilst buyers liked the appearance and the image of adventure bikes, for some, the compromised stability caused by long travel suspension, tall seat heights and dual purpose tyres was a serious deterrent.

The research revealed that customers wanted a machine that had a unique stylish image and was also great fun to ride in all conditions throughout the year on short trips around town or on long rides across the country.

The positive feedback Honda's Crossrunner has already received confirms that the new model responded well to these requirements.

Bikesales.com.au reviewed the new release and concluded the Crossrunner lived up to Honda's claims; "The Crossrunner is an attempt at blending naked and adventure, but one where the end result is an extremely competent VFR800-engined sports tourer". Particular mention was made of the engine; "producing good grunt down low and through the midrange, which then builds into a strong 107hp top end, before signing off at the 12,000rpm redline" (BikeSales.com.au, July 20, 2011).

Powered by a legendary liquid-cooled, V4 engine, Honda's Crossrunner delivers a smooth curve of power with excellent torque throughout the rev range.

Drive.com.au believes that "the long heralded VFR800 engine is an absolute gem", saying that; "In Crossrunner guise a heavier flywheel adds a little more lilt and character to what was already one of the most charismatic powerplants ever to grace a Honda chassis". Drive.com.au concludes that the new release is a "hugely versatile and thoroughly enjoyable motorcycle that equals more than the sum of its parts" (Drive.com.au, July 22, 2011).

Honda's Crossrunner was launched to the press at a ride day held at a private property in NSW.

Available in Honda Dealerships nationally, the Crossrunner comes in two colour variants; Graphite Black/Matt Moonstone Silver Metallic and Candy Blazing Red/Matt Moonstone Silver Metallic.



RACING UPDATE



Repsol Honda Team
Casey Stoner, Dani Pedrosa & Andrea Dovizioso
Grand Prix Road-Racing World Championship

What a year it has been in MotoGP so far, Casey Stoner has sped to success on his Honda RC212V racing machine and won an incredible eight races to date, he has had an impressive fourteen podium finishes and currently sits in the lead position, 40 points ahead of the competition.

In round 14 at Aragon, Spain, Stoner not only recorded the fastest pole position and the fastest lap at the MotorLand circuit, but he also took the 100th victory for the Repsol Honda Team since the partnership was formed in 1995.

The whole Repsol Honda Team have been battling hard throughout the 2011 season and as a team have scored an inspiring thirteen double podiums. In the most recent round at Honda's home track, Motegi in Japan a tricky battle played out and saw Dani Pedrosa take the victory. Andrea Dovizioso and Dani Pedrosa sit in 3rd and 4th respectively in the standings and with just three rounds to go, stay tuned for when the MotoGP hits Phillip Island in October.



Team Honda Racing
Wayne Maxwell & Jamie Stauffer
Australian Superbike Championships

Team Honda Racing has dominated the last two rounds of the ASBK with overall wins by both team members. Jamie Stauffer won both races as well as overall in round 5 in July and team mate Wayne Maxwell won race one and the overall round in the most recent round 6 in August.

Both riders have had their share of ups and downs so far in the 2011 Australian Superbike season but it seems things are moving in the right direction for the Motologic run team.

Stauffer currently sits in 2nd and Maxwell is in 6th on the competitive ladder and with only two rounds to go the heat is on to collect valuable points.

Team Honda Racing Manager Paul Free was naturally excited by the round 6 results saying the following; "The performances of both Jamie and Wayne this weekend were exceptional. Their machines and Dunlop tyres worked flawlessly."



Castrol Honda Team
Johnny Rea & Rubén Xaus
World Superbike Championships

Castrol Honda team member Jonathan Rea has had his share of ups and downs in the season to date, after three months off with an injury he returned to the WSBK arena three rounds ago. Round 10 in Germany saw him score a fourth place and round 11 in Italy saw him achieve an impressive win in race one. Mechanical difficulties forced him to retire from the most recent round 12 but he is still confident of securing more valuable points before the end of the series later this month. Ruben Xaus is unfortunately still suffering the effects of a crash in July and was replaced in the latest rounds by Japanese rider Makoto Tamada.

It was announced last month that Rea has been confirmed to continue riding his CBR1000RR Fireblade in 2012 for the Castrol Honda team. At the announcement in Germany Rea said "I'd like to thank Honda for the continued support and the team for everything they do for me. Together, we all have unfinished business in the World Superbike championship."





HONDA STAFF WHO LOVE THEIR HONDA

Honda MPE is full of employees who are passionate about the Honda product; these employees enjoy the Honda product in their free time and share with us a little on their favourite two wheeled Honda...

ANTE CUK LOVES THE DEEP GROWL OF THE HONDA FURY

"Ever since Honda MPE announced they were going to release the Honda Fury in Australia I wanted one. Almost two years later I am now the proud owner of a Fury. The bike looks great and is even better to ride. I purchased the bike as standard and added a Cobra Swept exhaust system which has really opened the 1300cc engine and made it sound real throaty. The Fury gives me a sense of enjoyment and freedom as I roll on the throttle. Spring is only around the corner and there is definitely a lot of riding to be done. Great Ocean Road here I come!"



DARREN WHEATLY IS TORN BETWEEN DUCATI AND HONDA

"I've been riding for a fair while now but generally on the road with road bikes. I started out with a Kawasaki GPX and have some experience on a Suzuki GSXR750. Because of Aussie Troy Bayliss I fell in love with Ducati and I have a Ducati 1098. When I started work at Honda I got an opportunity to ride a number of different bikes. I now also ride a Honda CBR1000RR.

