

**Honda to Premiere “Living with Robots” Documentary Film at Sundance Film Festival  
Together with Live Demonstrations of ASIMO Humanoid Robot**

***Sundance Film Festival also to be Production Honda CR-Z Sport Hybrid Coupe’s  
First Stop after World Debut***

TORRANCE, Calif., Jan. 13, 2010 – “*Living With Robots*,” an all-new short documentary film from Honda, will debut at the 2010 Sundance Film Festival, Jan. 22, followed by a live 10-minute demonstration of the world’s most advanced humanoid robot, [ASIMO](#) (Advanced Step in Innovative Mobility).

The sixth film release in Honda’s popular [Dream the Impossible Documentary Series](#), “*Living With Robots*” was directed by award-winning filmmaker, Joe Berlinger, (*Brother’s Keeper, Crude, Paradise Lost, Metallica: Some Kind of Monster*). The film ponders life with robots such as ASIMO, along with perspectives from science-fiction screenwriters, academics, philosophers, engineers and other thinkers. Designed to someday assist people in their homes, ASIMO is the culmination of more than two decades of research and development by Honda engineers. Attendees have the unique opportunity to experience “*Living With Robots*” and ASIMO in person for three days only, Fri., Jan. 22, through Sun., Jan. 24, with six shows daily at 11 a.m., 12 p.m., 1 p.m., 3 p.m., 4 p.m. and 5 p.m. Demonstrations will be held at The Village at the Yard, 1251 Kearns Blvd., Park City, Utah.

And hot off its world debut Jan. 11 at the North American International Auto Show in Detroit, Sundance Film Festival attendees also will get a sneak-peek at the all-new 2011 [Honda CR-Z](#) sport hybrid coupe, months before it goes on sale in late-summer 2010. The CR-Z is designed to balance style and fun with efficiency and fuel economy. In addition, attendees can view the zero-emissions hydrogen-powered Honda FCX Clarity fuel cell electric vehicle – the first and only production fuel cell electric vehicle in the hands of individual customers today.

A supporter of Sundance Institute and Presenting Sponsor of the Sundance Film Festival, Honda is the Official vehicle of the 2010 Festival, bringing nearly 50 low-emissions vehicles, including the all-new Accord Crosstour, to transport filmmakers, talent and other special guests to Festival events. In addition, Honda is providing two super quiet and efficient EU6500iSA generators and two easy-to-use HS928WA snowblowers for use by Festival staff during the event.

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### About Honda

Honda marked 50 years of operations in America in 2009. As a company devoted to the advancement of human mobility, Honda's innovative research and development efforts during the past decade have yielded such diverse outcomes as [humanoid robotics](#), [walking assist devices](#), [HondaJet](#), [fuel cell electric vehicle technology](#), thin film solar cells, increased rice crop yields and functional nano-materials – in addition to the design and development of [automobiles](#), [motorcycles](#) and [power equipment](#) products. Based on its belief in the value of technology to address the needs of society, it is Honda's mission to develop products that anticipate and satisfy the evolving needs of its customers while meeting society's demand for cleaner, safer, more efficient and sustainable means of transportation and human mobility.

Honda News & Views: <http://www.honda.com/news>

Honda Multimedia Newsroom (For Media Only): <http://ww.hondanews.com>

Honda on YouTube: <http://www.youtube.com/honda>

Honda on Twitter: [http://www.twitter.com/alicia\\_at\\_honda](http://www.twitter.com/alicia_at_honda)

Honda on Flickr: <http://www.flickr.com/hondanews>

Honda Web Site: <http://www.honda.com>

### Sundance Film Festival

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting approximately 120 dramatic and documentary feature-length films in seven distinct categories and between 60 and 80 short films each year, the Sundance Film Festival has introduced American audiences to some of the most ground-breaking films of the past two decades, including *sex lies and videotape*, *Maria Full of Grace*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Trouble the Water*, *Central Station*, and *Precious*: Based on the Novel *Push* by Sapphire.

[www.sundance.org/festival](http://www.sundance.org/festival)

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