ASIMO Cheers on Finalists of
Honda's Romanian Green Car Challenge

May 14 – 16, 2010 – Fresh from its recent trip to Turkey, ASIMO traveled to nearby Romania this weekend to attend a green driving challenge organized by Honda Trading Romania.

The three day event involved 18 finalists, in nine Honda cars, battling it out to travel 480km around the country using the least amount of fuel. ASIMO had never been to Romania before and during the event entertained the gathered crowds through six special performances.

The challenge attracted huge interest from Honda owners and enthusiasts in Romania and involved 15 local dealers. Over 60,000 people visited the competition website; 8,000 entered; 540 made it through to the semi-finals; and 18 were chosen to compete in the final.

ASIMO was invited to launch the challenge and waved a flag as each team left the start line. ASIMO also helped hand out the awards to the three winners, who had completed the challenge in the shortest time and with the best fuel consumption.

The 'GreenChallenge' was an initiative by Honda Trading Romania. Its aim was to highlight Honda's range of fuel efficient and hybrid cars as well promote the company's commitment to the environment.

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