

For more information, contact:
Julia McQueen, 310-783-3172/ cell: 310-242-1745
julia_mcqueen@ahm.honda.com

**ASIMO, WORLD'S MOST ADVANCED HUMANOID ROBOT, LAUNCHES
NATIONWIDE UNIVERSITY TOUR**

Honda's Robot to Visit Top U.S. Engineering Universities Throughout 2004-05 Academic Year

ATLANTA, Sept. 23, 2004 – Students and faculty aren't alone in heading back to college this fall. ASIMO, the world's most advanced humanoid robot, launches a nationwide university tour today with a demonstration at Georgia Tech in Atlanta. Designed to encourage the study of science and engineering and to educate students about tremendous advances in the field of robotics, the "ASIMO Technology Circuit" provides an in-depth look at the remarkable technology behind ASIMO, developed over the past 18 years by Honda Motor Co., Ltd., a world leader in advanced mobility products.

ASIMO (Advanced Step in Innovative Mobility) will visit top engineering and computer science universities across the United States from September 2004 through March 2005. The tour will feature a live 25-minute technical demonstration of ASIMO's capabilities followed by a Q&A session conducted by Honda robotics experts. In addition, Honda has launched an updated educational ASIMO Web site (www.asimo.honda.com) that provides technical information and background history on Honda's humanoid robotics program, a complete tour schedule and additional "ASIMO Technology Circuit" information.

"ASIMO has generated tremendous enthusiasm throughout the world, but college students in particular have shown immense interest in ASIMO," said Koichi Kondo, president and CEO of American Honda Motor Co., Inc. "These college students will ultimately shape our technological future and Honda is excited to provide them with this unique first-hand opportunity to learn about humanoid robotics."

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ASIMO is the world's most advanced humanoid robot, with the ability to climb stairs, walk forward and backward, turn smoothly without pausing, and maintain balance 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 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.

ASIMO made its U.S. debut February 14, 2002, when it rang the opening bell at the New York Stock Exchange to celebrate the 25th Anniversary of Honda Motor Co., Ltd.'s listing on the NYSE. ASIMO has since completed a 15-month "Say Hello to ASIMO" tour in which the robot was demonstrated for more than 80,000 people at top science and technology museums and institutions in twenty-two cities across North America.

Web Site and Resources

The "ASIMO Technology Circuit" features an educational Web site, accessible at www.asimo.honda.com, where visitors can learn more about robotics and follow ASIMO on its nationwide university tour. On the site, students and faculty can also find additional robotics-related educational information.

Tour Schedule

The "ASIMO Technology Circuit" currently includes tour stops at the following universities: Georgia Tech in Atlanta, Ga.; Southern Methodist University in Dallas, Texas; Stanford University in Palo Alto, Calif.; University of Minnesota, Twin Cities in St. Paul, Minn.; Ohio State University in Columbus, Ohio; and Purdue University in West Lafayette, Ind. For an up-to-the-minute tour schedule and for more information on ASIMO, please visit the "ASIMO Technology Circuit" Web site at www.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. This diverse product line-up has also made Honda the world's preeminent engine-maker, with production of more than 17 million engines globally in 2003. On a global basis, Honda has more than 120 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 26,000 Americans in the design, manufacture and marketing of its products in America. Honda currently builds products in 12 manufacturing plants in North America, with three major R&D centers in the U.S.

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