



EVOLUTION, NOT REVOLU

"It's like a dream", said one of Soichiro Honda's twenty employees at an office party to celebrate the production of his company's first complete motorcycle. And so the 98cc two-stroke Honda Model D was dubbed the 'Dream', beginning an adventure that, over its first fifty years would change the course of motorcycling history and shape the transport needs of generations.



1948 Model D

The Honda motorcycles of today still implement the legacy initiated by that very first Honda: to fulfil the dreams of every motorcyclist by providing superior technology, flawless build quality and exceptional reliability.

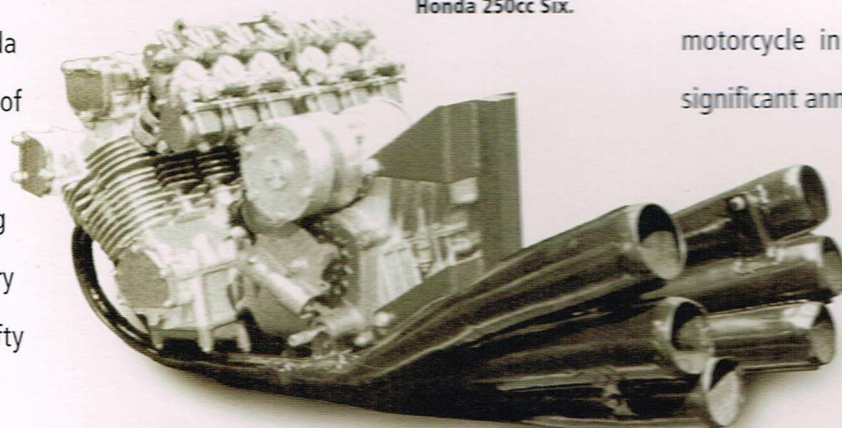
But owning a Honda today is much more than enjoying one of the best engineered motorcycles in the world. Because riding a Honda is more than geometry and weight, more than speed and power; it is a consuming feeling, a deeply-felt emotion, a passion that must be satisfied.

Each new model introduced by Honda over the past half century has been progressively based on the ability of its forebears to fulfil the needs and desires of motorcyclists the world over.

There is thus a model in the 1998 Honda range to realise every motorcycling dream. This has been achieved neither by chance nor coincidence; it is because each

and every Honda motorcycle is part of an evolving lineage stretching back to that very first Dream of fifty years ago.

Proud heritage is as much a part of Honda as is the engineering excellence on which the company was founded and each generation of that heritage has been born



The legendary Honda 250cc Six.

predominantly on the world's racing circuits. As Soichiro Honda once said "Racing improves the breed". It's his philosophy that pervades the company still.

From Honda's first visit to the Isle of Man TT races in 1959 to Mick Doohan's fourth consecutive 500cc World Championship in 1997, the company's machines have been bred to win.

The past four decades have seen Honda supremacy at every level of motorcycle sport - not to mention the company's successes in Formula One.

But we don't just do it for the thrill of winning.

It is for the improvement and the evolution of the breed, the Honda spirit that has touched the world's most discerning motorcyclists since 1948.

In the early 1950s, Honda developed its second Dream - the Model E - with a 146cc, four-stroke engine. By the end of that decade, the world

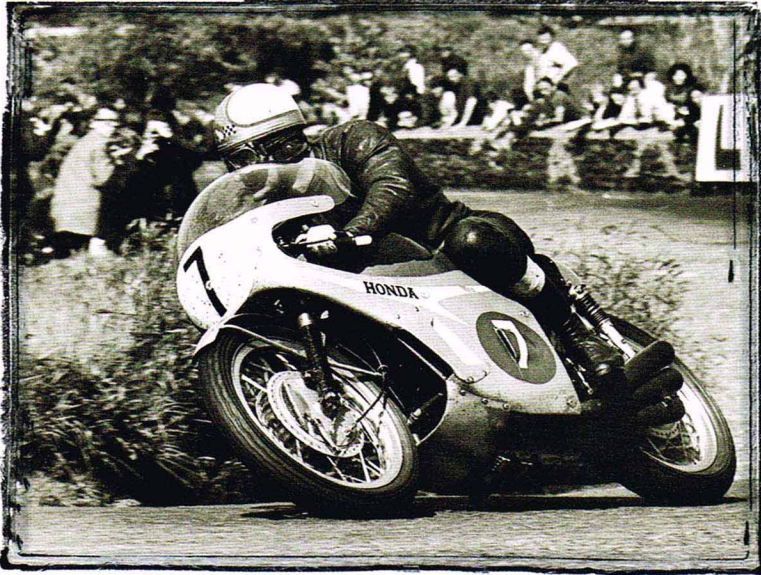


The ubiquitous Super Cub, nearly 27 million sold worldwide.

had witnessed the launch of what was to become the most successful motorcycle in history - the Honda C100 Super Cub. 1998 marks a significant anniversary for the timeless step-thru itself as it celebrates its 40th year of production and a staggering total sales figure approaching 27 million!

In 1968, ten years after the Super Cub's launch, Honda stunned the motorcycling public with the CB750 four. The first superbike and an entirely new class of machine had been born. But as the world took in its smoothness, its lavish specification and its breathtaking performance, Honda engineers looked back at the years of multi-cylinder racing

TION. THE GOLDEN YEARS.



Mike Hailwood on the Island he made his own.

machines, such as Mike Hailwood's legendary Honda 250cc Six, which had made such a potent development possible.

Racing machines that, by 1967 - when Honda ended its first decade in racing to concentrate completely on car production - had netted Honda 137 Grand Prixes and 16 World Championships.

The heritage continued to evolve throughout the 1970s as Honda married sumptuous levels of comfort to now famous standards of quality and reliability, creating the ultimate in touring excellence - the GL1000 GoldWing. And the multi-cylinder engine took on new meaning with the monumental in-line six of the CBX1000.

Taking their mastery of motorcycle engineering to ever-higher levels, Honda designers finally proved in the 1980s that the V-four was a credible powerplant. And more. Credibility turned to conquest on the track in the guise of the mighty RVF750 and on the road with the RC30 and VFR750F. Domination in World Championship four-stroke racing was set up with Honda's first 500cc World Championship back in 1983, which was helped, of course, by an extraordinary talent from

Louisiana in the form of Frederick Burdette Spencer.

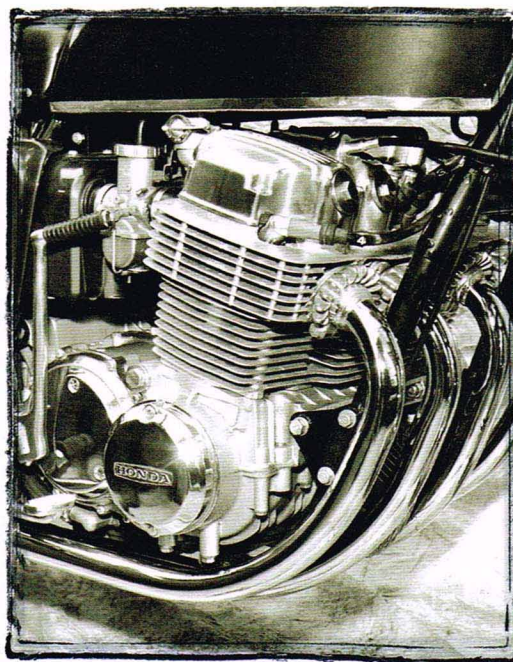
Freddie Spencer's own contribution to the Honda story reached its zenith in 1985 when he secured both the 250cc and 500cc World Championships in the same season, a feat never achieved before or since. Three years later, Ayrton Senna won the F1 Drivers' Championship for himself and the first manufacturers' title for McLaren Honda.

The 1990s has been the most prolific of Honda's five decades of evolution. Our model range has continued to advance and adapt to the changing aspirations of modern motorcyclists. It required a special understanding of their needs, allied to superb engineering, to produce the magnificent CBR900RR FireBlade in 1992. And four consecutive 500cc World Championships from 1994, plus the 1997 World Superbike Championship, is icing on a rich and multi-tiered cake.

As you would expect from the world's most successful motorcycle manufacturer in its 50th anniversary year, the Honda model range for 1998 is something special. Very special.

You will see for yourself, in the coming pages, the devotion, the dedication and the decades of evolution and development that Honda builds so carefully into each one of its motorcycles. And you will experience for yourself, when you ride a Honda, the heritage that makes those feelings so real.

You will then know why, for 50 years, real riders have ridden Honda.