I love riding bikes. I ride almost every day, in all kinds of weather. No matter how my day goes it always puts a smile on my face when I get on my bike to ride home. On weekends I love getting out on long rides through the roads in country Victoria. A couple of years ago I rode to Sydney and back with my girlfriend (who rode her Honda CBR250RR "babyblade"). I love the freedom of riding and how my mind clears of everything other than concentrating



CHRIS LEASK ENJOYS RIDING HIS HONDA WITH THE WHOLE FAMILY

"My favourite bike was my 2004 XR400R until it was stolen recently. My wife rides a 2008 CRF150F and my boys love their 2008 CRF50F's. We have had the bikes for nearly 18mths and bought them so we could all ride together as a family and also so I could have the occasional weekend blast with the boys.

The XR400R was unbreakable and never let me down, even after a couple of big "get offs", she had heaps of power and was great fun to ride on trails as well as the tougher enduro style loops. The CRF150F is an absolute hoot to ride and lets me run around with the Kids on their 50's. All of the bikes are great from a maintenance point of view, just the occasional oil & filter change, add fuel and GO!!"



on the road and the ride. I also love sharing the riding experience with my friends by riding to a pub or restaurant together, sharing a meal and then hitting the road again. My parents have even seen how much I love riding and will be getting their bike licenses in the summer!



WORKSHOP UPGRADES

Three Honda Dealerships have proudly unveiled sleek, upgraded workshops in recent months impressing staff and customers alike.

New World Honda in Berwick, Advantage Honda in Hoppers Crossing and Rising Sun Honda in Townsville all sport newly painted, revamped workshops. The upgrades include features such as new fender shelves, hydraulic work benches and hanging oil dispensers transforming the workshops from chaos to order.

A professional workshop is vital to the successful operation of a motorcycle dealership and these three say they have improve efficiency, customer satisfaction and team moral with the newly developed workshops.

Motorcycle servicing and repairs is an important asset of Honda Dealerships and Honda Head Office is pleased to have been able to assist these three dealerships to ensure optimum customer satisfaction is reached by offering workshop services to the highest standards.

Danny Morrison, Service Manager at New World Honda said; "Some customers who had dropped off their motorcycle before the upgrade came to collect it again after the work was done and could hardly believe the improvement!"

He went on to stress the importance of a safe and functional working space for the technicians working in the environment.

For Dealerships interested in knowing more about a workshop upgrade please contact:

George Tawana
Manager Customer Service, Honda MPE
gtawana@hondampe.com.au
Ph. (03) 9270 1109



1. Advantage Honda, Hoppers Crossing

2. New World Honda, Berwick

3. New World Honda, Berwick. George Tawana, Cameron Bertalli, Danny Morrison, Victor Colcott

4. Rising Sun Honda, Townsville





CONGRATULATIONS HCT

Congratulations to the Honda Certified Technician Program for being selected as a finalist in the AITD National Training Excellence Awards for 2011 for the following category: Best Implementation of a Blended Learning Solution

The AITD's judges examined all the entries against the criteria and considered Honda Certified Technician Program's entry to show a high standard of quality. The winners will be announced at the Awards Celebration Dinner being held on Wednesday 26th October in Sydney, Honda's Keith Lewis and John Mesger-Schofield will attend.

Honda's Certified Technician Program has been going from strength to strength since its inception in 2009 offering three levels of training for service technicians within the Honda Dealer network.

All the best!



Honda Certified Technician

Featured Dealer: Lenka Freedom Brookvale MC, NSW

Lenka Chandler has been managing husband Steven's Brookvale Freedom Motorcycles for eight years, she adds a unique woman's touch that customers admire and respect. As well as riding a VFR800, Lenka knows her motorcycles, manuals and parts inside out and will go to any lengths to assist a customer. Lenka Chandler was recently featured in Australian Road Rider Magazine where she was praised for her depth of service and customer care.

Australian Road Rider Magazine has been a long-time customer of Brookvale Freedom Motorcycles and said that Lenka is an 'ideas' person who will accommodate any request or query in the shortest possible time.

Australian Road Rider went on to say that "you won't find attitude in Lenka's shop, neither will you be patronised or made to feel stupid." Lenka is smashing stereotypes in the motorcycling world and is earning respect every step of the way.

Brookvale Freedom Motorcycles offer the full range of Honda road and off road bikes as well as scooters. Lenka is particularly skilful at putting people on the right bike, she spends enough time with them to understand their specific needs and is able to ensure the bike she steers them towards will fulfil these needs and also make them happy. She is particularly talented at finding the right bike for women, many of whom prefer to begin on a scooter or a lower cruiser.

Lenka's focus for the dealership is "to keep building customer relationships, (and) to get more people on motorcycles and more happy customers which will create new customers."

Quotes from Australian Road Rider, No. 70, September 2011, pp. 106-107



HART - SYDNEY SCOOTER EXPO

The 2011 Sydney Scooter Expo was proudly hosted by HART St Ives at their location in north Sydney and was attended by scooter fans from all over Australia.

With hundreds of visitors attending, the 2011 one-day expo was hailed a huge success with a massive 500 test rides undertaken. Featuring the latest and greatest in the scooter world, activities included expo stands, games, competitions and more.

Honda attended with a fleet of scooters for test riding, models included the Honda PCX, Lead 100, SH300i and more.

With the safety of a qualified HART instructor leading the way, the expo presented the perfect opportunity for the public to test ride a range of scooters.

The event was run in conjunction with the Sydney Scooter Rally 2011 and combined, the events helped to raise the profile of the popular two wheeled mode of travel.



The poster features a stylized illustration of a scooter's front view, including the headlight and handlebars, set against a background of a city skyline and a bridge. A yellow banner across the middle reads "Sydney Scooter EXPO". Below the banner, it says "FEATURING... NATIONAL Scooter Rally 2011". Other text includes "FOR MORE INFO... scootersales.com.au", "SAT 10 SEPT, 2011", "LOCATION: 451 MONA VALE ROAD ST IVES NSW 2075", "WIN PRIZES!", "www.nationalscooterrally.org", "Join the Show and Shine", "Test Ride your Favourite Scooters", and "See all the Major Brands on Display". At the bottom, a row of logos for various scooter brands is displayed: KYMCO, SYM, Vespa, PIAGGIO, GILERA, YAMAHA, DAEJIN, TGB, CFMOTO, aprilia, scarabeo, PGO, and HONDA.



