

# MEDIA RELEASE

10 September 2012

## LOVE MY HONDA, LOVE THE SAVINGS SPRING/SUMMER CAMPAIGN

With spring already here and summer just around the corner, Honda's 'Love My Honda, Love The Savings' spring/summer campaign is offering savings on a swathe of their popular Power Equipment products.

From garden care products to generators, customers can now save up to hundreds of dollars on their Honda investments.

As a premium brand, Honda takes an uncompromising approach to combining efficiency, reliability and safety. These offers will enable more people to take advantage of Honda's range, and save money not only on the initial purchase, but on the maintenance and refuelling of Honda's 4-Stroke products.



Honda Power Equipment National Sales

Manager, Ray Briffa, said that the wide range of products on sale means that no matter what a customer is looking for in the lead-up to spring & summer, Honda products are now more accessible and affordable than ever.

"Our range of Power Equipment products is diverse, and with these savings on offer across the board, there's bound to be something for everyone", he said.

"From entry level lawn mowers to our flagship EU20i Generator, the vast majority of Honda products will come with great savings all the way through spring and summer. They're also backed by a combination of a 4-Year Warranty and our outstanding after sales support, giving anyone purchasing a Honda product complete peace of mind".

The HRU19K1 Buffalo Buck lawn mower is perfect for residential use, with low fuel consumption and a powerful, long-lasting 4-Stroke GCV160 OHV/OHC engine. Like all Honda mowers it starts first time every time, and contains Honda's Engine Brake Technology for added safety.

For a limited time, the HRU19K1 costs just \$699, a saving of \$100\*. With the addition of an optional mulcher, the HRU19M1 Buffalo Buck Mulch & Catch is now just \$739, a saving of \$100\*

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Other Honda garden care products, such as the top-selling UMS425 Bent Shaft Brushcutter (now \$299, save \$70) and HHB25 Blower (now \$499, save \$60), will also offer customers even better value this season.

Honda's lightweight and whisper-quiet EU20i Generator is another product offering big savings to its owner. Delivering better than commercial quality electricity and up to 15 hours continuous operation, the EU20i is perfect for long summer evenings spent outdoors with friends and family. With a saving of \$200\* off the previous price, the investment in a EU20i is now only \$1899.

These savings and more represent a great time for people to get into their local Honda dealer and pick up a fantastic deal.

“Given that spring and summer are on our doorstep, Honda owners can make the most of their new equipment as soon as they get them home, and all throughout the warmer months”, Mr Briffa said.

“Great value, however, can take longer to recognise. Honda products address environmental and safety concerns, and our 4-Stroke technology offer superior efficiency, so you know that a Honda product will be offering excellent value for many seasons to come”.

Learn more about Honda's 'Love My Honda, Love The Savings' campaign by visiting [powerequipment.honda.com.au](http://powerequipment.honda.com.au)

For your closest Honda dealer call 1300 1 HONDA or 1300 1 46632

\*Please check website for more details on product savings.

## Ends

Interviews, photo opportunities and stock images are available on request.

For more information on Honda Power Equipment please visit [www.honda.com.au](http://www.honda.com.au) or visit your local Honda Dealer.

## Dealer Locator

**Ph: 1300 1 HONDA or 1300 1 46632**

**[www.honda.com.au](http://www.honda.com.au)**

### *Further information:*

**Honda Australia, Customer Relations – 1300 559 846 or visit: [honda.com.au](http://honda.com.au)**

Honda's technologically-advanced four-stroke power equipment and generators are proven to run quieter, offer greater fuel economy, and are simply better for the environment. Honda products offer more power and torque, start first time *every time* and with a four-year domestic warranty, represent pure value to the end consumer. Love my Honda, Love the Savings.

