

NEWS RELEASE

HONDA DIRACC REVS UP ITS CAR-SHARING SERVICE **Introduces new Honda Civic Hybrids, additional features and two new ports**

SINGAPORE, 19 October 2006 – With its commitment to continually enhance the driving experience for members, Honda Diracc, the environment-friendly car-sharing service managed by Honda ICVS Singapore Pte Ltd, has introduced new-generation Honda Civic Hybrids which boast additional features, as well as two new ports, bringing the network to 15 ports.

Ten second-generation Honda Civic Hybrids have been added to the current fleet of 62 and will offer members an enhanced driving experience. The latest Honda Civic Hybrid boasts an improved Integrated Motor Assist (IMA) system and a 3-stage 1.3-litre i-VTEC engine that offer improved fuel economy with cleaner emissions and added power.

The 10 cars are equipped with a new retractable LCD touch screen that provides members with instant access to real-time traffic information on the roads. An on-board digital street directory is also provided for easy navigation. Besides featuring road maps in Singapore, the street directory indicates the exact location of the car throughout each journey.

To allow these additional features, the second-generation on-board unit (OBU), a data processing and communication device that sends intelligent information to the backend server, was customised. The intelligent information collected via the OBU facilitates the smooth operation of Honda Diracc and ensures that members have ready access to the fleet from any port.

Honda Diracc Revs Up Its Car-Sharing Service

Previously designed and manufactured in Japan, the second-generation OBUs are fully developed and produced in Singapore through collaboration with local IT solutions provider, NCS Pte Ltd.

Mr Hisao Kobayashi, Managing Director of Honda ICVS Singapore Pte Ltd, said: “Our collaboration with a local partner stems from Honda’s corporate philosophy in the localisation of activities without compromising on stringent quality standards expected of all Honda products. This partnership allows for increased efficiency and faster response time during routine maintenance as well as operational enhancement and development of the system and is aligned with our aim to bring our transport-on-demand initiative in Singapore to the next level.”

Honda Diracc has also recently expanded its port network with the opening of two new ports at M Hotel Singapore and Bishan Interchange. This provides members with more choice locations to access and return the Honda Diracc cars and commute between the heartland and the Central Business District.

Mr Kobayashi added: “We constantly seek to improve our services to offer our members more than a transport alternative. The latest fleet and port expansion reflects our commitment to promote car-sharing as a convenient and cost-efficient complement to the public transport system and in the long-term, reduce traffic congestion and better utilise the limited parking space in Singapore.”

- END -

About Honda ICVS Singapore Pte Ltd

Honda Diracc is an innovative personal mobility service managed by Honda ICVS Singapore Pte Ltd, a fully owned subsidiary of Honda Motor Co. Ltd, Japan. The service was conceptualised in 1994 as a solution to traffic congestion and limited parking spaces in major cities where many vehicles are left idle in car parks for most part of the day.

Honda ICVS Singapore Pte Ltd was established in February 2001 to research and develop the Honda Diracc service in Singapore. The service was officially launched in March 2002 with a group of 50 members and a fleet of 15 Civic Hybrids.

Honda’s Integrated Motor Assist (IMA) system, the central driving force behind Honda Diracc’s Civic Hybrids, has won the prestigious International Engine of the Year Awards for the “1.3-litre” category for three consecutive years from 2002 to 2004 and the “Best Fuel Economy” category for 2003 and 2004.

Honda Diracc Revs Up Its Car-Sharing Service

Honda Diracc currently operates 15 ports sited at the Bishan Interchange, Changi Airport Terminal Two, Golden Shoe Car Park, HDB Hub, Market Street Car Park, M Hotel Singapore, Millenia Walk, Orchard Hotel Singapore, Park Mall, Raffles City, StarHub Centre, Tanjong Pagar Plaza, Temasek Tower, United Square and Wisma Atria. As the only car-sharing service in Singapore that operates a full fleet of environment-friendly vehicles, Honda Diracc owns a fleet of 72 Civic Hybrids that caters to the travel needs of over 1,700 members.

=====
Issued on behalf of: Honda ICVS Singapore Pte Ltd

Issued by: Foreword Communications Pte Ltd

Contact person: Ms Jasmine Sim or Mr Thomas Ng

Contact number: 6338-5918

Mobile number: 9686-2859 or 9699-8946
=====