Lucky Winner Experiences The Thrill Of A Superbike

During a recent Advanced II course at Sandown, HART awarded one lucky winner, Ali with a “Hot Lap” ride onboard a modified two seater CBR1000RR with Team Honda Racing Australian Superbike star Wayne Maxwell. All HART Intermediate & Advanced participants went into the draw to win this ride as well as pit passes to meet the Team Honda Racing superbike riders.

Ali was blown away by the experience exclaiming, “Thanks HART, it was truly the most amazing ride of my life that I’ll never forget, it brings a big smile to my face whenever I think of it”

For further details and course availability please contact HART on (03) 9270 1377 or visit www.hartridertraining.com.au



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**GET YOUR LEARNER
OR LICENCE AT
HONDA AUSTRALIA
RIDER TRAINING**



**BONUS 20% OFF
DRAGGIN JEANS VOUCHER.*
UP TO THE VALUE OF \$80**

HART GETS FLEXIBLE WITH ‘KICK START’ SESSIONS

How do you get the most comprehensive and professionally delivered rider training in Victoria at convenient times that allow you flexibility?

Try the new HART ‘Kick Start’ session – a four hour introduction to motorcycle or scooter riding - after work or over the weekend at a time that suits you!

Following this low stress introduction, riders should be able to complete the HART One Day Learner Course on another day that suits.

This new ‘Flexi Learner’ allows potential riders to attend HART at times that suit busy schedules, whilst ensuring the highest quality training is delivered.

For those new riders who can spend two consecutive days at HART, and prefer a slower pace of training, HART’s Two Day Learner Permit Course is still offered every week.

2011 Power Equipment Dealer Meetings

The Power Equipment team have recently completed this year's round of the popular Regional Dealer Meetings. We ran 16 dealer meetings around the country, where we presented to almost 400 dealer principals and key dealer staff.

This year our theme was "Partners Valuing Loyalty", which is a theme close to our hearts at Honda. Loyalty unfortunately comes second to the chase of market share for many suppliers in most industries including ours. We are continually being approached by mass merchants wanting to reap the sales to be had with a quality and respected brand such as ours. Our philosophy in this area however is simple.

We truly believe that to survive and prosper in the long term, a manufacturer must produce the highest quality products backed up by a professional and loyal dealer network. We also understand that the demographic we are targeting with our products is also a quality conscious consumer. A consumer that demands the best advice at point of purchase, which we know only independent servicing dealers can provide. It goes without saying that this consumer also expects a high level of after sales service including the supply of replacement parts, accessories and service.

So we find it easy to say "no" to mass merchants, because it is clear that they are targeting an entirely different consumer, who is prepared to forgo service and advice for a cheaper price. Honda sees our dealers as being partners now and into the future, and we believe that actions speak louder than words when it comes to showing dealers we value them, and that's by continuing to add value for them.

DEALER AWARDS

This year we presented 27 dealer performance awards to various dealers in each state. These awards included 12 "Dealer of the Year Awards" for metro and rural dealers in each state. We presented 7 "Best Sales Growth Awards" and 7 "Best Presentation Awards" for each state. Last but certainly not least, we presented the "Australia's No 1 Dealer Award". The criteria for this award included best sales performance for all product categories for a single dealership, whilst achieving the respective sales target, and have growth from the previous Japanese Financial Year. We were pleased to announce that the winner of this prestigious award was Motor Mecca Qld. We presented this award to the dealer principal Neville Wessling, which certainly took him by surprise to say the least. Neville and Pamela Wessling purchased a share into Motor Mecca Qld over 25 years ago and took over the dealership completely during 1998 and have never looked back. Winning awards is nothing new to Neville, who has won numerous awards from most of his key suppliers, as well as winning the 2010 Honda Power Equipment Parts Sales Award. Neville is continuously focused on all facets of his business including Sales, Parts, Service and ensuring his staff have customer service high on their agenda.



WHAT'S HONDA CHANGED THIS YEAR?



Garry King, Neville Wessling, Ray Briffa

- We increased the rebates for each category in our popular Lawn & Garden Pre Season Campaign by 0.5%
- For the first time we have included the new HRE370 Electric mower in the Lawn & Garden Pre Season Campaign
- We have increased our commercial engine warranty to 3 years for GXV160 powered mowers and for our range of brushcutters
- Honda and our finance company, HMFS have offered dealers a retail finance opportunity designed to further add to their bottom line, whilst offering consumers a great way to afford to purchase a 4 stroke garden care package, making life easy in the garden
- Improved our Marketing Package to include new items such as the new advertising campaign targeting mowing contractors, our updated Product Demo DVD and increased support to dealers wanting to advertise locally via print, television and the web. We have also increased generator advertising via print and television, provided new podium boxes and more. These all help to ensure you can maximise sales opportunities within your dealership as well as ensure you enjoy increased floor traffic.
- We offered you Parts Dealer Meeting Campaigns with significant discounts.
- And much more.....

The litmus test of Honda's philosophy at a global and local level is reflected within the previous year's results. During the recent Japanese Financial Year (87Ki), Honda globally sold over 20.4 million units including 5.5 million pieces of power equipment. These sales equate to over \$104.4 Billion Australian Dollars. And regardless of the existing economic climate, Honda spent \$5.7 Billion Australian Dollars in R & D, which was 5.5% of our net sales.

Locally our Power Equipment Sales Division which includes Power Equipment, Marine and OEM business reached almost 180,000 units. Power Equipment Dealer Sales reached an extraordinary all time sales record exceeding the previous record by 16% in what was seen as a disastrous year in more ways than one.

