

FOR IMMEDIATE PUBLICATION
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Honda stands firm on environmental promise

Honda has resigned from Australia's marine engine representative body, the Outboard Engine Distributors Association (OEDA).

The departure of the world's largest engine manufacturer came on the same day as two other marine engine brands also withdrew their support of the troubled industry organisation.

Honda Australia Managing Director Stuart Strickland said Honda was displeased with the manner in which recent matters had been handled within OEDA.

"Honda has always been, and will always be, at the forefront of environmental issues," Mr Strickland said.

"It is Honda's opinion that recent manoeuvring by some OEDA members clearly indicates the basic strategy is to push back emission regulations as far as possible.

"This is completely against Honda's corporate stance... it is Honda's mission 'to be a company that society will want to exist' and being considerate towards the marine environment with low-emission products is a step in this direction.

"Honda is uncomfortable being associated with a group that appears to ignore the basic premise of corporate and social responsibility... and is looking forward to working with the Federal Government in regard to emissions regulations."

Honda's commitment to first-class marine engine technology dates back to the production of its very first outboard engine in 1964 and can be found in the words of Mr Soichiro Honda, when he gave the following directive to Honda staff:

"Two things are most important: If they are not reliable, people's lives can be endangered. Second – water cleanliness. What will happen to our oceans, lakes and rivers if all that exhaust gas mixed with oil gets pumped into the water? I don't care if everyone else is making two-strokes – Honda has to make four-strokes."

Honda's environmental commitment extends to all facets of its global business, as detailed in its environmental policy statement (excerpt below), established and announced in June 1992:

Honda Environment Statement:

As a responsible member of society whose task lies in the preservation of the global environment, the company will make every effort to contribute to human health and the preservation of the global environment in each phase of its corporate activity. Only in this way will we be able to count on a successful future not only for our company, but for the entire world.

Principle 3 – As both a member of the company and of society, each employee will focus on the importance of making efforts to preserve human health and the global environment, and will do his or her part to ensure that the company as a whole acts responsibly.

Further information:

Honda Australia, Customer Relations – (03) 9270 1348 or visit: www.honda.com.au

Media enquiries:

Sandman PR – (03) 9863 7707 or visit www.sandmanpr.com.au for media releases and hi-res images