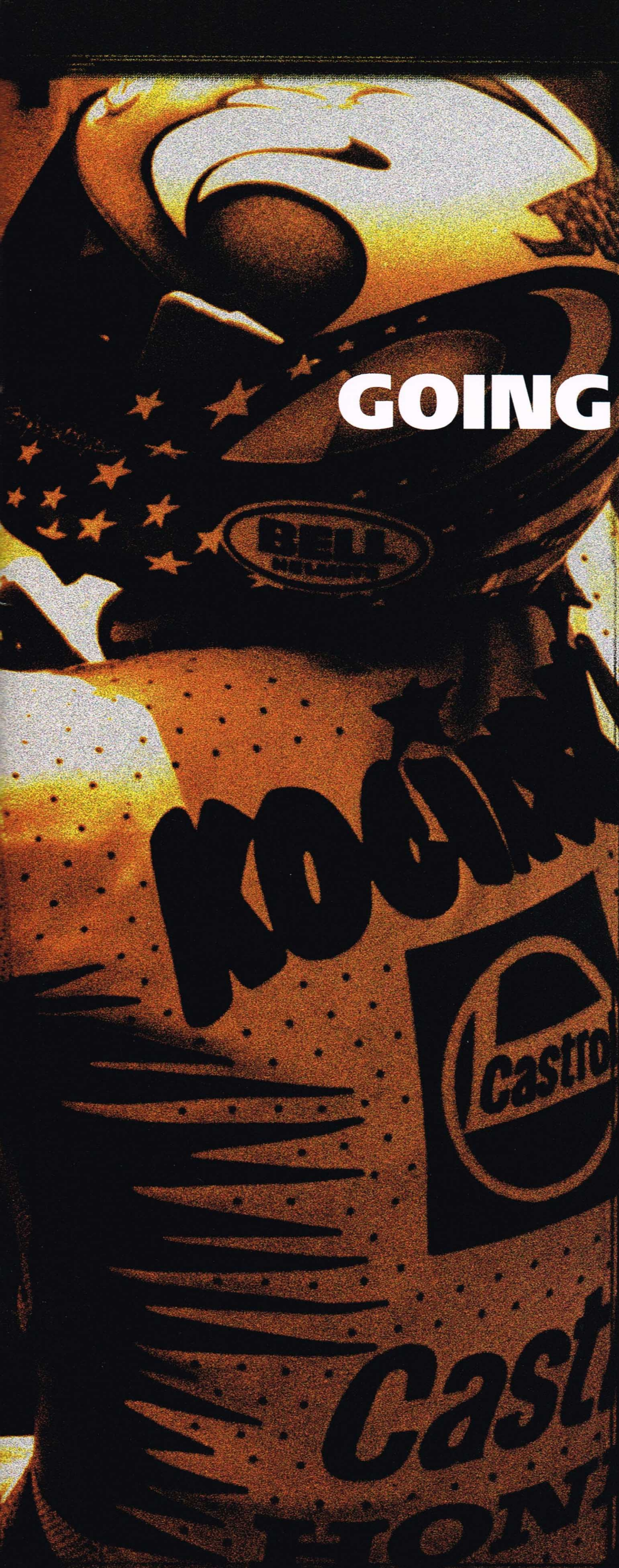


First 'superbike' - the classic four-cylinder CB750.



1998 VFR800FI





GOING FOR GOLD

The picture says it all:

John Kocinski, World Superbike Champion 1997 on the Honda RC45; courage, commitment, conviction, consummate skill; and a will to win that earned him his coveted title in only his first year on the V4.

It's that desire to be the best that has driven Honda for 50 years and, since our first race at the Isle of Man TT in 1959, it has netted us more than 50 motorcycle World Championships. Some achievement, considering we're celebrating our 50th anniversary in 1998.

But, as far as we're concerned, it would be no achievement at all if what we learned from our racing programme was not translated into our road bikes. The racetrack is our classroom and our 1998 range of supersports machines is where we graduate.

Top grades go to the World Superbike Championship winning RC45, the CBR900RR FireBlade, winner of the Production TT, and the Supersport 600 dominating CBR600F. All of whose qualities are abundant in the stunning, all-new VFR800FI, the brilliant VTR1000F FireStorm and the CBR1100XX Super Blackbird, the world's fastest production motorcycle.

But mere words simply cannot do justice to the breathtaking power and acceleration, the precise handling and the sharp styling that is built into every one of our supersports machines.

Back to the picture then...

CBR900RR FIREBLADE



CANDY BLAZE ORANGE (WITH HEAVY GREY METALLIC)

**Isle of Man
Production TT
winner 1996/97.**



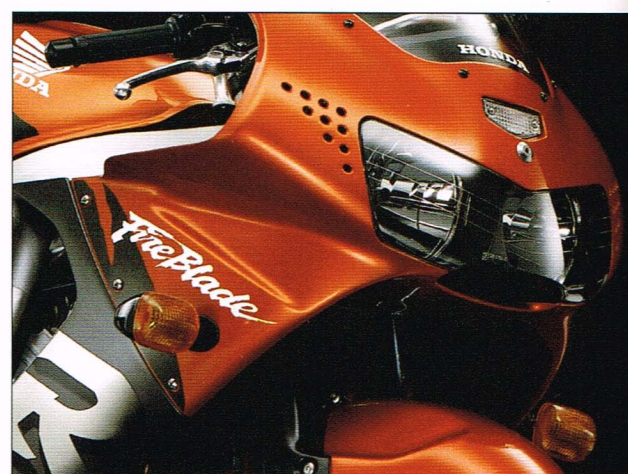
SPARKLING RED (WITH URANUS VIOLET
AND ROSS WHITE)



BLACK (WITH TITANIUM METALLIC AND
MOONSTONE SILVER METALLIC)

The now legendary FireBlade has nothing to prove. But try telling that to our engineers. They have continued its evolution by reducing the weight and increasing the power even further for 1998. This has involved modifying 80% of engine internals to improve performance. Aerodynamics have been refined too and the chassis and frame have undergone minute but extensive

modifications, all in the quest for increased strength and rigidity. And geometry has been adjusted to quicken steering and reduce the strains of urban riding. The many changes may be small but the effects are dramatic, graphically depicted by three brilliant new colour combinations, and all adding to the FireBlade design concept of total control.



New Dual Multi-Reflector Headlight.

RVF750R (RC45)



**World Superbike
Championship winner 1997.**



ROSS WHITE (WITH SPARKLING RED AND ATESSA BLUE)

Technical excellence, astonishing power and perfect handling have been developed on racetracks around the world to be poured into the exquisite RC45, the machine that has taken John Kocinski to World Superbike glory in 1997. That World Championship is the pinnacle of the RC45's racing career which has also seen victory

after victory in endurance competitions such as the 1997 Suzuka Eight Hours and in the Formula 1 and Senior TT races on the Isle of Man. The road-going version is the embodiment of that racetrack success and, although the finer things in life tend to cost more, the RC45 is the ultimate racing motorcycle with lights.

CBR1100XX SUPER BLACKBIRD



CANDY GLORY RED



MUTE BLACK METALLIC



TITANIUM METALLIC

Superlatives to describe the CBR1100XX Super Blackbird were exhausted long ago.

The lowest drag coefficient of any machine in its class and the most powerful engine ever fitted into a production motorcycle helped the Blackbird earn its coveted title as the fastest road bike in the world. That phenomenal speed is controlled by Honda's unique Dual Combined

Braking System but speed, as many will tell you, isn't everything. Comfort is another feather in the cap of Blackbird features too and this is enhanced by two counter rotating balance shafts, virtually eliminating engine vibration. Exciting new colour variations for 1998 allow the Super Blackbird to sing its awesome song even louder.

VTR1000 FIRESTORM



BOON SILVER METALLIC



MUTE BLACK METALLIC



ITALIAN RED



PEARL SHINING YELLOW

Very few machines have, for all the right reasons, created an impact like the VTR1000F FireStorm. Power, handling and sheer rideability are all part of a thrilling combination, the nucleus of which is the large displacement, V-twin powerplant - for so many, the mechanical epitome of the motorcycling spirit. The Honda FireStorm appeals to

riders of varying skill and experience through its blend of performance, neutral but quick steering and a seemingly inexhaustible supply of torque throughout the rev range. With looks to die for and a ride to live for, the VTR1000F FireStorm gets a new silver colour scheme for 1998 to emphasise its mechanical quality and superiority.

VFR800FI



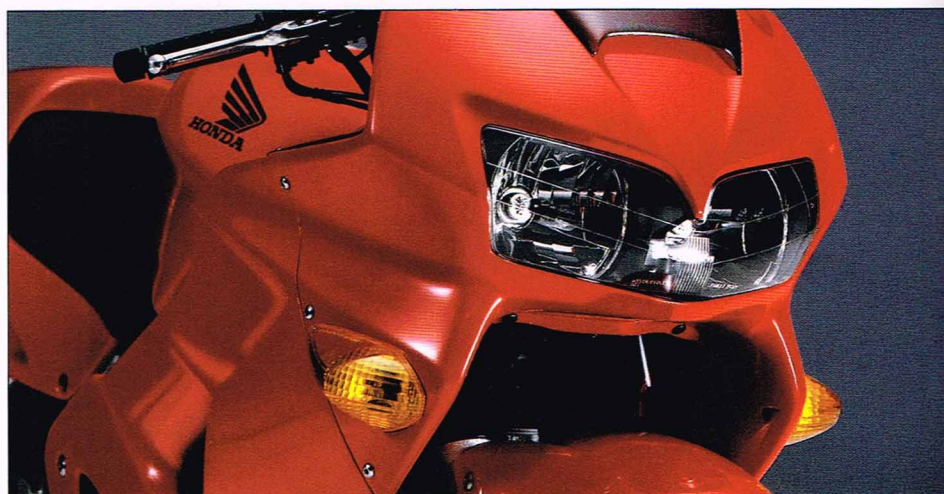
SPARKLING SILVER METALLIC



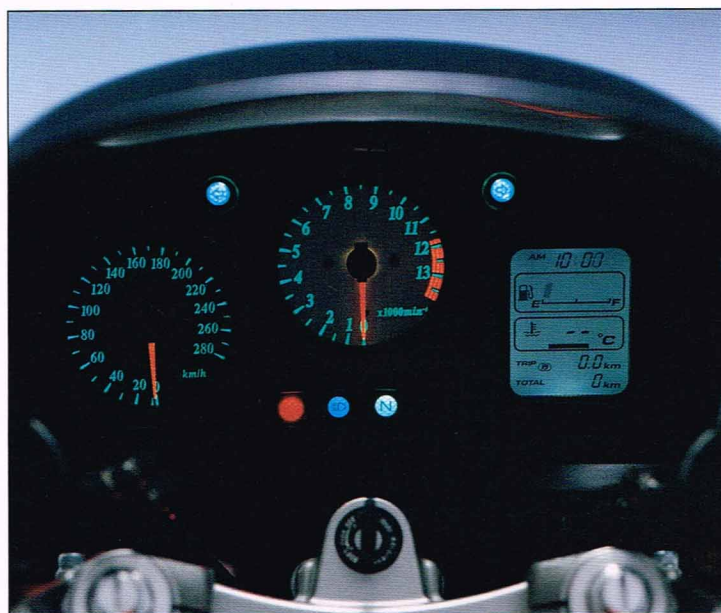
MUTE BLACK METALLIC



ITALIAN RED



Side-mounted radiators improve cooling efficiency while the dual multi-reflector headlight's brilliant output is directed by the computer-designed angular reflectors.