Our dream at Honda is to continue to add value to independent servicing dealers by providing the highest quality products backed by great marketing initiatives. This ensures mutual long term sales growth whilst exceeding the expectations of discerning Australian consumers.

After all is said and done, you can see that being a Honda dealer means you are part of a team that is determined to grow well into the future in the same way Honda has grown since its commencement in 1948.

Good Selling

Ray Briffa
National Sales Manager
Honda Power Equipment

CHANGING THE LIVES OF DISADVANTAGED AUSTRALIANS

A fledgling social enterprise is tearing down employment barriers for the disadvantaged by providing new jobs and professional training opportunities in the building maintenance sector. The business, Incito Maintenance, has soared past early expectations and now employs 12 people from a variety of backgrounds to service private, commercial and government clients. Incito provides building maintenance services ranging from painting, plastering and handyman work, to lawnmowing, ground clearance and cleaning.

Honda Power Equipment recently recognised the opportunity to invest in the future of Incito by providing a HRU196M1 Buffalo Classic mulch and catch lawnmower. Honda Power Equipment's Marketing and Business Development Manager, Atul Ganjoo, said the brand was happy to assist.

"When we were approached by Incito with a request for some equipment we immediately recognised the good work it was doing and decided to offer our support as a way of investing in the enterprises," Mr Ganjoo said. "If we provide the tools for even one person from a disadvantaged background to build a better life, then we've achieved something pretty special."

Incito which is a subsidiary of WISE Employment has seen overwhelming success since its opening in July 2010, "Incito was started as a way of creating new jobs and training for people from disadvantaged backgrounds – mainly people with mental illness or those facing other barriers to employment," said Tim Potter, the WISE Employment Social Enterprise Development Manager. "It was established as a 'social firm', which means it earns all of its money from commercial contracts – with no government funding – and employs 50% of its staff from disadvantaged backgrounds.

Incito's use of Honda products extends beyond the recent lawnmower donation, with the company already using a Honda lawnmower, blower and brush cutter. Mr Potter said the unique combination of Honda's quality and reliability, mixed with safety and fuel economy, made the brand the perfect choice for Incito. "When the business was set up all the ground maintenance equipment we purchased was manufactured by Honda," he said. "It's been a good decision as we haven't had any problems with the machinery and it certainly gets worked hard in a variety of conditions." The ground-breaking safety technology built into Honda's new lawnmower range has also proven a winner with Incito.

Mr Potter said Incito hoped to maintain a close working relationship with Australia's number one four-stroke power equipment manufacturer.

Find out more at www.incitomaintenance.com.au



Danielle Pyle found negative preconceptions an employment nightmare until she landed a job with Incito Maintenance in 2010, since then she has been able to take her children on a holiday and no longer suffers from financial stress.

BUILDING AN EMPIRE ON HONDA'S SAFETY AND RELIABILITY

The husband-and-wife team driving the expansion of Empire Property Maintenance credit their early success to a focus on professional service and attention to detail. Justin and Monique Nickalls are the owners of the Gold Coast-based Empire Property Maintenance.

The business concept was born when Justin, a former commercial real estate agent and current Empire Property Maintenance Director, recognised a growing demand for professional property maintenance services in the industry. His wife Monique, also an experienced commercial real estate manager, handles the administrative side of Empire Property Maintenance while running her own e-commerce business.

"When I was working in real estate I saw a need for more professional-type work to be done," Justin said. "There was a particular need on the Gold Coast to service high-end commercial properties, prestige homes, unit blocks and body corporate. That's what led to the formation of Empire Property Maintenance. We offer a full service - mostly for high-end residential and commercial properties - in exterior landscape beautification. We're very detail oriented and take pride in our professionalism."

Justin and long-time friend Chris Marchant direct the operational side of Empire Property Maintenance, combining their property and landscaping know-how to service customers of all sizes.

An important plank in Empire Property Maintenance's business strategy is its extensive use of Honda Power Equipment, including lawnmowers and many products powered by Honda engines. The Honda lawnmowers, in particular, have bolstered the professional image and service delivered by Empire Property Maintenance, according to Justin.

"We only buy Hondas push mowers because they're reliable, they produce a quality cut and they're easy to use," he said. "Reliability is a big thing for us and with Honda you certainly get that."

Empire Property Maintenance currently operates six Honda mowers including the new Mow-Safe HRU216M1 and HRU216M2 Buffalo Classics, two older HRU216 models, a HRU197 and a HRU215.

Justin says the safety features of the new Mow-Safe range provide peace of mind in his capacity as business director. Mow-Safe is available in two versions – Blade Brake and Engine Brake. They are activated when the operator releases the mower's handle, causing the blades to stop automatically within three seconds. Engine Brake-equipped mowers go one step further, shutting down the engine and the blades within this timeframe.

Justin's HRU216M1 and the HRU216M2 both incorporate blade brake technology. "From an owner's point of view it's fantastic," he said. "The Blade Brake means I'm not concerned about accidents happening when one of the guys is emptying the catcher or manually cleaning out grass from under the deck when it's thick and wet. It's also a time-saver because you don't have to keep stopping and starting the mower every time you empty the catcher."

"On the self-propelled models, the Blade Brake is a handy feature because it allows you to drive the mower without the blades turning. This makes them easier to transport when loading and unloading, and it's also handy when moving over uneven or stony surfaces".

The enhanced design of the catchers included with the new Mow-Safe range also makes life easier for Justin and his employees. "The catchers allow air to flow freely, so Hondas catch much better than other mowers," he said. "They're also easy to empty out and easy to keep clean."

Justin and Monique appear to have perfected the formula of success with Empire Property Maintenance as it continues its expansion along the Gold Coast. Their broad base of property, management and mechanical experience – coupled with the extensive landscaping experience of business partner Chris Marchant and the help of Honda Power Equipment – has set Empire Property Maintenance on the path to success.

