

For more information contact:
Alicia Jones, Honda, 310-781-5542
Disneyland Resort Public Relations, 714-781-4500

FOR IMMEDIATE RELEASE – August 29, 2007

Honda's Newest ASIMO Humanoid Robot Runs onto Disneyland Stage
- *New Robot Capabilities Featured in Stage Show in "Innoventions" -*

Anaheim, Calif., August 29, 2007 – With the ability to run nearly 4 miles per hour, the all-new ASIMO (Advanced Step in Innovative Mobility) humanoid robot is advancing closer to in-home applications. Beginning today, Disneyland park guests can experience the latest version of ASIMO at the Honda ASIMO Theater inside the Innoventions attraction.

In the *Say 'Hello' to Honda's ASIMO* show, park guests can see the newest ASIMO interact with a live host in a 15-minute science show. The show demonstrates ASIMO's latest technological advancements including several new mobility and artificial intelligence capabilities for enhanced human interaction, in addition to the ability to run.

Originally opened in June 2005 as part of the theme park's 50th Anniversary celebration, the Honda ASIMO Theatre gives visitors a glimpse into a not-too-distant future when humanoid robots, like ASIMO, will assist humans in their homes. Park guests see ASIMO operate in a modern home environment by using all of its unique technological capabilities, such as running, walking forward and backward, climbing and descending a flight of stairs and taking direction from a person.

The only permanent installation of ASIMO in North America, *Say 'Hello' to Honda's ASIMO* demonstrations take place several times daily in Innoventions. More information about ASIMO and the *Say 'Hello' to Honda's ASIMO* show is available at asimo.honda.com.

About ASIMO

ASIMO (Advanced Step in Innovative Mobility) is the world's most advanced humanoid robot, with the ability to run, walk forward and backward, climb stairs, turn smoothly without pausing, and maintain balance, even while walking on uneven slopes and surfaces. 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 ASIMO originally made its U.S. debut February 14, 2002, when it rang the opening bell at the New York Stock Exchange and the latest version of ASIMO, which includes the ability to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. Learn more about ASIMO at asimo.honda.com.

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 and personal watercraft. 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. Honda began U.S. production¹ of motorcycles in 1979 and automobiles in 1982. The company has invested more than \$9 billion in its North American operations, with employment of more than 33,000 associates, and annual purchases of more than \$16 billion in parts and materials from suppliers in North America.

About Innoventions

Located in Tomorrowland at Disneyland park, "Innoventions" offers hands-on experience of current technologies, enabling people of all ages to experiment with an array of interactive devices, games and exhibits demonstrating how today's innovations can improve life for all of us. "Innoventions" combines Disney's storytelling abilities with the expertise of technology companies in a partnership that meets everyone's needs. The result is hands-on exhibits from leading companies in the field that tell the stories of today's technology in an interactive way.

About Disneyland Resort

Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney's California Adventure – plus the Downtown Disney district comprised of unique dining, entertainment and shopping experiences. Resort hotels include the luxurious 745-room Disney's Grand Californian Hotel and Spa, the magical 990-room Disneyland Hotel and the "day at the beach" fun of the 502-room Disney's Paradise Pier Hotel.

¹ Honda products are produced using domestic and globally-sourced parts

###

Editors Note: Additional information on Honda and ASIMO including downloadable high-resolution images and videos are available at www.hondanews.com.