Electronic instrument panel displays fuel level, coolant temperature, clock, odometer and trip meter.



Detachable rear cowl conceals a broad and comfortable pillion seat for which bolt on hand grips can be fixed.

Originally launched in 1986, the VFR750F quickly earned a reputation as probably the world's finest motorcycle, equally adept at sports riding, commuting or touring. Its consummate ability in all these areas has been based on the total absence of compromise and the brand new for 1998 VFR800FI is no exception. Its new, low-emissions, fuel-injected 781cc engine features a larger bore and longer stroke and is essentially the same as the engine that powered the 1997 World Superbike winning RC45. More torque and a wider, smoother spread of power has been developed, alongside new, side-mounted radiators for improved cooling efficiency. The VFR's 'pivotless', twin-spar frame allows the renowned Pro-Arm single-sided swingarm to

pivot directly on the crank case, increasing rigidity and eliminating the stress and weight of conventional swingarm pivot plates. The new VFR also benefits from a specially developed supersports version of Honda's unique Dual Combined Braking System. Always famed for its levels of comfort and equipment, the 1998 VFR features the same, highly praised riding position as its predecessor and a new electronic display in the cockpit shows fuel level, coolant temperature, clock, odometer and trip meters. For those discerning motorcyclists the world over who have come to accept nothing less than the VFR's high specification and sparkling performance, the brand new VFR800FI offers a great deal more.

CBR600F

Shell Advance Supersport 600 Championship winner 1997.



BLACK (WITH TITANIUM METALLIC AND BLACK)



SPARKLING RED (WITH ROSS WHITE AND URANUS VIOLET)

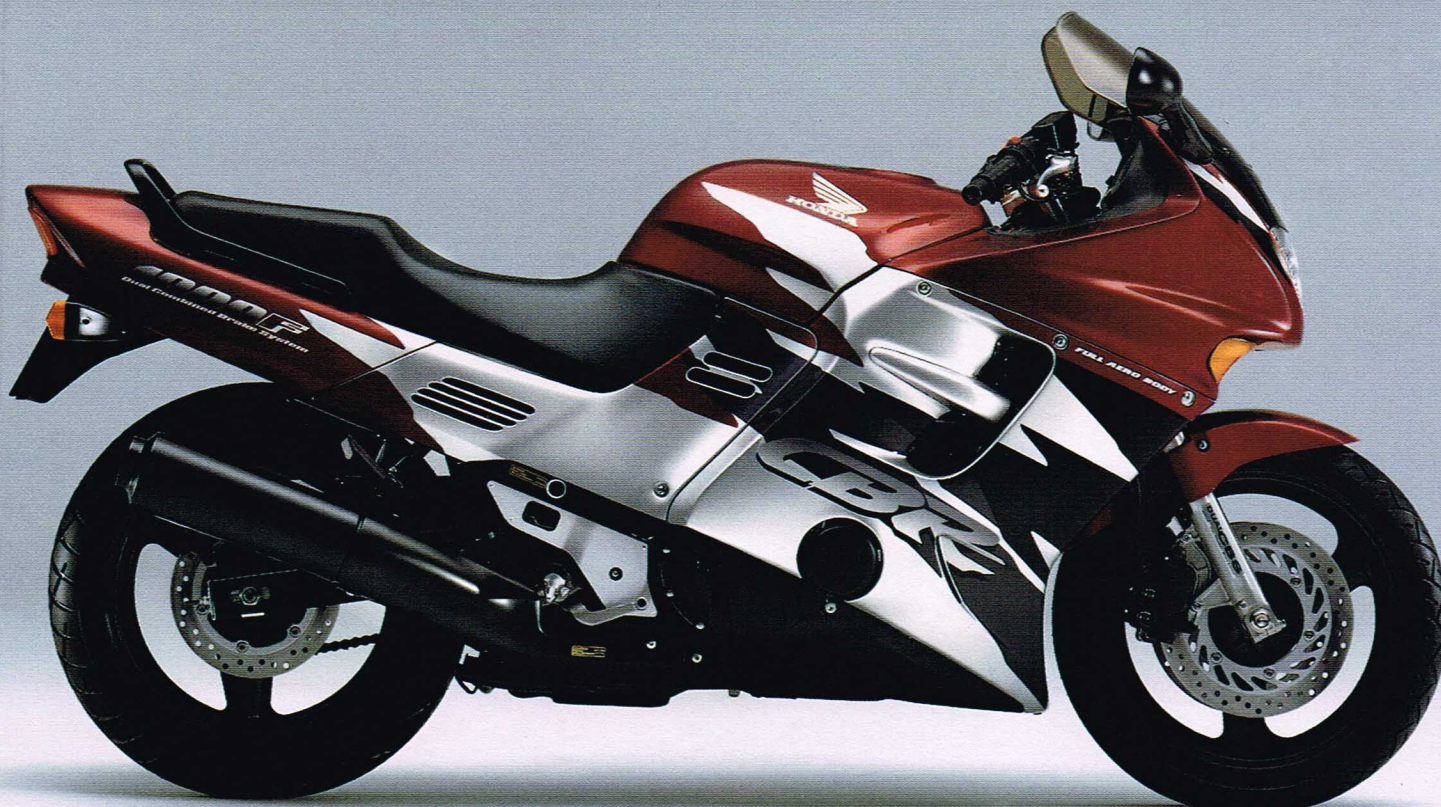


HEAVY GREY METALLIC (WITH CANDY BLAZE ORANGE AND BLACK)

Since its original launch in 1987, the CBR600F has undergone a continual evolutionary process of modification and improvement. That this searing middleweight sportster is still the UK's single most popular model and still blitzing the opposition on the racetrack is a perfect testimony not only to the original

design but to all its most recent updates. Dynamic handling, 103bhp, powerful brakes and sleek, aerodynamic bodywork ensure that the Honda CBR600F remains the perfect tool for focused sports riding, unhurried touring and daily commuting - the Jack of all trades, and master of them all too.

CBR1000F



CANDY GLORY RED (WITH STARLIGHT SILVER METALLIC). OTHER COLOUR NOT SHOWN BLACK (WITH REDDISH SILVER METALLIC)

Introduced for 1987, the CBR1000F enters its second decade in the Honda line-up as king of the big bore sports tourers. Its four-cylinder engine has gained a reputation for power, performance and reliability with an effortless spread of its 125

bhp throughout the rev range for comfortable two-up touring or more focused sports riding. And it's all controlled by Honda's innovative Dual Combined Braking System to create the top sports touring package.





pure (pyoor) *adj.* **1.** Having a uniform composition; not mixed. **2.** Free from adulterants or impurities. **3.** Of unmixed blood or ancestry.

The Honda CB750 Four of 1969 is generally acknowledged to have been the world's first superbike. The Honda roadsters of 1998 are directly descended from that bloodline. They preserve the heritage and maintain the pedigree. And they have inherited all that spirit of pure motorcycling. Along with some rather more contemporary refinements.

PURE GOLD

Like modern suspension for rock steady handling; brakes that bite, and control the formidable performance that is inherent in each model in the range; an untroubled riding position that allows the minute adjustments needed for precision in each corner; understated yet assertive looks that won't strain the eye; and competitive prices that won't strain your bank balance.

On the road, all these features blend into one blistering sensation, an emotion that will have you gasping for breath. Each ride on these legacies of Honda purity will bequeath a lasting grin and an indelibly stamped memory of sheer thrill.

For there is nothing to clutter the senses. It is you, your motorcycle and the road.

pure (pyoor) *adj.* **4.** Having no faults; perfect.

Unfaired, unfettered, undiluted motorcycling pleasure. Just how pure can it get?

CB600SF HORNET



CANDY TAHITIAN BLUE



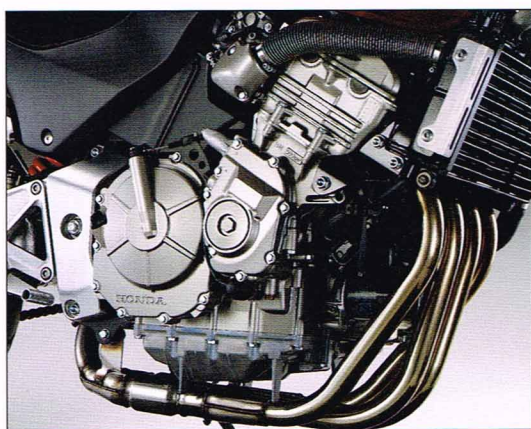
BOON SILVER METALLIC



CANDY BLAZING RED

It's a straightforward concept: shoehorn a fire-breathing, 100bhp inline-four from the all-conquering CBR600F into the compact, bare bones chassis of a 250cc class streetfighter, run it on the wide, grippy tyres of the awesome CBR900RR FireBlade and junk anything else that doesn't add to its mind blowing performance. Then just light the blue touch paper and stand well back. That is Honda's brand new, lean and mean Hornet, a sharp sting in the tail of the popular naked middle-weight streetfighter class. The Hornet's one size fits all, as does its fun quota, which will have riders of all

types shrieking for joy in their helmet. A class leading power-to-weight ratio combines with the innovative 'mono-backbone' frame, first introduced in the 1997 SLR650. Combining light weight and rigidity, the frame concentrates all torsional stress along a single axis for more confident handling at all speeds. It also allows the raw beauty of the engine, originally designed to be shrouded by a fairing, to be viewed in awe by all. And a three litre storage compartment beneath the curved seat adds practicality to a package that delivers nothing else but fun in barely digestible chunks.