Find out more on Empire Property Maintenance at www.empirepm.com.au



HONDA POWER EQUIPMENT LAUNCHES REDESIGNED WEBSITE

Accessing information on Honda Power Equipment is now even easier following the launch of the premium brand's new website, www.hondampe.com.au. The revamped site is loaded with features and interactive tools to help users get exactly what they want with the click of a mouse.

Honda Power Equipment Marketing and Business Development Manager, Atul Ganjoo, said the new site reflected the modern face of the organisation. "We recognise that a well-structured website with easy access to features like the product comparison tool and dealership locator is important to people seeking information on Honda Power Equipment," Mr Ganjoo said. "The new website delivers these established tools in addition to news articles, wallpapers, images and more.

"We're currently producing a series of instructional videos to populate the new online gallery, and these will be added progressively throughout the year. The videos will help people get the most out of their Honda product by offering power equipment tips and advice from Honda's in-house experts. All of this is packaged in an uncluttered and easy-to-navigate package and the new architecture of the website is more user-friendly than its predecessor."

For people wishing to compare different Honda products, the website's new comparison tool is a welcome addition. Simply select the product of choice, click the 'add to comparison' button and follow the instructions for a side-by-side view of specifications of up to four Honda products.

"It certainly takes the hard work out of finding the right Honda product to meet your needs," Mr Ganjoo said. "Improving access to information is a common theme across the website and this is embodied by our dealer locator tool, located at the top of each page. Simply enter your postcode in the appropriate field to receive a listing of your nearest Honda Power Equipment dealerships – it's as easy as that."

The launch of the new website is the final step in the Honda Group's release of a suite of new homepages. These pages cover three of the group's divisions - Honda Power Equipment, Honda Motorcycles and Honda Marine.

Mr Ganjoo said people could also access Honda Power Equipment information online via Facebook and the Honda Lawnlovers website at www.hondalawnlovers.com.au. By signing up to Honda Lawnlovers, people can take advantage of regular updates on seasonally-relevant issues regarding lawns, new product information, in-store specials and offers. Members also receive quarterly e-newsletters and regular e-alerts with advice on how to make their lawn survive and prosper.



Encouraging Power Equipment Staff

As part of the OPEA (Outdoor Power Equipment Association) initiative to recruit and retain staff for Power Equipment dealers, the OPEA member companies are encouraged to donate engines and equipment to RTOs (Registered Training Organisations) that offer the Cert III in Power Equipment.

This allows apprentices to be trained on the same equipment that they will see in the workshop day to day. Toro and Honda recently donated equipment to Goulburn Owens TAFE (GO TAFE) in Wangaratta Victoria.

As a result of this policy, the OPEA are also working closely with 7 TAFEs around the country, and meet with them on a regular basis to help with the process of continuous improvement of the training package. As well, many of the manufacturers actually use TAFE facilities when carrying out dealer training.

The Outdoor Power Equipment Association (OPEA) represents the major manufacturers and distributors throughout Australia, of various items of outdoor power equipment. Of utmost interest to the OPEA is the current health of the industry, particularly in the retail (dealership) area. Dealership programs and assistance such as staff training, computerisation, industry trade shows, tax seminars and hazard documentation have been implemented, with the on-going support of member suppliers.

A major, on-going exercise before the OPEA, is for members to look outside their own, very important, self interests and look at the bigger picture for ways in which to ensure there is a market in which all can participate.

The OPEA encourage dealers to upgrade their workshop facilities to the latest standards. This in itself will help to recruit and retain staff. Most of the OPEA supplier members have set standards for equipment, paint schemes etc. for dealers workshops - check with your Territory Manager for more details.

Dealers can also become members of the OPEA - check out the web site at <http://www.opea.org.au/>



DEALER PROFILES

General Mowers, Loganholm, QLD

Nick Barsha is the Dealer Principal of General Mowers in Loganholm but also spends a lot of time working in sales and parts as well as liaising with customers within his dealership. He has been in the dealership and the power equipment industry for thirteen years and is very proud of his business achievements and family. Nick enjoys the challenges that he must overcome daily and he says that customers always make him laugh. Lucky enough to go to Las Vegas earlier this year with Honda, Nick said this was his most memorable event in his time as a Honda Dealer. When he is not in the dealership he enjoys fishing and a nice scotch!



Mackay Mowers, Mackay, QLD

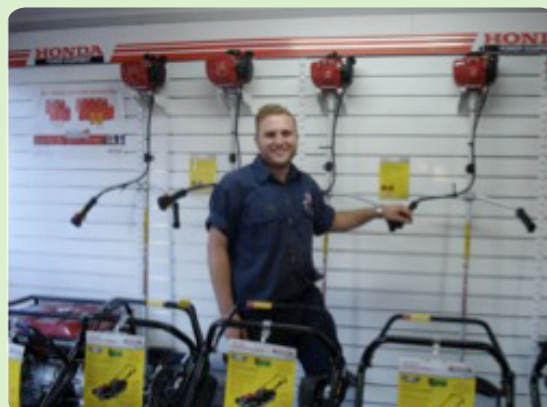
Tiernan DeThomasis is brand new to the world of power equipment having only joined Honda as the Dealer Principal of Mackay Mowers around two months ago. He already understands that today's environment is ever changing and that to keep up he needs his dealership to provide first class customer service and workmanship. He said he feels the power equipment industry is headed to more technically advanced, specialised product. Tiernan plans to expand his product range, renovate the shop and increase the workshop workload and to become a leading Honda Dealer in the Mackay area. When he is not busy with his new business, Tiernan enjoys being outdoors or joking around with his mates.



The Mower Shop, Everton Hills, QLD

Andrew McKeever is a third year apprentice at The Mower Shop in Everton Hills and spends his days assembling new product, maintaining the yard, assisting in sales, parts, warranty and repairs in the workshop. He believes the industry will keep becoming more and more technically advanced in particular in regards to safety. As well as loving the Honda product he loves the people he works with at the dealership and enjoys interacting with customers. Andrew would one day like to open his own Power Equipment shop.

