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**Honda Begins Sales of its HondaJet Advanced Light Jet**  
**Price, Sales and Service Network, Production Specifications Announced**

ORLANDO, Fla. – Honda Aircraft Company, Inc. today began sales of HondaJet at the National Business Aviation Association (NBAA) convention with the announcement of the price, specifications, and a sales and service network for the production version of its advanced light jet. Scheduled to go into production in the U.S. in 2010, pricing is set at \$3.65 million for HondaJet in its standard configuration.

Honda also took another step toward the market introduction of HondaJet with the announcement that it submitted, on October 11, its application for FAA type certification of HondaJet. The company anticipates achieving both type and production certification within 3 to 4 years.

“A passion for aviation propelled HondaJet into the air, but a strong business case is what is taking it to the customer,” said Takeo Fukui, president & CEO of Honda Motor Co., Ltd. “In every one of our business activities, our goal is to create new value for the customer. HondaJet meets this challenging objective.”

Key specifications and performance figures establish HondaJet as the fastest and most fuel efficient aircraft in its class, while setting a new standard for interior space and comfort. HondaJet features a class-topping cruise speed of 420 knots with an IFR range of 1180 nautical miles<sup>1</sup>, and a 30-35 percent gain in fuel efficiency at cruise speed versus other jets of comparable performance. HondaJet’s cabin is about 1-foot longer than even larger ‘light jet’ offerings and features a fully-private lavatory along with a spacious 57-cubic foot aft cargo hold.

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<sup>1</sup> (\*Includes take-off, climb cruise at FL410, descent, and 45 minute reserve, 1 Pilot plus 3 Passengers (600 lb))

### **Sales and Service Network**

HondaJet will be sold through five regional sales groups – HondaJet East, HondaJet Southeast, HondaJet Midwest, HondaJet Southwest and HondaJet Northwest – operating 14 offices around the country to provide HondaJet customers' with a truly superior sales and ownership experience. The HondaJet dealer network was developed in collaboration with Piper Aircraft, Inc., as a result of a business alliance announced in July 2006. Honda Aircraft Company will also seek to establish a network of service facilities within 90-minutes flight time from any location in the U.S. to further advance its goal of creating a new level of customer service and support.

“Just as we have targeted real innovation with HondaJet design itself, we are equally committed to creating an innovative sales and service network,” said Michimasa Fujino, president & CEO of Honda Aircraft Company, Inc. “We will be working with our retail partners to ensure that every HondaJet customer is the recipient of unprecedented levels of sales and service for the life of their ownership experience.”

### **HondaJet innovation**

HondaJet sets new standards for performance, quality and comfort with a series of new technologies and design features that signify a revolutionary departure from conventional light jet designs. It's most unique and recognizable feature – the over-the-wing engine mount (OTWEM) configuration – liberates precious fuselage space by eliminating the carry-through structures of conventional fuselage-mounted engine designs while significantly reducing aerodynamic drag at high speeds. Its natural laminar flow (NLF) wing and fuselage nose further reduce drag, contributing to HondaJet's class-topping speed and fuel efficiency.

HondaJet's all-composite fuselage uses a combination of honeycomb sandwich and stiffened panel structures cured integrally using a patented co-curing process. This unique construction results in lower fuselage weight and larger cabin while contributing to HondaJet's unusually sleek and smooth appearance.

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An advanced, customized, all-glass cockpit based on the state-of-the-art Garmin avionics platform, will boast new features and capabilities unique to HondaJet.

### **HondaJet Performance**

With a top speed of 420 knots, a 43,000-foot service ceiling and a 30-35 increase in fuel efficiency versus comparable light jets, HondaJet embodies Honda's commitment to superior efficiency and performance through the application of advanced technology. In addition, HondaJet's optimized control surfaces results in a highly refined, sporty and responsive flying characteristic.

Two GE-Honda HF120 turbofan engines, each rated at 1880 pounds (at take-off thrust) deliver higher fuel efficiency and the lowest engine emissions and quietest operation in their thrust class<sup>2</sup>.

### **HondaJet Comfort**

HondaJet will be offered in two interior configurations: with seating for seven (2 pilots and 5 passengers) in standard configuration; and with seating for eight (2 pilots and six forward-facing passenger seats) in air taxi configuration.

HondaJet's cabin offers its passengers unprecedented levels of comfort with as much as six inches more leg room (per passenger) than competitive offerings. HondaJet's 57 cubic-foot aft cargo hold is as much as 50 percent larger than other jets in its class. Additional cargo storage is provided by a nine cubic-foot nose cargo hold.

### **HondaJet Quality**

HondaJet was developed with Honda's legendary commitment to quality and world-class engineering. Attention to detail in every aspect of its design, testing and construction ensures an aircraft of the highest quality and design integrity. To date, HondaJet has logged more than 260 hours of in-flight testing with superior results.

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<sup>2</sup> Based on 2,000lbf thrust class

### **Production Plans**

HondaJet will be produced in the United States beginning in 2010 with a projected production volume of 70 jets per year. The company will maintain a significant degree of flexibility in its production plan and will continue to evaluate demand as it moves closer to actual production.

### **About Honda Aircraft Company, Inc.**

Headquartered in Greensboro, North Carolina, Honda Aircraft Company, Inc. is a subsidiary of Honda Motor Co. Ltd., established in August 2006 to oversee certification, production, sales and service of HondaJet. More information about HondaJet including complete specifications is available at [www.hondajet.com](http://www.hondajet.com).

### **About Honda Motor Co., Ltd.**

Honda is the world's largest engine manufacturer, producing more than 21 million products annually at more than 120 factories around the world. Honda products cover a broad spectrum of categories, from automobiles, motorcycles and motor scooters to all-terrain vehicles, marine engines, general purpose engines and power equipment products. Widely recognized for its world-class engineering and technology development, the company is responsible for innumerable product and technology firsts, including the first and only U.S. EPA-certified hydrogen fuel cell vehicle (Honda FCX) and America's first gas-electric hybrid vehicle (Honda Insight).

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Editors Note: Additional HondaJet information and downloadable high-resolution images and videos are available at [www.hondanews.com](http://www.hondanews.com).