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*For Immediate Release*

**Honda's ASIMO Robot to be Demonstrated at Kennedy Center**  
***Honda's Humanoid Robot at JAPAN! culture + hyperculture Event***

**WASHINGTON D.C., January 31, 2008** – Honda (<http://www.honda.com>) will demonstrate its unique robot, ASIMO, at the Kennedy Center JAPAN! culture + hyperculture festival in Washington D.C. from Thursday, February 7 – Sunday, February 17, 2008.

The robot will perform live 15-minute demonstrations several times daily throughout the festival (<http://www.kennedy-center.org/programs/festivals/07-08/japan/>). Visitors will experience the most sophisticated robotics technology and see how robots like ASIMO will someday assist people. The free demonstrations will be held in the Nations Gallery at the Kennedy Center.

Honda's ASIMO (Advanced Step in Innovative Mobility), the world's most advanced humanoid robot, will demonstrate its unique technological capabilities including the ability to walk forward and backward, climb and descend a flight of stairs and even run nearly 4 miles per hour. Designed to be a helper to humans, Honda continues development of humanoid robotics technology and ASIMO is advancing closer to in-home applications.

**About Honda**

Honda is one of the world's leading producers of mobility products including its diverse line-up of automobiles; motorcycles and ATVs; power products; marine engines; personal watercraft; jet engines; and, aircraft. Founded in Japan in 1948, Honda began operations in the U.S. in 1959 with the establishment of American Honda Motor Co., Inc., Honda's first overseas subsidiary.

**About ASIMO**

Honda engineers began developing a humanoid robot in 1986 for the purpose of someday helping people in need. After years of research and development, they created an advanced humanoid robot able to function in real-world environments. ASIMO originally made its U.S. debut February 14, 2002, when it rang the opening bell at the New York Stock Exchange and the latest version of ASIMO, which includes the ability to run, debuted in North America at the Consumer Electronics Show, January 2007, in Las Vegas. ASIMO is permanently installed in Disneyland's Innoventions attraction where the live 15-minute *Say 'Hello' to Honda's ASIMO* demonstration take places several times daily in the Honda ASIMO Theatre. The program gives visitors a glimpse into a not-too-distant future when humanoid robots, like ASIMO, will assist humans in their homes. Learn more about ASIMO at [asimo.honda.com](http://asimo.honda.com).

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