(All information is based on interviews that were conducted)



Honda Over The Top Expedition

The Honda Over The Top (OTT) Expedition is well underway, with brothers Peter and Phillip Jenkins having left from the Sydney International Boat Show on 1 August.

Their 9500km coastal journey over the top of Australia in a custom 8.6m rigid inflatable boat (RIB), powered by twin Honda BF225 outboards, is to raise funds and awareness for prostate cancer.

Honda OTT Expedition leader, and prostate cancer survivor, Peter Jenkins said while the Australian-first journey was a once-in-a-lifetime adventure the real focus was to get men talking about something that could affect everyone one of them.

"Around 20,000 Australian men are diagnosed with prostate cancer each year, and close to 3000 of them die from it," Peter said. "As a typical bloke who doesn't like visiting the GP, like most Australian men, I want this expedition to encourage men to book a check-up with their GP."

Finishing in Perth in early October, the Honda OTT Expedition aims to raise \$200,000 for Cancer Council Australia for research into effective prostate cancer detection and treatment. The tally so far is around \$60,000.

Welcoming the Jenkins brothers at their first port of call, Port Stephens Honda dealer Cove Marine hosted a well-patronised dinner dance which raised around \$19,000 for the cause.

Media support through exposure of these stopover events and the lead up to and send off from Sydney has been surprisingly extensive. Mainstream and local TV channels, major newspapers right through to industry related magazines and websites have all backed the expedition, and have created an overwhelming response to the cause.

To see if the Jenkins brothers will be visiting your area, or to donate online, please visit www.overthetop.com.au.



Honda
Over the
Top Expedition

HONDA
The Power of Dreams



Two brothers. An 8.6m boat. 9,500kms. 67 days.
One inspirational adventure to raise funds for prostate cancer research.



Follow the adventure & donate online www.overthetop.com.au or 'like' us on



Australian boaters revved-up by Honda's new BF250

Making its Australian debut during the recent national boat show season, Honda's concept BF250 attracted plenty of attention and generated a lot of excitement among the boating public.

Providing an indication of the design direction for the new outboard, which will be available in Australia towards the end of this year, comments from boat show patrons all over the country suggest the stylish new BF250 really hits the mark.

Based on a large-displacement 3.6L engine, the concept BF250 has been designed to deliver the optimum balance of performance and fuel efficiency, through exclusive Honda technologies including BLAST – air/fuel ratio linked ignition timing control technology; VTEC – variable valve timing and electronic control; and ECOmo – unique lean burn control system.

The concept engine is also NMEA 2000 compliant, allowing engine-to-electronics data communication to deliver engine management and performance data to compatible marine electronics displays.

Through its innovative design, the concept BF250 also incorporates a streamlined, striking and sleek exterior that reflects Honda's position as a premium brand in the marine industry.

The BF250 will be available in Dealerships in December.



HONDA

MARINE

HONDA POWERS GILLIE TO TOURNAMENT SUCCESS

With consistent top 10 finishes this season, Team Honda Marine's Steve Gill has qualified for the 2011 BREEM Grand Final for the third consecutive year.

The ABT tournament angler has been competing in the east coast bream fishing series for around six years – the past 18 months powered by Honda.

With a Honda BF150 bolted to the transom of his Haines Hunter ProStrike, Steve said the rig delivered performance advantages that other engines just couldn't match.

"The reliability of my Honda outboard is second to none," Steve said.

"With tournament fishing often involving over 20 hours road travel to attend some events, I have complete confidence once I'm on the water that I'll be able to complete the entire tournament without having any engine problems, as is so often the case with many two-stroke outboards on the circuit.

"The 'stealth factor' of the Honda also plays a large part in my success – due to its ultra-quiet operation, I can sound around for schooled fish in relatively shallow water without spooking them or having to deploy the electric motor.

"The BF150 effortlessly pushes the ProStrike onto the plane and quickly gets me to where I'm heading, while the savings due to the miserly fuel consumption are very substantial over the course of a tournament, let alone a full season.

"While many competitors have to fuel up after each session, I quite often get away with two days of tournament fishing without a top up."

Based at Woollamia, on the NSW South Coast, Steve is Honda's only sponsored ABT tournament angler. In an arena dominated by two-stroke outboards, he is a valuable member of Team Honda Marine whose success is testament to both his ability and the products he chooses to use.

The 2011 Daiwa BREEM Grand Final will be held in Forster (NSW) in November.



Honda relaunches Green & Gold Approved program



Honda has relaunched its Green and Gold approved program which is designed to promote Australian original equipment manufacturers that build quality Honda Powered products. These products can be identified by the “Green and Gold Approved” sticker located on the fuel cap of the product.

However, the Green and Gold Approved program is about more than just a sticker. It means that only genuine Honda engines are being used in this product – and if you have had a Honda engine before, you’ll know that is good news!

It is a commitment from Honda that these Australian built, quality products have been engine matched and approved by Honda Australia. So you can be confident that the right Honda engine has been matched to the product.

The engine matching process includes testing the product as it would be used in a day to day operation, to ensure that it does the job that it is designed to do. Things such as operating temperature; vibration and load are all measured to ensure that they are within acceptable limits.

Because safety is a top priority, Honda makes sure that every product with the Green and Gold Approved logo operates safely – and that all appropriate warning labels are easily seen. However we don’t stop there. We also check components that may not be made by Honda, to ensure that they are up to standard. This may include things such as fuel tanks, mufflers, air cleaners and more.

When you buy a Green and Gold Approved product, you can rest assured that the product is powered by a genuine Honda engine, tested and designed for Australian conditions and that the engine is compliant with Australian engineering and environmental standards.

