Honda launch their first V8 engine – the new Honda Marine BF350 at Genoa Boat Show.

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In a world premiere, Honda Marine has unveiled its first V8 outboard engine, the BF350, at the Genoa International Boat Show.

Through a range of outstanding technological features, the BF350 will redefine high-performance premium outboard marine engines, offering the most formidable power yet from a Honda outboard engine. Honda's renowned engineering excellence will ensure a perfect balance of reliability and performance.

> *"The advent of the 350-horsepower engine is a highly important development for Honda Marine. This engine demonstrates Honda's commitment to improving customer experience through our precision engineering and drive for innovation."*

> **Katsuhisa Okuda, Chief Officer and President, Honda Motor Europe**

The BF350 is powered by an impressive 60-degree 5 Litre V8 engine with VTEC™ (Variable Valve Timing and Lift Electronic Control) technology. The new BF350 offers impressively low noise and vibration, whilst delivering a new distinctive, rich sound and exhilarating performance, with every feature designed to enhance the boating experience.

The Honda Marine BF350 is offered with a new distinctive design; a slim, one-motion silhouette harmonious with the water. Encased in Aquamarine Silver or Grand Prix White, both designs are embossed with three-dimensional chrome plated logos and trims befitting a strong, premium appearance.

The technological breakdown

This 5-litre V8 engine offers the most formidable power amongst our outboard engines. The BF350 will start off in BLAST™ (Boosted Low Speed Torque) mode, providing instant and powerful acceleration. At constant speeds ECOmo, will be engaged, where the engine's fuel optimisation system will reduce fuel consumption whenever possible. When extra power is required, VTEC™ will boost peak power, providing a positive surge of acceleration.

Honda's VTEC™ technology famously provides a unique blend of power, torque, optimising performance at high RPM range, and is already proven on the BF250, 225,150, and 100 outboards.

Engineered to perform

Honda Marine's BF350 also boasts a number of smart features intended to enhance the customer experience and improve ease of use, including Cruise Control, Tilt Limit and Trim Support.

The Cruise Control feature delivers smooth sailing by expanding the adaptive speed range of the conventional trolling control function. Select Cruise Control on the display and adjust cruising speed on the control head when desired.

Tilt Limit features a default trim angle, to avoid manually trimming the engine when docking up. Push the button and the engine automatically angles itself to the pre-set height to avoid scratches to the boat or engine. Automatic Tilt provides owners with an automatic full tilt at a double push of the button.

Trim Support has 3 customisable pre-sets to automatically trim the engine to get you on the plane whilst assisting with fuel economy. The integrated O2 sensor adjusts fuel consumption based on the oxygen levels on the exhaust gas, detecting and optimising combustion efficiency. Both the Trim Support and O2 sensor are engineered to optimise fuel consumption without compromising engine performance.

Accompanying the V8 outboard is the all-new BF350 controller. The controller comes in an ergonomic form to support various grips and operations, has an intuitive 5-button multi-function panel, and a high visibility neutral position indicator, all enhanced in a leather grain for exceptional comfort. Incorporating iST (Intelligent Shift and Throttle) owners have precise electronic engine response to control multiple engines with a single lever; providing simple operation for smooth, stress-free boating.

The BF350 fuses comfort and performance, a technologically advanced outboard engine intended for optimal customer experience through precision engineering. High performance in every possible way, the BF350 is Honda Marine's greatest achievement yet.