

For more information, contact:
Stacy Theberge, 310-783-3172/ cell 310-497-7373

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ASIMO Educational Tour Draws Full-Capacity Crowds Across the U.S.
- *New Dates and Cities Added by Popular Demand* -

Torrance, Ca. – It came, it saw, it climbed stairs! ASIMO, the world's most advanced humanoid robot, has successfully completed nearly half of a 15-month educational tour, educating and entertaining an estimated 37,000 students and visitors to science museums and educational institutions across the country. To date, ASIMO has attracted full-capacity audiences at the Liberty Science Center (Jersey City, N.J.), The Museum of Science and Industry (Chicago, Ill.), Carnegie Mellon University (Pittsburgh, Penn.) and more than doubled regular attendance at SciTrek, the Science and Technology Museum of Georgia (Atlanta, Ga.).

By popular demand, the schedule has been expanded to include MOSI, the Museum of Science & Industry, in Tampa, Fla. on June 28-29, 2003 and new dates for Philadelphia, Penn. and Washington, D.C. Several new cities in Canada will be added in the fall. A complete tour schedule is available at www.asimo.honda.com.

The ASIMO North American Educational Tour launched in January 2003 in New York City, followed by public demonstrations across the Hudson River at the Liberty Science Center in Jersey City, N.J. Since January, the tour Web site www.asimo.honda.com has also received more than 8 million hits.

“We are thrilled with the success of the educational tour thus far, and we are honored to be reaching so many students with our educational message about the benefits of science and how humanoid robotic technology may someday be of great assistance to humankind,” said Jeffrey Smith, Leader of the ASIMO North American Project. “We look forward to nine more months on the road, meeting students and the public across North America and encouraging students to pursue their dreams.”

ASIMO (Advanced Step in Innovative Mobility) was developed by Honda Motor Co., Ltd., a world leader in advanced mobility technology. ASIMO was created for the purpose of someday helping people in need. ASIMO can walk forward and backward, turn smoothly without pausing, climb stairs and maintain balance while walking on uneven slopes and surfaces. ASIMO has two arms and two hands, which ease such tasks as reaching for and grasping objects, switching lights on and off or opening and closing doors.

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. This diverse product line-up has also made Honda the world's preeminent engine-maker, with production of more than 15 million engines globally in 2002. On a global basis, Honda has more than 110 manufacturing facilities in 31 nations.

Honda began operations in North America in 1959 with the establishment of American Honda Motor Co., Inc., Honda's first overseas subsidiary. Honda began assembling motorcycles in America in 1979, with U.S. automobile manufacturing starting in 1982. Honda now employs more than 21,000 Americans in the design, manufacture and marketing of its products in America. Honda currently builds products in 11 manufacturing plants in North America, with three major R&D centers in the U.S.

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