Raw beauty and 100bhp.



Stripped of everything except fun. ►



CB SEVEN-FIFTY



TASMANIA GREEN

Taking its name from the world's first true superbike, introduced by Honda back in 1969, the current incarnation of the CB750 punches out just over 70bhp of smooth useable power.

Ideal for nipping to work on a daily basis or an annual pilgrimage further afield, the CB Seven-Fifty offers comfort and performance in a truly classic style.



BLACK



CANDY GLORY RED

CB TWO-FIFTY



EMINANCE RED METALLIC

The baby of the Honda roadster range is the thrifty but nifty CB Two-Fifty, delivering high fuel economy through its smooth and stylish twin-cylinder engine.



BLACK



To mark the phenomenally successful CB500 Cup races in England and France - the series which, incidentally, brought the prodigious talent of James Toseland to the fore - Honda releases for 1998 the limited edition CB500 Cup, featuring a striking metallic silver paint scheme to mark the establishment of the racing series.

CB500 CUP



ACCURATE SILVER METALLIC

CB500



PEARL CITRON YELLOW (WITH PRISM VIOLET).



BLACK WITH TITANIUM METALLIC



RADIANT RED METALLIC

The CB500 is so much more than just a reliable urban workhorse. Its parallel twin engine delivers the type of performance that invites you to push harder through that twisty section on your way home. Its comfort level means you don't have to think twice about longer trips and its all-round practicality makes it a bike for any type of riding.

CB500S



BLACK

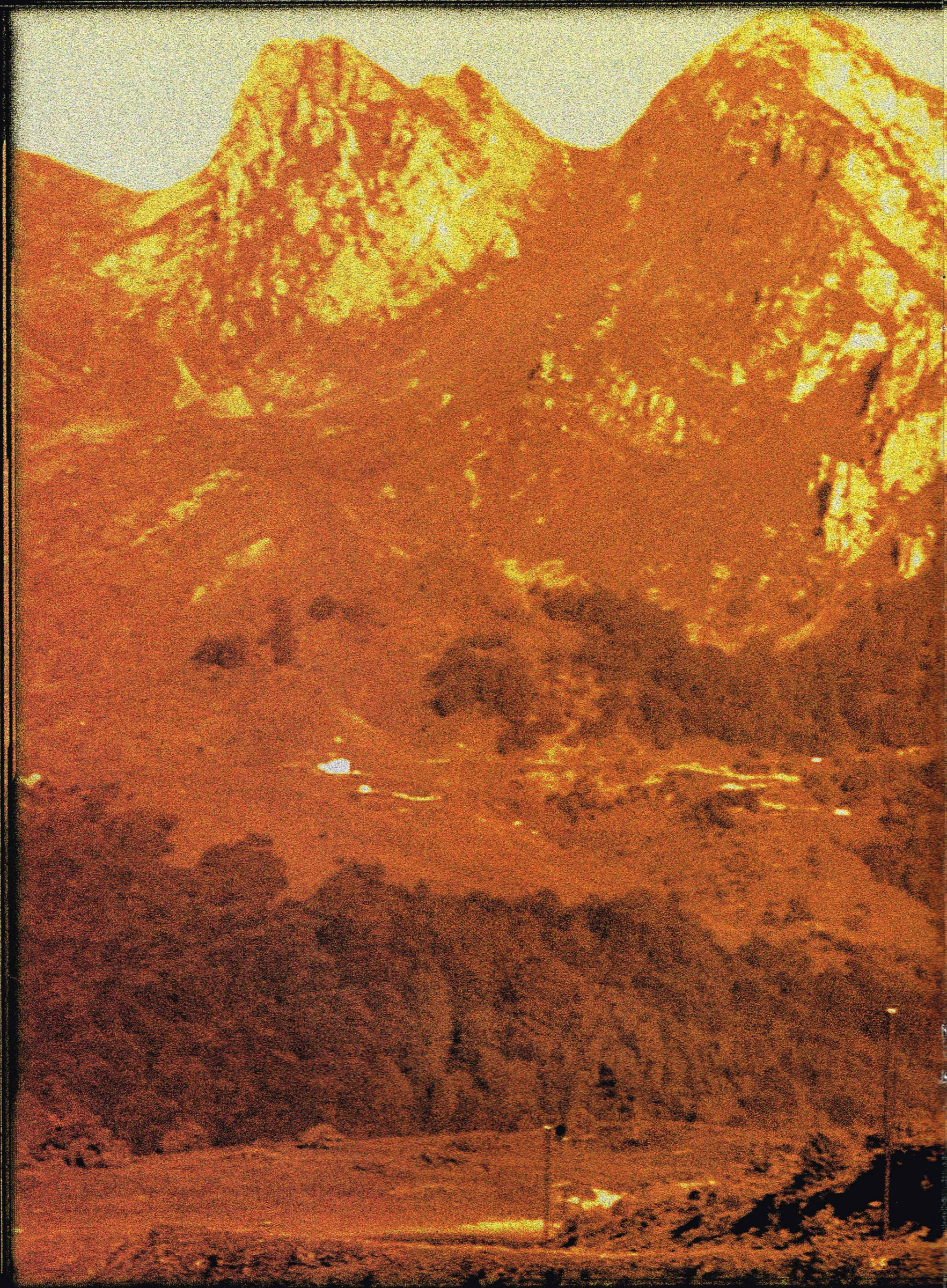


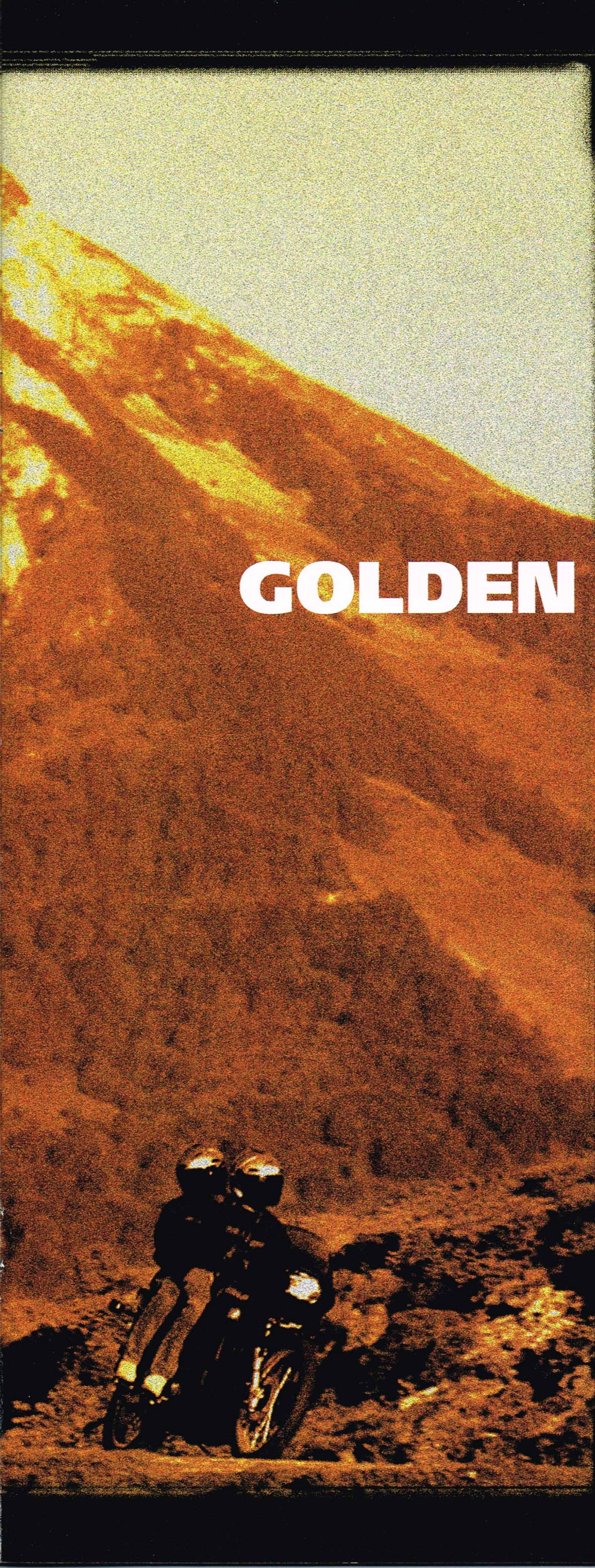
PEARL CITRON YELLOW



RADIANT RED METALLIC

To enhance its now justified sporting aspirations, Honda has introduced a special sports version of the CB500. Enjoying the same sturdy yet high performance parallel twin engine, with technology borrowed from Honda's successful CBRs, the CB500S benefits from a half fairing to increase wind protection and create a sporty, aerodynamic finish.





GOLDEN MOMENTS

It's what motorcycling is all about - shimmering sunset, warm evening, stunning landscape and the open road in front. You've been in the saddle all day, seen plenty, covered a lot of miles; but you're still fresh enough to do a lot more.

Smell the sweet air, taste that sense of freedom and feed in some more power as you head towards the next kink in the road. You're alive, and so is the superbly engineered machinery beneath you.

Flat-six, V-four or V-twin, a Honda tourer will deliver what's needed: huge measures of torque and ample power across a broad flat curve; safety features and levels of equipment that want for nothing; capacious storage; and commodious suspension that blends the different roads you ride into a smooth, seamless surface; and yet remains unruffled even if you begin to feel a little....boisterous?