Honda is the world’s largest engine manufacturer, building a range of 4 stroke engines from the lightweight mini 4 stroke engines through to our industry leading V-twin range. Honda engines offer a range of innovative features such as the overhead valve design and oil alert to give them superior performance, fuel efficiency and reliability.

Honda engines also feature an automatic mechanical decompression system and variable ignition timing which is what gives them there legendary easy starting.

It is no wonder that Honda is the leading choice for a range of manufacturers across Australia. These manufacturers build quality products such as pumps, pressure washers, lawn and garden equipment, air compressors, generators, agricultural equipment and more.

Honda GX series engines come with a 3 year domestic and commercial warranty across the range. Further Honda engines are backed by over 400 Honda dealers Australian wide meaning that you can buy with confidence.

For more details visit poweredbyhonda.com.au or Call Honda on 1300 2 HONDA

More than just a sticker.



When you see the GREEN & GOLD APPROVED symbol, you know you’re getting a product that is:

- Powered by a genuine Honda engine
- Engine matched, approved and backed by Honda Australia
- Built tough for Australian conditions
- Compliant with Australian engineering and environmental standards



poweredbyhonda.com.au

STUDENTS FLOATING ON AIR WITH HONDA ENGINE

Chairo Christian School in Drouin, Victoria is gifting its students with a bright future in Design and Technology after successfully completing a six-year hovercraft project, powered by a Honda four-stroke engine more commonly used in generators and a host of construction equipment.

The GX390 engine drives a 900 millimetre rear-mounted fan which forces air through a duct. The duct splits the air flow with some directed underneath – to achieve lift – and the rest directed out the rear to propel the machine forward. With 8.7 kW (11.7 HP) of power, the Honda GX390 engine comfortably propels the craft at speeds of up to 40 kilometres per hour.

Building an amphibious vehicle as part of the school curriculum has been a great practical and learning experience for the students, said Chairo Christian School Technology Teacher, Mark Finger.

“The students are able to learn about a range of construction methods, employ practical engineering and problem solving skills in working through a range of tasks,” Mr Finger said.

“They were able to experience first hand the unique handling characteristics of the vehicle (classed as a boat for registration purposes) which incorporates learning about the effects of gravity on frictionless objects, the way a propeller works and the use of air displacement to create velocity and acceleration. All this whilst having a lot of fun sliding around at up to 40 kilometres per hour.

“Having a first-hand experience in how science and technology come together to make the hovercraft move is no doubt very rewarding for the students.”

Along with translating vehicle designs in the planning stage, the Chairo Christian School students also honed their manufacturing skills by building the majority of the hovercraft's parts.

“We originally started the project around six years ago as an option within one of the electives in the school curriculum,” Mr Finger said.

“Each year students in year 10 woodwork classes were given the option as an extra curricular activity mainly at lunchtimes to work on completing components for the hovercraft.

“Apart from the engine and the rubber skirting, we've been able to make all the parts for the hovercraft ourselves.”

According to Mr Finger, the hovercraft project has armed his students with practical skills that will be useful in the future.

“Through the hovercraft project, our students were able to learn and practice the many processes involved in manufacturing, metalwork and welding,” he said.

“The safety element such as wearing helmets and how to handle machinery in the correct manner has also taught them safety and procedures, which they can take away with them after they finish school.”

The Honda GX390 engine's performance has been exceptional, according to Mr Finger.

“The four-stroke Honda GX390 is a very good power source for our hovercraft propelling it with ease,” Mr Finger said.

“Our Honda engine has also been very reliable and has started first time every time during tests.

“Students have had no problems in operating it – it has been a very safe and user-friendly piece of machinery to run.”

The hovercraft project is currently in the final stages of testing before being introduced to water in the coming months.

Please contact Chairo Christian School on 03 5625 4600 or visit www.chairo.vic.edu.au for more information on the hovercraft project.



HONDA LAUNCHES NEW TEAM HONDA RACEWEAR

Team Honda Racewear is back in 2011 and better than ever with something to suit every Honda fan. Released to Honda Dealerships last month the new Team Honda Racewear includes mens and ladies items that are suitable for both summer and winter.

Inspired by the iconic Team Honda Racing, the range incorporates the Honda Wing logo with up-to-date designs, high quality fabrics and superior fits. Several items boast particular details such as Honda branded buttons and all items incorporate a mesh panel down each side giving the whole range a streamlined look.

The Soft Shell Jacket is available for both men and women and has been produced with useability in mind. Both wind and shower proof the jackets are made from a polyester elastane with bonded inner fleece for warmth and comfort (RRP \$124.95).

Honda have produced their first ever kids Spray Jacket as a part of the new Team Honda Racewear ensuring all ages are catered for. Also available for men, the Spray Jackets are highly practical, made from a showerproof polyester fabric they have taped seams to ensure dryness as well as a concealed rainhood that can be pulled out at the hint of rain (RRP \$104.95 / \$79.95).

The Team Honda Racewear Pit Shirt has been updated for 2011; the ladies version features a whole new fit and style. The mens shirt has a traditional button down collar while the ladies shirt has a feminine neck opening. Made from a wrinkle free polyester and cotton blended fabric the Team Honda Racewear Pit Shirt is sure to be popular (RRP \$69.95).

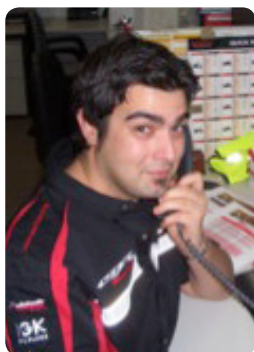
Other items included in the new Team Honda Racewear range include a 100% cotton, ladies and mens Polo Shirt which is extra durable thanks to a special colour fastening treatment (RRP \$69.95).

For warmth a polyester Puffer Vest has been designed with elasticised arm holes and hem band (RRP \$69.95). Stylish and affordable the new Team Honda Racewear range is available at Honda Dealers nationally.

