

A Royal Visit for ASIMO at the Dubai International Motor Show

Dubai, November 11, 2011 – ASIMO traveled to the Middle East this week to attend the Dubai International Motor Show. This is ASIMO's second appearance in Dubai, having first visited the country six years ago.

While at the show ASIMO was met by a very special Royal visitor: His Highness Sheikh Maktoum Bin Mohammad Bin Rashid Al Maktoum, Deputy Ruler of Dubai. ASIMO greeted His Excellency and then performed a special demonstration of its cutting edge abilities.

With 150 exhibitors and over 60,000 square meters of exhibition space, the Dubai International Motor Show is the largest show of its kind in the UAE. The show runs from the 10th to the 14th November and is expected to attract in excess of 100,000 people through its doors.

ASIMO's appearance in Dubai this week coincided with the global launch of the All-new ASIMO – a major upgrade to the robot that takes Honda another step closer to its goal of realizing a humanoid robot that can help people in their everyday lives. The all-new ASIMO is lighter, faster, smarter and more dexterous, allowing it to perform complicated tasks such as opening a sealed bottle and pouring a drink into a paper cup.