Because, after all, these motorcycles are designed to be ridden - by you, not an autopilot. You don't buy a bike just to go in a straight line. Not a Honda anyway. You want a motorcycle, not an armchair.

And, of course, you want Honda's unparalleled standards of quality and reliability that let you keep your mind on the things that matter.

Like indulging yourself.

GL1500SE GOLDWING



BLACK Z



PEARL CHAPARRAL BEIGE

The undisputed king of grand dress tourers, the GoldWing has been top of the long haul list for two decades. Comfort and luxury on an unparalleled scale are the name of the GoldWing game as the whole package is smoothly delivered by the silken 1520cc flat-

six motor. And for those tight parking manoeuvres, there's even a reverse gear. Generous storage accommodates all your touring gear and a four-speaker stereo will have you singing along to the GoldWing song as the miles fly past.

ST1100 PAN EUROPEAN



TASMANIA GREEN METALLIC



CANDY WINEBERRY RED

Mile munching is also the avowed intent of the Honda ST1100 Pan European, designed specifically for the needs of European riders looking to visit more than one country in a day. The transversely-mounted V-four and shaft drive are big on smoothness, low on maintenance and long on service intervals. The ability of the ST1100 to travel vast distances at speed and in comfort has made it particularly attractive to police forces throughout the UK, as well as paramedics, the AA and international courier companies.

ST1100 PAN EUROPEAN ABS



CANDY WINEBERRY RED



TASMANIA GREEN METALLIC

The Pan European is also available with some of the most sophisticated safety technology ever fitted to a motorcycle. This version features Honda's Dual Combined Braking System (CBS) linked to anti-lock brakes (ABS) and a traction control system (TCS). It's a lot of letters but then it's a lot of technology.

NT650V DEAUVILLE



SANDY BEIGE METALLIC



PYRENEE BROWN METALLIC



PEARL RASPBERRY BLACK

Built around the smooth delivery of a 52° V-twin and the low-maintenance and reliability of shaft drive is the new NT650V Deauville. Designed to appeal to died-in-the-wool tourers and to suited businessmen seeking an alternative to the stationary jams in which they sit with their car, the Deauville offers comfort, performance and equipment in equally large measures. Sculpted bodywork slices through the air reducing drag and protecting the rider from the elements while the torquey V-twin develops the performance needed for spirited riding. Built-in panniers and glove compartments either side of the fairing offer spacious storage but retain the Deauville's narrow profile to nip through heavy urban congestion. And with production costs minimised, the Deauville's price will make its appeal even wider.



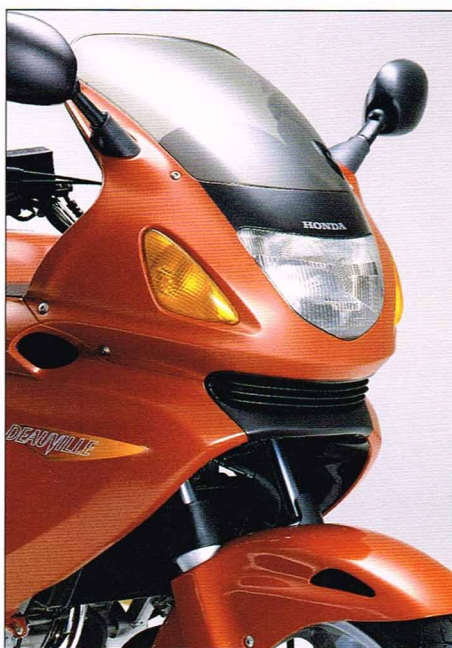
The Deauville's cockpit maintains its slim profile to nip through lines of stationary traffic.



Gracefully moulded panniers provide a total of 34 litres of storage capacity.



The powerful, reliable and proven V-Twin.



Specially designed fairing and large ducts direct cooling air to the engine.



Glove boxes either side of the fairing provide convenient locations for smaller necessities.





PRECIOUS METAL

Look into that luscious, lustrous chrome; look at your reflection and then beyond; look into your very soul and ask yourself some questions.

Do you want to be conventional? Or do you want to say something about yourself as an individual? Are you spirited or safe, do you confront or conform? Do you want to stand up and be counted or would you rather not be part of the crowd in the first place?

Swing a leg over a Honda cruiser then, and let the answers surround you. Lean back, fire your soul with the starter button, click into first and kick your feet up to the forward-set pegs. How could you ever have doubted what it is that gets your motor buzzing?

It's a deep, upholstered cushion of a saddle; it's a riding position that removes all traces of stress and tension; it's pliant suspension that cradles you and the machine and yet is firmly assured when needed; it's a crafted engine that provides power and torque when you ask for it; and it's styling that speaks for you wherever you go.

But a Honda cruiser will do more than just talk - it'll do. Do what motorcycles should do: ride, handle, stop. King's Road or Queen's Highway - it's not fussy - but wherever and whenever, it does it with style.

And so could you.

F6C



PEARL CANYON COPPER (WITH BLACK)



PEARL CORONADO BLUE
(WITH PEARL IVORY CREAM)

The astounding F6C has redefined the custom cruiser sector and not just for the incredible sight and sound of its flat-six powerplant, breathing in through six carburetors and out through its six-into-six exhaust. Granted, its huge engine is one of the most imposing in modern motorcycling but the Honda F6C also delivers

performance to match its looks, and handles better than many machines half its size. With stylish, two-tone colour combinations for 1998, the F6C is a soul stirring combination that takes custom riding beyond merely style and into a whole new dimension of motorcycling possibilities.

CMX250C REBEL



EMINENCE RED METALLIC



MUTE METALLIC BLACK

Long, low and very laid-back, the CMX250C Rebel makes an ideal entry into custom motorcycling. A smooth parallel twin delivers an abundance of torque and power and a low seat height and classic custom styling create the perfect easy riding impression anywhere.

VT750C2



PEARL PARAGON PURPLE (WITH STERLING SILVER METALLIC)



BLACK AND PURPLE OTHER COLOUR NOT SHOWN PEARL SONOMA GREEN (WITH PEARL IVORY CREAM)

Filling the displacement gap between the prodigious Honda F6C and the middle-weight VT600C Shadow, the VT750C2 delivers the quintessential custom package: a smooth, torquey, big bore V-twin engine, relaxed riding position, generous amounts

of gleaming chrome and a powerful visual impact all its own. Its styling combines traditional motorcycle values with modern technology to create an all-embracing custom riding experience.

VT600C SHADOW



PEARL SIERRA GREEN



BLACK



CANDY GLORY RED

A long-time favourite of riders seeking the classic custom experience, the VT600C Shadow has undergone more than just a facelift for 1998. Engine modifications ensure that the 52° V-twin delivers even more grunt through its new single

carburettor and fewer emissions thanks to a direct air injection system. A new 5-speed gearbox adds to the riding enjoyment and black painted foot levers, combine with new, single colour paintwork options to enhance that moody presence of a Honda custom.





THE MIDAS TOUCH

There is a place, beyond the tarmac, where the liberty and buzz that motorcycling offers takes on an entirely new perspective. Where the lightest touch of throttle, clutch and brake can turn conventional riding into golden delights. Where you need to concentrate on just one thing: having fun.

But this is no mythical or imaginary place; it's real and it's round the next corner; and a dual-purpose Honda can take you there.

On the road, these thoroughbreds behave like the docile, compliant machines they are. Elevated seats give superb visibility; comfortable riding positions make motorway mileage as leisurely as urban roving; responsive engines and crisp handling satisfy the committed rider.

But when the road runs out and you pass through the gateway to green lanes and mountain tracks, the real breeding shows through. Because all Honda dual-purpose machines are descendants of the dominating Paris-Dakar racers that encapsulated the spirit of adventure found in all motorcyclists.

Explore the possibilities, test yourself and your machine in the uncompromising environment of trail riding. Push as far as you thought you could go and you will find there are untapped reserves of stamina and agility - in you and the bike.

And when you're done, go back to the road and think of tomorrow's new horizons.

XRV750 AFRICA TWIN



ROSS WHITE



MINOTAUROS GREEN METALLIC



BLACK

The spirit of adventure that is within every motorcyclist is best brought out with the XRV750 Africa Twin, developed directly from Honda's famous desert racers which stormed through the Sahara in Paris-Dakar rallies. And in

urban conditions, its smooth V-twin engine, elevated riding position and imposing physique, featuring exciting new colour combinations for 1998, transport both bike and rider with style and panache.

SLR650



CORSA GREEN



BLACK



SPARKLING RED



BEAK YELLOW

A powerful 644cc single, strong mono-backbone frame and distinctive off-road styling give the SLR650 a unique and individual appeal for urban commuters.

Delivering ample power and sharp handling, the SLR650 features dramatic new colours for 1998, adding yet more style to pure motorcycling fun.

XL600V TRANSALP



PARLOR PURPLE METALLIC (WITH FUTURE GREY METALLIC)



BLACK (WITH METEOR GREY METALLIC)



RADIANT RED METALLIC
(WITH REGENT RED METALLIC)

Taking the dual-purpose category beyond traditional boundaries, Honda created the rally touring concept with the XL600V Transalp. A smooth V-twin engine produces the performance, while perfectly set up suspension irons out the bumps.

But when the tarmac of long motorways turns into twistier back roads and green country lanes, the Transalp begins to revel and the fun really starts.

NX650 DOMINATOR



MAGNA RED

The dual-sport Honda Dominator has come to encapsulate the on/off road sector, combining as it does the punch of a big single with smooth manners on the tarmac and a thirst for adventure on the dirt. With performance

coming from a wide spread of power, torque and handling ordered by a quality chassis, the Dominator remains the favourite of those riders seeking fun and thrills from a superior dual-purpose machine.