Full price list and high resolution images of all items are available.
<http://www.hondacatalogue.com.au/>



Parts Department Staff Changes



The Parts Department has seen some staff changes in recent months firstly with the promotion of Kyle Armstrong. Kyle has been with Honda for over 6 years and has played an integral part in the business as Team Leader, Parts Dealer Support. Kyle has been promoted to Victorian Territory Manager with Power Equipment and took over this role on August

15. We would like to thank Kyle for his hard work and effort over this period and wish him all the best in his promotion.

Subsequently, we would like to congratulate Adam Kalenberg who has been promoted from Parts Interpreter to Team Leader, Parts Dealer Support. Adam has been with Honda MPE for over 4 years and has had previous experience in the Automotive industry as a Parts Interpreter and in Inventory Management. We wish Adam all the very best with his promotion.

New CRF Racing Accessories

A new range of CRF Racing accessories has recently been released to the Motorcycle dealer network. Machined from a 6061 grade aluminium billet material, these anodised accessories are made to HE specifications. Using the CRF accessories on your CRF250R / CRF450R, these accessories will set any rider apart from the rest of the crowd whilst importantly protecting your machine from crash damage. Some of the new accessories included are;

- Billet Alloy Clutch Covers
- Clutch Cover Guards
- Gear Lever Protector Guards
- Rear Master Cylinder Protector
- Rear Disk Guard
- Rear Calliper Protector
- Speedo Protector
- Steel Tyre Levers

For further details on the CRF Accessory range log onto



New ATV & Road Oil Change Kits Launched

After the huge success of the CRF Oil Change Kits, the Parts Department is excited to be launching the new ATV and Road Oil Change Kits in October. Configured in a uniquely designed Retail box, both kits will come complete with oil, oil filter and washers. The kits will be attractive to retail customer as well as appealing to the workshop and will improve convenience, ease of servicing and picking of parts.

The ATV and Road kits consist of different variations ranging from a mixture of HP4 and GN4 oil, different oil capacities along with various oil filter types. The use of these kits ensures customers continue to use Genuine Honda Oil and Genuine Honda Parts in their motorcycle. "The kits are a great way to promote Genuine Honda products as well as utilising the packaging as a branding exercise" says Chris Hollow, Assistant Manager Parts. The Recommended Retail pricing for the ATV kits will range from \$50 - \$72 and the Road kit will range from \$60 and \$90, price will depend on oil type.

For additional information please contact the Parts Department on 1300 2 HONDA



Also new - Marine Care Kit

With the warmer weather not too far away what better way to give your Honda outboard some T.L.C before hitting the water this summer than with a Marine Care Kit.

To help increase retail sales Honda has now developed an easier way for your customers to maintain their outboard engines. A newly designed Marine Care Kit has been specially designed with the retail consumer in mind. Containing a Honda Fuel Stabilizer, Honda Marine Grease, Honda Spray Cleaner & Polish and Multi Purpose Lanolin spray, the kit will be sure to please any Honda Marine customer.

With an attractive Recommended Retail Price of \$48.40, the Marine Care Kit will help maintain the outboard to its fullest potential.





HONDA'S CORE MODELS RECEIVE UPGRADES

Many of Honda's models have recently received minor model upgrades – Jazz, Accord and Euro – plus the Odyssey and Civic Si have received 2011 upgrades.

Jazz received exterior enhancements across all models including LED tail lights and a sporty, mesh-style grille. Jazz now has USB connectivity and A-pillar mounted Bluetooth. Safety is paramount with every Jazz in the range receiving a five-star ANCAP safety rating, front, side and curtain airbags, front and rear seatbelt reminder, Multi Information Display, ABS with Brake Assist and Vehicle Stability Assist.

Honda's award-winning Accord has also been refreshed, with the previous black grille replaced with two chrome bars and a revised bumper design. A chrome highlight strip across the boot-lid has been added. The four-cylinder VTi-L received new five twin-spoke 17 inch alloy wheels. Inside, the Accord's audio controls have been simplified and a USB port is added. For safety and convenience, front parking sensors, Bluetooth and a new foldaway key design are now standard across the range. A new variant is also available – the VTi-LN which has satellite navigation and a reversing camera.

Acclaimed for its sporty nature, the updated Accord Euro boasts enhanced exterior features including a three-bar grille, resculpted front bumper, fog light surrounds and ventilation apertures. The rear lights have been recoloured to a soft red and there is now a chrome strip on the boot-lid. Inside, the Euro has a new satin finish garnish on the door handles, console and steering wheel. Further upgrades across the range include steering wheel integrated Bluetooth, a new foldaway key design and USB connectivity.

The 2011 Civic Si receives changes to its line-up, with black cloth trim as the standard interior, with leather trim and heated seats available as an optional variant. It also receives the same grille as the Civic Type R and Bluetooth as standard.

The 2011 Odyssey has been updated with silver metallic panels replacing the previous wood grain. The entry level Odyssey gains A-pillar mounted Bluetooth and reverse parking sensors for added safety. The Odyssey Luxury receives a satellite navigation system with reversing camera, DVD player, integrated Bluetooth, SUNA live traffic updates and USB connectivity.



In the bush, sometimes
the stars are on the
ground as well.



STRONGER | CLEANER | QUIETER | STARTS-FIRST-TIME
4 YEAR WARRANTY*



If you're searching for the most reliable, most impressive generator on the market, relax. The Honda EU series of generators are best in class performers; whisper quiet, reliable and clean so your carbon footprint is smaller. Plus, the Advanced 4-Stroke Technology means you get power that's extremely fuel efficient, lightweight and fully portable. Take a load off.

Call 1300 1 HONDA for specialist Honda dealers
honda.com.au

*Conditions apply

HONDA
POWER EQUIPMENT

Love my Honda