



For Immediate Release

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Honda Launches “Meet ASIMO” Social Media Contest

Winner awarded trip for four to meet the world’s most advanced humanoid robot at Disneyland

TORRANCE, Calif., Feb 11, 2013 – ASIMO’s fans have the opportunity to win a trip to meet ASIMO at its Southern California home at Disneyland in a new social media contest, “Meet ASIMO,” that begins today on [Facebook](#). [Honda](#) created the contest to honor ASIMO’s growing and passionate online fan base that can participate by completing a series of challenges that includes correctly answering trivia questions and briefly explaining why they love ASIMO.

[ASIMO](#), which stands for Advanced Step in Innovative Mobility, was designed to someday assist people in their daily lives and currently plays a valuable role globally in encouraging and inspiring young people who are interested in math and science. While ASIMO travels the world for demonstrations at various events, its largest daily audience is online, where ASIMO’s social media presence engages fans who may not have the opportunity to see ASIMO in person.

ASIMO currently is installed in Disneyland’s “Innoventions” attraction where the *Say ‘Hello’ to Honda’s ASIMO* live demonstration takes place several times daily in the Honda ASIMO Theater. The program gives visitors a glimpse into a future when humanoid robots, such as ASIMO, could assist people in their homes.

The “Meet ASIMO” contest, which engages ASIMO’s new and existing fans online through Facebook, runs from Feb. 11 - March 7. The contest asks participants to submit two photos with “Printable ASIMO,” answer five trivia questions about ASIMO and explain why they love the world’s most advanced humanoid robot. Once the submission period closes on February 25, 25 finalists will be selected based on creativity and overall ASIMO spirit. Then the general Facebook public will vote to determine the winner. The contest winner will be awarded a four-person, three-night stay at The Disneyland Resort along with an exclusive opportunity to meet ASIMO after one of its shows. The contest is open only to U.S. residents, age eighteen and older. To learn more about the contest and complete rules, visit the [contest page](#).

About ASIMO

Honda engineers began developing a humanoid robot in 1986 for the purpose of someday being useful to people and enriching their daily lives. After years of research and development, they created an advanced humanoid robot able to function in real-world environments. ASIMO made its U.S. debut Feb. 14, 2002, when it rang the opening bell at the New York Stock Exchange. Learn more about ASIMO at <http://asimo.honda.com>.

About Honda

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.

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