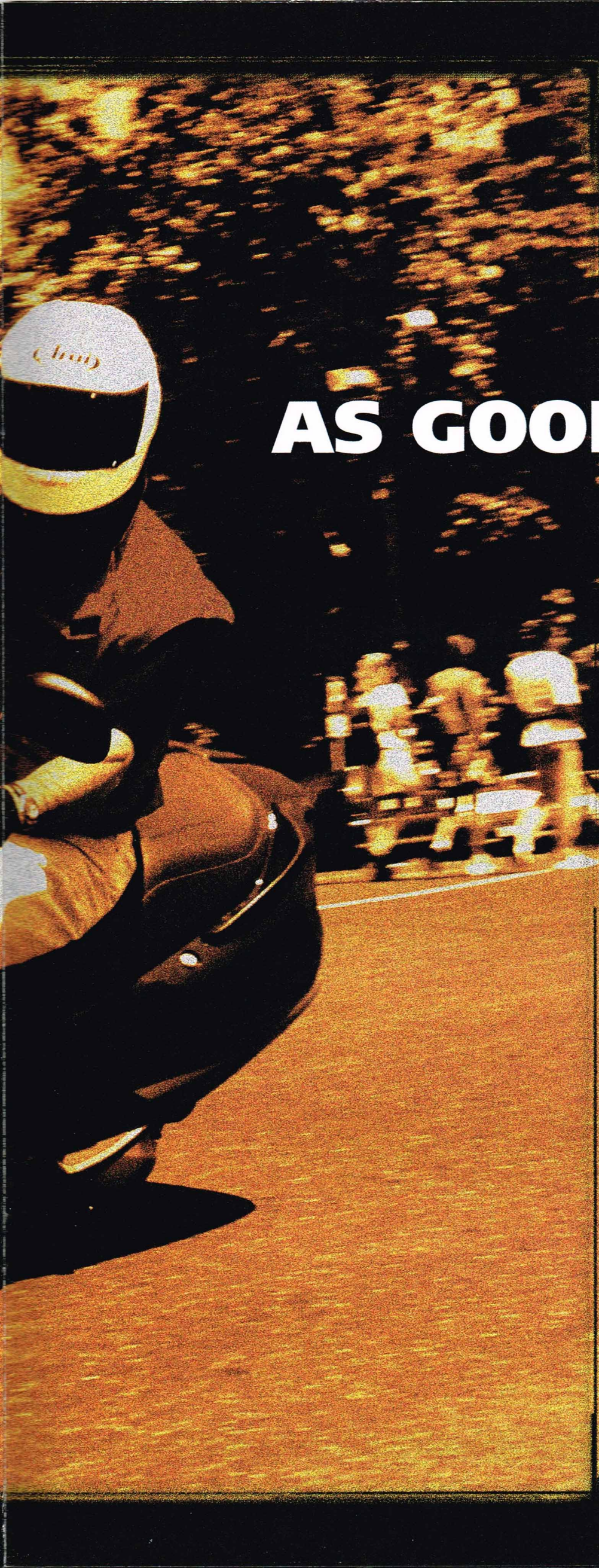


BLACK



VORTEX PURPLE METALLIC (WITH ROSS WHITE)





AS GOOD AS GOLD

Good things, so they say, come in small packages and nowhere is that more true than in Honda's range of mopeds, scooters and lightweight motorcycles. Not that the range itself is small - it's just about the most comprehensive available from any manufacturer. And the individual models are big in many ways too.

The perennial C90, of which more than 26 million have been sold world-wide and whose basic design has not altered in over 40 years. The brand new FES250 Foresight, combining big motorcycle comfort and performance with the sensibility of a scooter. And the snarling NSR125R, where Grand Prix styling and technology is made available to ordinary mortals.

With a range to suit everyone from younger learners to car licence holders, Honda's small bikes offer economy and practicality, as well as large measures of fun.

Traffic congestion continues to strangle the roads and, as our towns and cities begin to suffocate, there is simply no more efficient way of getting around than on a small Honda. You'll be doing your bit to look after the environment too. Plus, you go where you want, when you want and, in most places, parking is absolutely free. The way you live and the way you move is up to you.

And once you've tasted real freedom you'll never look back.

FES250 FORESIGHT



CANDY EXTREME BLUE



PURE BLACK

Comfort, power and sleek, flowing lines were all major design criteria for Honda's brand new FES250 Foresight. Performing equally well in congested city streets or on the open road, the Foresight's 249cc, 4-stroke engine gives more than enough power for relaxed two-up riding and a rigid chassis, featuring Honda's unique Dual Combined Braking System, enhances handling and safety. Its aerodynamic bodywork reduces drag and increases fuel efficiency while the plush, well-padded seat makes all-day cruising a pleasure. A forty litre luggage compartment offers plenty of storage options and gives the Honda Foresight optimum versatility in its role as the king of scooters.

FES125 PANTHEON



SPARKLING SILVER METALLIC



BLUE METALLIC



COGNAC BROWN METALLIC

Comfort, convenience and style are all high on the list of features on the FES125 Pantheon. All have been built in to cater for the growing number of commuters who realise that there is a fun and practical alternative to urban congestion. A brand new, Activated Radical Combustion (ACR) 2-stroke 125cc engine delivers the smooth power, low emissions and fuel consumption normally associated with 4-strokes. Honda has also

installed its innovative Dual Combined Braking System for safer and more assured stopping power; and comfort levels are sumptuous with a deeply-padded dual seat and enveloping bodywork to keep the elements at bay. Cavernous under-seat storage is the largest to be found in this scooter class and the Pantheon can gobble up an A3 sized briefcase or even a large bouquet of flowers with room to spare.



Flip-up dual seat reveals cavernous storage capacity.



'Piggy-back' headlight echos Blackbird styling.



Two compact glove boxes accommodate smaller essentials.

SJ100 BALI EX



RADIANT RED METALLIC

The SJ100 Bali EX offers all the practical and stylish solutions to urban congestion as its 50cc brother. But its larger, more powerful 100cc engine provides quick acceleration and comfortable tandem riding. Within the 125cc/11kW learner category, the SJ100 Bali gives larger capacity performance with the style and practicality expected of a convenient runabout.



TITANIUM METALLIC



BLUE METALLIC

SH50



BLUE

Whether it's for commuting, running errands or just casual trips around town, the SH50 is the ideal introduction to the freedom and delights of powered two-wheel transport. Sixteen inch wheels give a comfortable ride and nimble handling, while storage compartments and security features offer more practical considerations. Simple but very effective, the SH50 is a hit with first time riders and experienced motorists alike.



FURY RED

SFX50



REPSOL BLUE. OTHER COLOURS NOT SHOWN BLACK AND MAGNA RED

The SFX delivers performance to match its sporty lines, ideal for fashionable people anywhere. The stylish instrument panel includes speedometer, fuel gauge and indicator lights and a storage compartment, with an in-built security feature under the single seat, is large enough for a full-face helmet and more.



TANGO ORANGE METALLIC



TITANIUM METALLIC

C90 CUB



BLUE

Efficient, reliable, economical, easy to ride - the C90 Cub has all these features. And if you add Honda quality you begin to understand why more than 26 million C90's have been sold since 1958 and why it's been the UK's best selling commuter in the 50-100cc class for the past 13 years. Its 4-stroke engine is available in either electric or kick-start versions and provides quite outstanding fuel consumption. The betting is it will still be the number one lightweight well into the next millennium.



RED

SGX50 HONDA SKY



RED BLACK

A light and easy runabout, the SGX50 Sky has an unpretentious, go-anywhere, do-anything quality. And comes at an astonishingly low price and with special comprehensive insurance which covers the policy holder, partner and a third rider under 21.



BLACK SILVER



BLACK YELLOW



LIGHT BROWN

SJ50 BALI



MUTE BLACK METALLIC

The SJ50 Bali is designed to appeal to riders looking for something more than just basic transport.

Its large proportions provide a steady and relaxed ride; while its low seat height makes it the ideal choice for a wide variety of riders.



BLUE METALLIC



BROWN



PEARL CONIFER GREEN

X8R-S



MAGNA RED (WITH ROSS WHITE) OTHER COLOURS NOT SHOWN: MUTE BLACK METALLIC, MAGNA RED, MOON YELLOW (WITH ACCURATE SILVER METALLIC).

X8R-X



Large storage space...



...outrageous 'Kabuki'-styled headlights...



...and distinctive curves.



PRISM VIOLET METALLIC (WITH MOON YELLOW AND ACCURATE SILVER METALLIC) OTHER COLOURS NOT SHOWN: MUTE BLACK METALLIC (WITH ACCURATE SILVER METALLIC), VENUS ORANGE (WITH ACCURATE SILVER METALLIC), ROSS WHITE (WITH MAGNA RED).

Known as the 'ex-eight-ers', Honda's brand new X8R's do just that - excite - attacking all the senses at once. The two versions of the X8R - 'S' for super sport and 'X' for cross sport - stand out immediately for their outrageous styling and bold colouring. But there's more to these two streetwise machines than just looks. Quick and responsive performance comes from their 50cc, two-stroke engine while a brand new, die-cast aluminium monocoque frame

gives stability to match. Big wheels - 13 inch for the 'S', 12 inch for the 'X' - and long travel suspension are married to powerful disc brakes, adding to the X8R's' all round ride-ability and pin sharp handling. With all the features and equipment you'd expect from these class leading and trend setting machines, the X8R's will get pulses racing as much by looking at them as riding them.

XLR125R



Honda has combined the popularity of dual-purpose machines with current learner laws to create the new XLR125R.

This lightweight and compact urban off-roader features a single-cylinder 125cc four-stroke engine, setting it apart from the two-stroke alternatives of most of its rivals. The XLR is based on Honda's successful XR competition enduro machines and echoes their rugged and functional styling. But its torquey engine, compliant suspension and a strong semi-double cradle frame makes the XLR ideal for the urban grind as well as off-road adventure. The XLR125R's sharp styling, sharp handling and sharp performance are the perfect ingredients for dual-sport fun.



