

FOR IMMEDIATE RELEASE : SEPTEMBER 9, 1993, 9:00AM P.D.T.

HONDA WILL ENTER PPG INDYCAR WORLD SERIES IN 1994

Santa Clarita, CA. -- Honda Performance Development, Inc. announced today it will enter the PPG Indy Car World Series as an engine supplier beginning with the 1994 season. Honda will supply its new V-8, 2.65 liter turbo Indy car engines to Rahal/Hogan Racing, Inc.

In making the announcement at the annual Honda Automobile Division dealer meeting in Las Vegas, Thomas G. Elliott, president of Honda Performance Development, Inc. and executive vice president of American Honda, was joined by Bobby Rahal, a Honda dealer and co-owner of Rahal/Hogan Racing, Inc. Rahal's team will run two cars powered by Honda engines in 1994.

"We are excited for our dealers and our Honda associates in the U.S.," said Elliott. "Our Indy car program will provide Honda with distinct marketing opportunities in America, in addition to helping us expand our growing R&D and engineering capabilities here."

Honda Performance Development(HPD), based in Santa Clarita, California, will serve as a technical operations center and will oversee Honda's participation in the IndyCar racing series.

Rahal/Hogan Racing has been conducting in-car testing of the Honda Indy car engine since April 1993. "As a Honda dealer it's a real thrill to be able to help launch Honda's first-ever Indy car program," said Rahal. "The Honda engine has performed well in testing, and we are optimistic as we look forward the 1994 season."

Elliott said that despite a new engine supplier rule change adopted by the IndyCar board of directors this year, Honda decided to proceed with its IndyCar program. "We are moving ahead because we believe our participation will be good for Honda and good for the sport," he said. "This is a big challenge, and we are thrilled to be teaming with Rahal/Hogan Racing."

Rahal, co-owner of the team with Carl Hogan, opened a Honda automobile dealership in Mechanicsburg, Pennsylvania in January 1989. He lives in Dublin, Ohio, not far from Honda's manufacturing and R&D operations in Marysville, Ohio.

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