

December 29, 2017
Honda Taiwan 4WNEWS C17-027

NEW Honda ODYSSEY LAUNCH

Flagship model fitted with Honda SENSING and high-tech active and passive safety systems, 22 in all

Taipei, Taiwan - As Honda's strategic model for the global automotive market, the new Japanese-made version of "the Honda ODYSSEY debuts in Taiwan on Dec. 29th. The New ODYSSEY, based on the previous model's highly-rated ride comfort, flexible interior space arrangement, extreme maneuverability, and excellent fuel efficiency, features an awe-inspiring new look, sophisticated and high-grade interior texture, readily adaptable roomy configurations, and cabin quietness. The APEX variant is fitted with the newest version of the Honda SENSING intelligent active safety system, highly praised by users, and other systems including "active parking assist" and "360-degree multi-view camera systems." With a total of 22 active and passive safety systems, the model sets a new milestone in safety standards for a flagship MPV. With overall values surpassing those of cars of the same class, the APEX variant sends shock waves through the domestic MPV market.

The New ODYSSEY will be officially launched at Honda Cars across the country on Jan. 13th. There are seven-seater and eight-seater MPV options to choose from, and both models are considered to be appealing to local customers. The ODYSSEY 2.4L Elite comes at a price of NT\$1,439,000. The APEX seven-seater is available at NT\$ 1,688,000, while the eight-seater is priced at NT\$1,668,000. We welcome you to visit Honda Cars countrywide to understand more about the ODYSSEY and experience its unique charms.

Aerodynamic streamlined car body that combines awe-inspiring look with strong and tough feel

The new Japanese-made Honda ODYSSEY inherits the wing-shaped front end form from its previous models. The Elite variant comes standard equipment ranging from Japanese-made aero kits, a large chrome three-bar radiator grille, an aerodynamic rear bumper, aerodynamic side skirts, two-colored aluminum alloy wheel rims, a rear license plate frame, new nameplates, advanced dynamic LED taillights, new LED daylight running lights, and super wide-angle front fog lights. It is characterized by a streamlined body design paired with an elegant texture.

The APEX model, which has every equipment that is standard on the ELITE, is differentiated from the ELITE by a large bronze chrome four-bar radiator grille and luxurious two-colored aluminum alloy wheel rims. It is added with other features including auto-sensing LED dipped headlights, automatic light control (ACL) auxiliary lights, new-type LED front light bars, a four-sensor reverse parking radar, sharp rising beltlines, and magnificent wheel arches. It gives a luxurious and flowing visual impression. A new car paint option, the “Secret Zone Purple,” is available for the Elite, offering an extra choice to customers.

Intelligence-enabled protection with 22 industry-leading active and passive safety systems for the ultimate safe ride dedicated to loved ones

The greatest value of a large MPV lies in its ability to protect all occupants on a road trip. For that matter, the ODYSSEY provides 22 top-end all-encompassing active and passive safety systems.

In respect to active safety, the ODYSSEY series is fitted with Vehicle Stability Assist (VSA), Motion Adaptive Electric Power Steering, Hill Start Assist (HSA), Brake Override System (BOS), Electronic Brake-Force Distribution (EBD),

Brake Assist (BA), Tire Pressure Monitoring System (TPMS), Emergency Stop Signal (ESS), and Comfort Turning Light System (CTS). These nine major safety systems form a comprehensive active safety mechanism. The APEX model is further equipped with 360-Degree Surround View Parking Assist, Blind Spot Information (BSI), Rear Cross Traffic Monitor (CTM), and the new Honda SENSING suite of intelligent active safety systems. Honda Sensing incorporated in the new ODYSSEY comprises of 6 features including Adaptive Cruise Control (ACC) 、 Lane Keeping Assist System (LKAS) 、 Collision Mitigation Braking System (CMBS) 、 Forward Collision Warning (FCW) 、 the Road Departure Mitigation System (RDM) 、 Lane Departure Warning (LDW) designed to give drivers greater awareness of their environment. And in some cases, it can even help to avoid a collision or lessen its severity. The ODYSSEY is superior to its equivalents in the market in active safety.

