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PRESS RELEASE



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## POWER OUTBOARDS AT CANNES

HONDA MARINE SHOWCASES UPGRADED HIGH-



The refreshed models across the Honda BF115, BF135, and BF150 inline four line-up and Honda BF200, BF225 and BF250 V6 model range feature upgraded technology, additional exclusive Honda features and a sleek new exterior, delivering new levels of engine performance, durability, comfort, style, fuel efficiency,

and ease of use and maintenance.

Ideal for large boats for leisure, sport and commercial use, the powerful and reliable Honda 4-stroke and 6-cylinder engines are the medium and large models at the heart of the company's comprehensive range.

The innovations announced by Honda Marine Europe seamlessly integrate several new components and key design elements into the 4-cylinder and V6 outboards to benefit a variety of boaters and water sports enthusiasts.

Offered in the signature Honda Marine colours of Aquamarine Silver, Grand Prix White and the new

The new Honda 4-cylinder and V6 engine series incorporate the stylish design which follows the form and the function of the award-winning flagship Honda BF350 V8, with a superb fit and finish and high-rigidity

Sporty White, the elevated models will be available with either Honda drive-by-wire or mechanical control

Drive-by-wire models are updated to include the same automatic tilt, trim support and cruise control features found on the flagship BF350 V8.

Also new at Cannes, Honda Marine showcases the Sporty White version of its most powerful,

The launch of the enhanced engines in Europe marks a key stage in Honda Marine's commitment to growth in the region, with a reinforced mission for closer engagement with customers to answer the

parts that stand up to harsh conditions.

technologically advanced BF350 V8 outboard.

demands of the evolving outboard engine market.

momentum generated by the launch of the BF350 V8.

easier engine installation and maintenance.

delivering more power with increased fuel efficiency.

boat configurations."

Francesco Pichelli, Head of Sales, Honda Marine Europe, said: "The enhanced 4-cylinder and V6 outboard engines demonstrate our dedicated focus to the marine sector, continuing the positive

"We believe these upgraded models featuring significant design innovations and improvements answer the demands of customers for premium performance and an exceptional boating experience – objectives at the centre of Honda Marine's mission.

"With our strengthened outboard line-up, Honda Marine Europe can solidify and grow our alliances with

customers with smart, advanced technology and turnkey, whole boat solutions with pre-paired engine and

our trusted boatbuilders and other partners, meeting the evolving preferences and priorities of our

Honda Marine has updated a significant number of features on its high-power 4-cylinder and V6 models to improve engine performance and make operation easy and intuitive.

Upgraded components ensure greater durability and reliability, while further updates have been made for

The new outboards incorporate Honda exclusives, including Boosted Low Speed Torque (BLAST™) that advances the ignition curve for dramatically improved holeshot performance and Variable Valve Timing & Electronic Control (VTEC®) that provides smooth power delivery throughout the engine's operating range,

enhanced high-power models are available from Honda Marine Europe's dealer network from early 2026.

Demonstrating the full Honda Marine range, further engines on display will include: the BF100, BF80, BF60, BF20, BF8 or 10, and BF2.3.

Honda Marine Europe will showcase the new 4-cylinder and V6 outboards and the BF350 Sporty White

throughout the Cannes Yachting Festival from 9<sup>th</sup> to 14<sup>th</sup> September 2025 on Stands 103 & 113. The

BF100, the H22CC with the new BF200, the H26CC with BF350, and the HA27CC with the V8.

Accessories on the stand will include the V8 remote control (single and double), the Ultraflex Integra

For the first time at the show, Honda Marine will show its 4XC Design boat range, with the H19CC with

There will be 23 boats from various boatbuilders representing Honda Marine, including:
 Grand Boats: Golden 750 with BF250 / Golden 680 with BF200

Fanale Marine: Libecciu 1000 with BF350 / ALPANA 820 with BF300
Ranieri International: Cayman 33 / 38 / 50

- Highfield: Sport 800 with BF350 / Sport 900/ ADV 7 with BF250 / Coaster 60
- For more information, visit Marine Honda

joystick and the new Simrad 15-inch display.

Joker Boat: Joker 28 / 30 / 32 / 35

• BWA: New GTO 30 / GTO 28 / GTO 26

- - -ENDS-

**Updated Design for Enhanced Performance and Easy Operation** 

control box, it delivers near effortless shifting under all conditions.

handles that are integrated into the engine design.