SHASTA WHITE (WITH WHITE FUEL TANK AND FACTORY RED SEAT)

BLACK (WITH BLACK FUEL TANK AND FACTORY RED SEAT)

CA125 REBEL



RED AND CREAM

Many people's images of motorcycling are shaped by the American-style custom cruisers. Honda's CA125 Rebel fulfils those ideals in a learner-legal bike which combines classic styling with Honda's world renowned production quality. Lashings of chrome, a low, laid-back riding position and tear-drop fuel tank all add to the 'Easy Rider' image, as this entry-level factory custom combines small bike convenience and 4-stroke economy with the style and feel of many larger machines.



BLACK AND MINT



YELLOW AND WHITE

NSR125R



BLACK AND YELLOW

You don't have to be a novice or younger rider to qualify for the scintillating NSR125R. More and more experienced motorcyclists turn to its styling and technology - most of which is directly transferred from Grand Prix racing - to provide a combination of exhilaration and safety. Razor sharp handling gives learner riders an idea of the performance of larger machines while its single cylinder, 2-stroke engine has more than enough power for a thrilling ride.

CG125

MAGNA RED (OTHER COLOUR NOT SHOWN, ATESSA BLUE)



The ideal choice for a first bike, the CG125 is a rare blend of performance, reliability and economy. Its single-cylinder, 4-stroke engine delivers just the right level of power and acceleration whilst its chassis, suspension and brakes give a smooth, balanced ride with sure handling, inspiring riding confidence. Low on maintenance, high on reliability, the CG125 is favoured by motorcycle training organisations all over the world and has been many riders' choice for their first bike.

XR600R



Whether you're looking for a rugged, purpose-built off-roader or a dynamic, race-winning enduro machine, look no further than the Honda XR series. From the XR70R, the perfect introduction to the rigours of rough dirt track riding, to the powerful XR600R, a proven winner of the toughest endurance tests, these sturdy yet nimble four-stroke sportsters will test you to the limit and then uncover levels of skill and stamina you didn't know you had.

WHITE

XR400R



WHITE

XR250R



WHITE

XR70R



WHITE

QR50R



WHITE

Suitable for children up to a certain weight only. Please consult your dealer.

GOLD MEDALLISTS.

CR500R



RED

CR250R



RED

CR125R



RED

CR80 BIG WHEEL

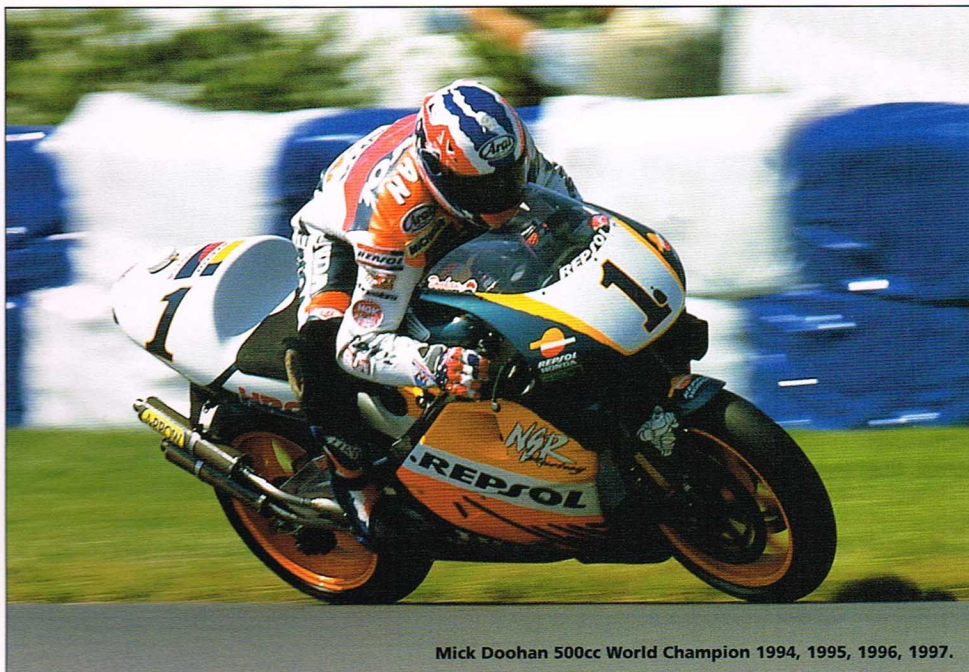


RED

CR80 SMALL WHEEL



RED



Mick Doohan 500cc World Champion 1994, 1995, 1996, 1997.



Joakim Karlsson British Open Motocross Champion 1997.

NSR500V



WHITE

RS250R



WHITE

RS125R



WHITE

From Graham Noyce's first 500cc World Championship for Honda in 1979 to Stefan Everts' second successive 250cc World Championship for Honda in 1997, the CR series has come to represent all the dedication and commitment put in by Honda riders and technicians over the years. The brand new CR125R









now boasts the same twin-spar aluminium frame that has helped the CR250R to such a long string of race wins and championships in 1997. Together with the awesome CR500R and both the big and small wheel versions of the CR80R, these scintillating racing machines come with the bold graphics of the HRC works motocross team for 1998.

Since our first visit to the Isle of Man TT races in 1959, Honda's commitment to road racing has been unwavering. Just look at the achievements of the Honda Racing Corporation in 1997: NSR500 - 500cc World Championship; RS250 - 250cc World Championship; RC45 - World Superbike Championship, to name but three.


The RC45, RS125 and RS250 have been available to racers at all levels for some years. And since 1997, budding champions have had access to the NSR500V, Honda's V-twin factory missile that propelled Takuma Aoki of the Repsol Honda 500cc World Championship team around the same circuits where Mick Doohan earned his fourth consecutive world title.

Through these racing bikes, factory machinery, technology and track experience is made available to over-the-counter racers so that they too can be a part of what makes Honda and HRC such an unbeatable combination.












SPECIFICATIONS

Model	Engine	Bore & Stroke	Displacement	Max. Horse Power PS/rpm	Starter	Transmission	Dimensions LxWxH	Seat Height	Ground Clearance	Fuel Capacity	Dry Weight
CBR1100XX BLACKBIRD	Liquid Cooled 4 Stroke 16 Valve DOHC Inline Four	79 x 58mm	1,137cc	164/10,000	Electric	6 speed	2160 x 720 x 1,170	810mm	130mm	22 litres	223 kg
VTR1000F FIRESTORM	Liquid Cooled 4 Stroke 8 Valve DOHC 90° V-Twin	98 x 66mm	996cc	110/9,000	Electric	6 Speed	2,050 x 705 x 1,155	810mm	130mm	16 litres	192 kg
CBR900RR FIREBLADE	Liquid Cooled 4 Stroke 16 Valve DOHC Inline Four	71 x 58mm	918.5cc	128/10,500	Electric	6 Speed	2,040 x 685 x 1,135	810mm	140mm	18 litres	180 kg
RVF750	Liquid Cooled 4 Stroke 16 Valve DOHC 90° V Four	72 x 46mm	749.2cc	120/12,000	Electric	6 Speed	2,110 x 710 x 1,100	770mm	130mm	18 litres	189 kg
VFR800FI	Liquid Cooled 4 Stroke 16 Valve DOHC 90° V Four	72 x 48mm	781cc	110/10,500	Electric	6 Speed	2,095 x 735 x 1,190	805mm	130mm	21 litres	208 kg
CBR600F 	Liquid Cooled 4 Stroke 16 Valve DOHC Inline Four	65 x 45.2mm	599cc	105/12,000	Electric	6 Speed	2,055 x 685 x 1,135	810mm	130mm	17 litres	186 kg
CBR1000F	Liquid Cooled 4 Stroke 16 Valve DOHC Inline Four	77 x 53.6mm	998cc	135/9,500	Electric	6 Speed	2,235 x 740 x 1,215	780mm	140mm	22 litres	235 kg
CB600SF HORNET	Liquid Cooled 4 Stroke 16 Valve DOHC Inline Four	65 x 45.2mm	599cc	96/12,000	Electric	6 Speed	2,090 x 730 x 1,060	790mm	140mm	16 litres	176 kg
CB750	Air Cooled 4 Stroke 16 Valve DOHC Inline Four	67 x 53mm	747.4cc	73/8,500	Electric	5 Speed	2,155 x 780 x 1,100	795mm	130mm	20 litres	215 kg
CB500 	Liquid Cooled 4 Stroke 8 Valve Parallel Twin	73 x 59.6mm	499cc	58/9,500	Electric	6 Speed	2,170 x 720 x 1,050	775mm	145mm	18 litres	173 kg
CB500S	Liquid Cooled 4 Stroke 8 Valve Parallel Twin	73 x 59.6mm	499cc	58/9,500	Electric	6 Speed	2,170 x 720 x 1,050	775mm	145mm	18 litres	179.3 kg
CB500 CUP	Liquid Cooled 4 Stroke 8 Valve Parallel Twin	73 x 59.6mm	499cc	58/9,500	Electric	6 Speed	2,170 x 720 x 1,050	775mm	145mm	18 litres	179.3 kg
CB250	Air Cooled 4 Stroke SOHC Parallel Twin	53 x 53mm	234cc	20/9,000	Electric	5 Speed	2,090 x 755 x 1,090	745mm	165mm	16 litres	132 kg
GL1500 GOLDWING	Liquid Cooled 4 Stroke 12 Valve SOHC Horizontal 6 Cylinder	71 x 64mm	1,520cc	100/5,200	Electric	5 Speed	2,615 x 955 x 1,495	740mm	115mm	23 litres	372 kg
ST1100 PAN EUROPEAN	Liquid Cooled 4 Stroke 16 Valve DOHC 90° V Four	73 x 64.8mm	1,084cc	100/7,500	Electric	5 Speed	2,285 x 935 x 1,405	800mm	145mm	28 litres	287 kg
ST1100 ABS* PAN EUROPEAN	Liquid Cooled 4 Stroke 16 Valve DOHC 90° V Four	73 x 64.8mm	1,084cc	100/7,500	Electric	5 Speed	2,285 x 935 x 1,405	800mm	145mm	28 litres	298 kg
NT650V DEAUVILLE 	Liquid Cooled 4 Stroke 6 Valve SOHC 52° V-Twin	79 x 66mm	647cc	55.7/8,000	Electric	5 Speed	2,220 x 770 x 1,260	810mm	150mm	19 litres	223 kg
F6C	Liquid Cooled 4 Stroke 12 Valve SOHC Horizontal 6 Cylinder	71 x 64mm	1,520cc	100/6,000	Electric	5 Speed	2,530 x 980 x 1,185	740mm	155mm	20 litres	309 kg
VT750C2	Liquid Cooled 4 Stroke 6 Valve SOHC 52° V-Twin	79 x 76mm	745cc	43/5,500	Electric	5 Speed	2,494 x 965 x 1,123	700mm	140mm	14 litres	230 kg
VT600C SHADOW 	Liquid Cooled 4 Stroke SOHC 52° V-Twin	75 x 66mm	583cc	39/6,500	Electric	5 Speed	2,355 x 840 x 1,130	690mm	140mm	11 litres	199 kg
XRV750 AFRICA TWIN	Liquid Cooled 4 Stroke SOHC 52° V-Twin	81 x 72mm	742cc	60/7,500	Electric	5 Speed	2,320 x 905 x 1,430	860mm	215mm	23 litres	207 kg
SLR650 	Air Cooled 4 Stroke RFVC SOHC Single	100 x 82mm	644cc	39.4/5,750	Electric	5 Speed	2,185 x 765 x 1,140	845mm	200mm	13 litres	161 kg
NX650 DOMINATOR 	Air Cooled 4 Stroke RFVC SOHC Single	100 x 82mm	644cc	43.5/6,000	Electric	5 Speed	2,195 x 875 x 1,242	880mm	250mm	16 litres	167 kg
XL600 TRANSALP 	Liquid Cooled 4 Stroke SOHC 52° V-Twin	75 x 66mm	583cc	50/8,000	Electric	5 Speed	2,265 x 905 x 1,300	850mm	195mm	18 litres	196 kg
XLR125R	Air Cooled 4 Stroke OHC Single	56.5 x 49.5mm	124.1cc	11/8,250	Electric	5 Speed	2,195 x 842 x 1,180	858mm	293mm	9 litres	119 kg
FES250 FORESIGHT	Liquid Cooled 4 Stroke OHC Single	72.7 x 60mm	249.4cc	19/7,000	Electric	V-Matic	2,070 x 735 x 1,425	745mm	140mm	12 litres	150 kg
FES125 PANTHEON 	Liquid Cooled (ARC) 2 Stroke Single	54 x 54.5mm	124.8cc	15/7,000	Electric	V-Matic	2,070 x 735 x 1,425	745mm	140mm	12 litres	144.5 kg