As for passive safety, the ODYSSEY adopts Honda's original G-Force Control technology, ACE steel body, six SRS airbags, front-seat pre-tensioner ELR seatbelts, three-point ELR seatbelts for second- and third-row seats, and ISO FIX fittings in the second row for child seats. It provides comprehensive passive safety protection, ensuring greatest safety for occupants in a car.

Increasing ride comfort and convenience for occupants while rendering cabin quietness to create ultimate and dynamic driving and ride experience

Once in the cabin, you are surrounded by leather seats and interior panels velvety to the touch. The bigger triangular vent windows in the A pillars are paired with smaller rear trapezoid vent windows to create an unobstructed and free field of view. The ELITE variant boasts standard equipment like an "Aurora Planetary Instrument Panel" and a "Multi-Function Steering Wheel and Instrument Cluster". The APEX variant goes one step further to own an information-rich tailored trip computer. The New ODYSSEY is also

characterized by its easy-to-use instrument panel, finely-textured material, powerful yet stable acceleration, and the luxurious atmosphere of the cabin.

The seven-inch full color touchscreen audio system of the ODYSSEY supports reverse parking and 360-degree surround view camera systems. Parking assist can be activated via the touchscreen. With the existing multiple and easily accessible media connections in the car, music can be downloaded via wireless links from personal devices to the car's stereo system for playing. Mobile devices can also be connected to the car's stereo system using HDMI cables or MirrorLink, providing a wide variety of multi-media functions. The ODYSSEY's other standard features also include an automatic air conditioning system, a capacitive touchscreen, and rear air conditioning (for all models). The APEX variant is even equipped with a three-zone climate control system that provides different temperatures to front left, front right, and rear seat occupants.

The ODYSSEY highlights both a spacious interior and a host of conveniences. All series models come with the Smart Entry system and Push Button Start feature, and greater cabin quietness based on an extensive use of sound-absorbing material. The ODYSSEY, which maintains its low center of gravity design, is able to provide constant drivability and a comfortable ride experience for all occupants.

Excellent fuel efficiency and driving power

The Japanese-made Honda ODYSSEY is powered by an Earth Dreams Technology engine. Through changing piston shape to reduce weight and offsetting cylinders to minimize friction, the engine can run sophisticated and smooth. In power output, the ODYSSEY provides a strong 175 PS horsepower. The G-Design CVT transmission gear, coupled with the Paddle Shift system, creates an optimal average fuel consumption of 12.9 km/L. In addition, thanks to

Press Information

the Eco Assist and Idling Stop systems, the ODYSSEY's fuel efficiency is expected to be raised another 10%. Besides providing driving fun, the ODYSSEY performs well in fuel economy and power acceleration.

The New ODYSSEY beats other cars of the same class in the market, and will create new values for our prestigious customers. It is to be officially launched at Honda Cars across the country on Jan. 13th. We welcome you to visit and experience in person what driving fun really is.

<Press Contacts>

Honda Taiwan Operations Department Wu Sue Wei
Mobile: 0938-763-217
 0972-759-210
Phone: 02-2506-6898 #259
Fax: 02-2506-6959
E-mail: sw_wu@honda-htw.com.tw

Sale Service (Honda Taiwan) Overview

Establishment: February, 2002
Capital: Approximately NT\$3.6 billion (¥13 billion)
Contribution Ratio: Honda Motor Co., Ltd. 100%
President: Takato Ito
Operational Details: Automobile and Motorcycle Sale
Models Sold: CR-V, HR-V, FIT, CITY, NSX, ODYSSEY

Manufacturing (Honda Taiwan) Overview

Location: Pingtung City, Pingtung County
Total Area: Approximately 188,000 m²
Factory Area: Approximately 65,000 m²
Investment: Approximately NT\$3.4 billion (¥12.2 billion)
Models Produced: CR-V, HR-V, FIT, CITY
Production Operations: Welding, Painting, Assembly and Inspection