Inside the engine, additional updates and enhancements include:

Please see further information about the updates across the Honda Marine 4-cylinder and V6 outboard

Honda Marine has updated a significant number of features on its high-power 4-cylinder and V6 models to

Notes for the editors

engine series.

improve engine performance and make operation easy and intuitive.

Honda 4-cylinder and V6 engines with Honda Intelligent Shift and Throttle® (iST®) drive-by-wire controls feature designs that are ergonomic, functional, user-friendly and tactile for stress-free operation. The plug

and play system do not require programming on single engine applications or special tools to install. With a compact, under the cowl design for as many as four engine installations, and a stylish, modern binnacle

At the helm, new controls include a side-mount 5-button, multi-function panel and single-lever neutral lock with a highly visible neutral indicator.
The engines are compatible with the newest generation of 7-inch HD operating displays that provide better visibility and features as compared to current HD-4-and HD-5 displays.
Drive-by-wire models are updated to include the same automatic tilt, trim support and cruise control features found on the flagship BF350 V8.
Honda BF200, BF225, and BF250 V6 drive-by-wire engines feature large, easy-to-use levers and

An optimised combustion chamber shape helps maximise efficient combustion and ensures

consistent engine performance.
A re-engineered and stronger starter motor mount and more rigid starter motor seal work to deliver consistent starting performance at the turn of the key.

lower operating costs and increased time on the water.

holeshot performance

conditions:

Additional Honda Exclusives

The new 4-cylinder and V6 models include:

Boosted Low Speed Torque (BLAST™) that advances the ignition curve for dramatically improved

 Improvements to the Honda-exclusive ECOmo help increase fuel efficiency across a wider range of conditions. A redesigned mid-section and a carefully placed O2 (oxygen) sensor help to achieve

Variable Valve Timing & Electronic Control (VTEC®) that provides smooth power delivery throughout the engine's operating range, delivering more power with increased fuel efficiency
 Programmed Fuel Injection (PGM-FI) that provides quick starts, instant throttle response, powerful

Honda Marine outboards have earned a reputation for durability and reliability. Upgrades to 4-cylinder and

V6 engine components make Honda engines even more resilient in demanding marine operating

New oil pump and cylinder head gasket shapes provide better water drainage to help prevent corrosion.
Improvements to fasteners and gaskets increase under-cowling corrosion resistance.

easier to repower a boat with a new Honda engine:

they speed and simplify oil changes.

maintenance visits, giving boaters more time on the water.

Upgraded Components for Greater Durability and Reliability

performance, and low fuel consumption.

 New, high-level fit and finish and high-rigidity parts on levers and handles help deliver years of durable protection against the elements.
 Installation and Maintenance Made Faster and Easier

Easier engine installation and maintenance updates help boaters get the most out of Honda high-power outboards, adding up to less time alongside and more time on the water while also making it quicker and

New, extended valve adjustment intervals and iridium spark plugs increase the time between

A repositioned transom bolt hole leads to ideal engine placement on the transom, reducing installation labour and testing time.
A new oil filter position and new oil bypass work together to prevent messy drips and leaks while

• An updated vapor separator fastener makes for easier disassembly during maintenance.

The newly enhanced Honda BF115, BF135 and BF150 4-cylinder outboards and BF200, BF225, and

BF250 V6 outboards are National Marine Electronics Association (NMEA) 2000® certified.

For further information, please contact:

Guillaume Valladon

Honda Marine Europe

The new BF350 Sporty White.

Tel: <u>+(33) 6 71 90 64 74</u>
guillaume.valladon@honda-eu.com

Karen Bartlett
Client Relationship Manager
Saltwater
Tel: +44 (0) 1202 669244

k.bartlett@saltwater-comms.com

Marketing & Communications Manager

About Honda Marine

With over 60 years of innovation, Honda Marine leads the marine industry with reliable, high-performance

outboard engines. Our engines combine impressive power with fuel efficiency, using advanced technology to minimise consumption and emissions. We're committed to engineering excellence which ensures exceptional performance in diverse environments. That's why we're the preferred choice for boating enthusiasts.

For more information, visit www.honda.co.uk/marine

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