* ST1100 PAN-EUROPEAN CBS-ABS WITH TCS: Brakes Front and Rear, 296mm Dual Disks with Dual Combined 3 piston Calipers, ABS and Sintered Pads

 - Denotes Learner legal.

 - 33 BHP kits available free of charge.

Model	Engine	Bore & Stroke	Displacement	Max. Horse Power PS/rpm	Starter	Transmission	Dimensions LxWxH	Seat Height	Ground Clearance	Fuel Capacity	Dry Weight
SGK50 HONDA SKY	 Air Cooled 2 Stroke Single	39 x 41.4mm	49cc	4.9/7,000	Electric Kick	V-Matic	1,860 x 665 x 1,080	775mm	135mm	4.5 litres	71 kg
SH50	 Air Cooled 2 Stroke Single	39 x 41.4mm	49cc	4.9/7,000	Electric Kick	V-Matic	1,867 x 698 x 1,091	763mm	121mm	6.3 litres	82.9 kg
SJ50 BALI	 Air Cooled 2 Stroke Single	39 x 41.4mm	49cc	5/6,750	Electric Kick	V-Matic	1,765 x 710 x 1,115	770mm	125mm	7 litres	86.5 kg
XBR-S	 Air Cooled 2 Stroke Single	39 x 41.4mm	49.4cc	5.61/7,250	Electric Kick	V-Matic	1,875 x 705 x 1,165	820mm	130mm	6 litres	92 kg
XBR-X	 Air Cooled 2 Stroke Single	39 x 41.4mm	49.4cc	5.61/7,250	Electric Kick	V-Matic	1,875 x 705 x 1,165	820mm	130mm	6 litres	92 kg
SFX50	 Air Cooled 2 Stroke Single	39 x 41.4mm	49cc	5/6,750	Electric Kick	V-Matic	1,723 x 636 x 1,064	755mm	116mm	6 litres	72 kg
SJ100 BALI	 Air Cooled 2 Stroke Single	51 x 49.6mm	101.3cc	8.37/7,000	Electric Kick	V-Matic	1,765 x 715 x 1,115	775mm	125mm	7 litres	93.4 kg
C90 CUB	 Air Cooled 4 Stroke Single	47 x 49.5mm	85cc	7.5/7,500	Electric Kick	3 Speed Auto Clutch	1,835 x 660 x 1,030	765mm	130mm	3.5 litres	80/82 kg
NSR125	 Liquid Cooled 2 Stroke Single	54 x 54.5mm	124.8cc	28.5/10,000	Electric	6 Speed	2,010 x 670 x 1,065	800mm	135mm	13 litres	132 kg
CMX250C REBEL	Air Cooled 4 Stroke SOHC Parallel Twin	53 x 53mm	233.8cc	17.4/8,250	Electric	5 Speed	2,195 x 835 x 1,080	675mm	150mm	10 litres	142.7 kg
CA125 REBEL	 Air Cooled 4 Stroke SOHC Parallel Twin	44 x 41mm	124.6cc	11/9,500	Electric	5 Speed	2,185 x 815 x 1,100	675mm	150mm	10 litres	137 kg
CG125	 Air Cooled 4 Stroke OHV Single	56.9 x 49.5mm	124.1cc	10.6/8,500	Primary Kick	5 Speed	1,985 x 730 x 1,038	771mm	150mm	12 litres	107 kg
XR600R	Air Cooled 4 Stroke 4 Valve RFVC OHC Single	97 x 80mm	591cc	N/A	Primary Kick	5 Speed	2,250 x 875 x 1,265	955mm	345mm	10 litres	128 kg
XR400R	Air Cooled 4 Stroke 4 Valve RFVC OHC Single	85 x 70mm	397.2cc	N/A	Primary Kick	5 Speed	2,165 x 820 x 1,250	930mm	310mm	9.5 litres	121 kg
XR250R	Air Cooled 4 Stroke 4 Valve RFVC OHC Single	73 x 59.5mm	249cc	N/A	Primary Kick	6 Speed	2,155 x 830 x 1,215	915mm	305mm	9 litres	111 kg
XR70R	Air Cooled 4 Stroke OHC Single	47 x 41.4mm	71.8cc	N/A	Primary Kick	3 Speed	1,543 x 694 x 877	648mm	185mm	6 litres	60 kg
QR50	Air Cooled 2 Stroke Single	40 x 39.3mm	49.4cc	N/A	Primary Kick	Single Speed Centrifugal Clutch	1,225 x 615 x 725	495mm	95mm	2 litres	35 kg
CR80R SMALL WHEEL	Liquid Cooled 2 Stroke Single	46 x 47.8mm	79.4cc	26.9/12,500	Primary Kick	6 Speed	1,839 x 743 x 1,120	825mm	320mm	5.8 litres	65 kg
CR80R2 BIG WHEEL	Liquid Cooled 2 Stroke Single	46 x 47.8mm	79.4cc	26.9/12,500	Primary Kick	6 Speed	1,926 x 743 x 1,166	869mm	358mm	5.8 litres	67 kg
CR125R	Liquid Cooled 2 Stroke Single	54 x 54.5mm	124.8cc	41/11,500	Primary Kick	5 Speed	2,154 x 827 x 1,264	932mm	330mm	7.5 litres	87.5 kg
CR250R	Liquid Cooled 2 Stroke Single	66.4 x 72mm	249.3cc	58.2/8,000	Primary Kick	5 Speed	2,179 x 827 x 1,255	946mm	337mm	7.5 litres	97 kg
CR500R	Liquid Cooled 2 Stroke Single	89 x 79mm	491.4cc	64.6/6,000	Primary Kick	5 Speed	2,179 x 835 x 1,237	937mm	328mm	9 litres	101 kg
NSR500V	Liquid Cooled 2 Stroke Crank- case Reed Valve 100° V-Twin	68 x 68.8mm	499cc	127/10,250	N/A	6 Speed	1,955 x 595 x 1,050	810mm	105mm	26 litres	109 kg
RS250R	Liquid Cooled 2 Stroke Crank- case Reed Valve 75° V-Twin	54 x 54.5mm	249cc	87/12,500	N/A	6 Speed	1,954 x 640 x 1,060	780mm	110mm	20 litres	102 kg
RS125R	Liquid Cooled 2 Stroke Crank- case Reed Valve Single	54 x 54.5mm	124cc	43.5/12,250	N/A	6 Speed	1,800 x 570 x 985	700mm	110mm	13 litres	71 kg

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DEALER NAME:

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