

MID-POWER ENGINE SERIES

BF100 • BF90 • BF80 • BF75 // BF60 // BF50 • BF40 // BF30



THE BEST
BEHIND YOU.



HONDA
MARINE



**MAKE A CAST THAT
CATCHES STORIES
FOR DECADES.**





YOU BUILD THE BONDS. WE POWER THEM.

Souls are meant to be stirred and dreams pursued. Whether you're priming the day's first cast or running the horizon, those drawn to the water share an adventurous spirit. There's a mindset that rips and flows across the surface, leaving the ordinary in its wake. For those ready for adventure, having a dependable partner is essential to embark on your journey, get back and set out again. From a 5 AM hole shot to a 5 PM happy hour, powering your adventures is our passion - one Honda Marine has fulfilled for more than 60 years.





LEAVE COMPROMISE AT THE DOCK.

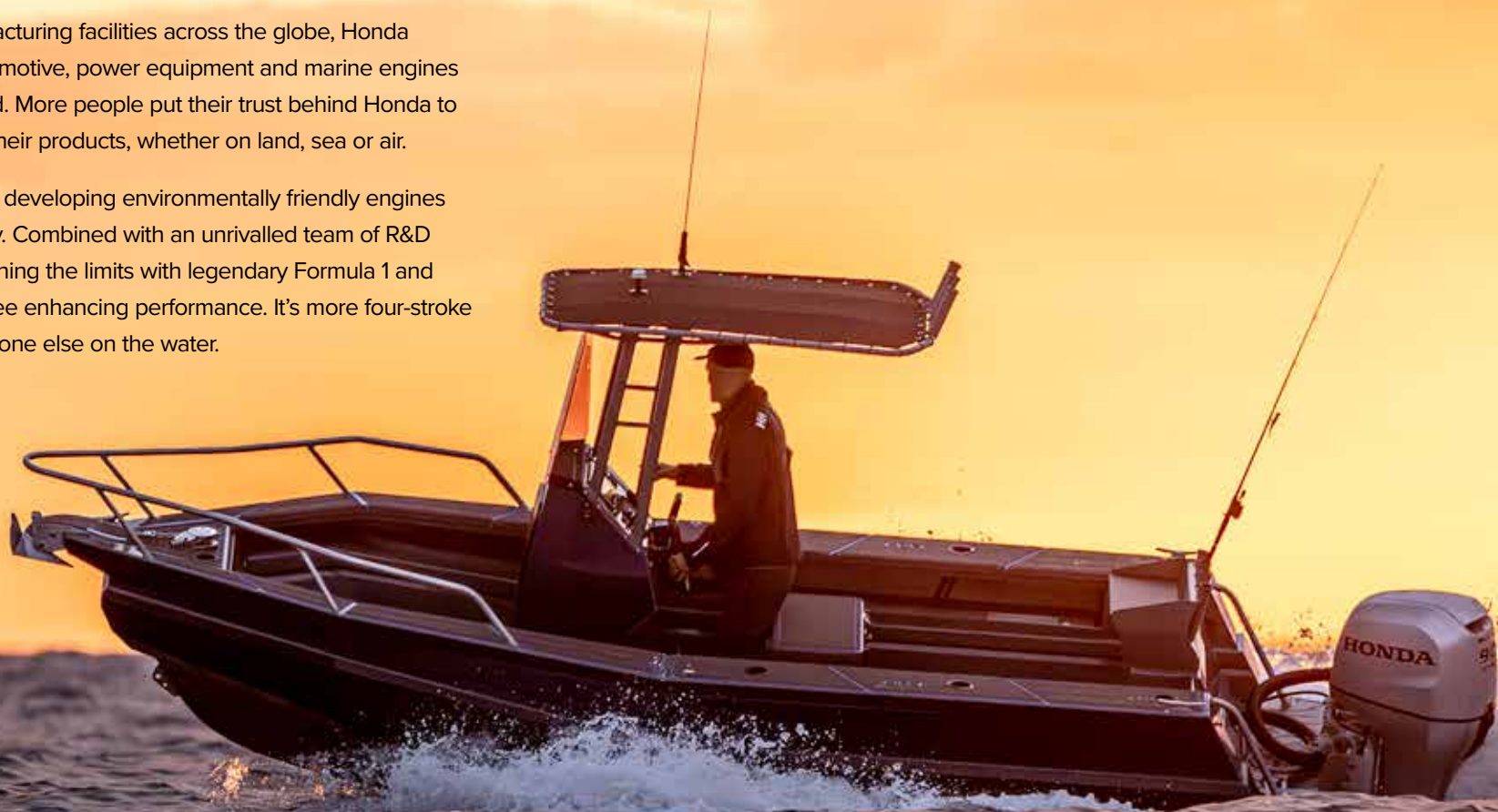
GEARED FOR GREATNESS.

Peace of mind is earned through trust and an unwavering dedication to excellence. You don't have to look further than these sleek and stylish models to know they'll help you stand out on the water while being a reliable partner for every adventure. An industry-leading lineup, allowing you to get the most out of every cast, cruise, and moment spent outdoors. For those who draw a line in the sand for a life lived on the water, Honda Marine delivers without compromise.

THE WORLD'S LARGEST AND MOST TRUSTED ENGINE MAKER.

With over 60 manufacturing facilities across the globe, Honda produces more automotive, power equipment and marine engines than any other brand. More people put their trust behind Honda to consistently power their products, whether on land, sea or air.

We are dedicated to developing environmentally friendly engines of the highest quality. Combined with an unrivalled team of R&D professionals re-defining the limits with legendary Formula 1 and motor racing pedigree enhancing performance. It's more four-stroke experience than anyone else on the water.

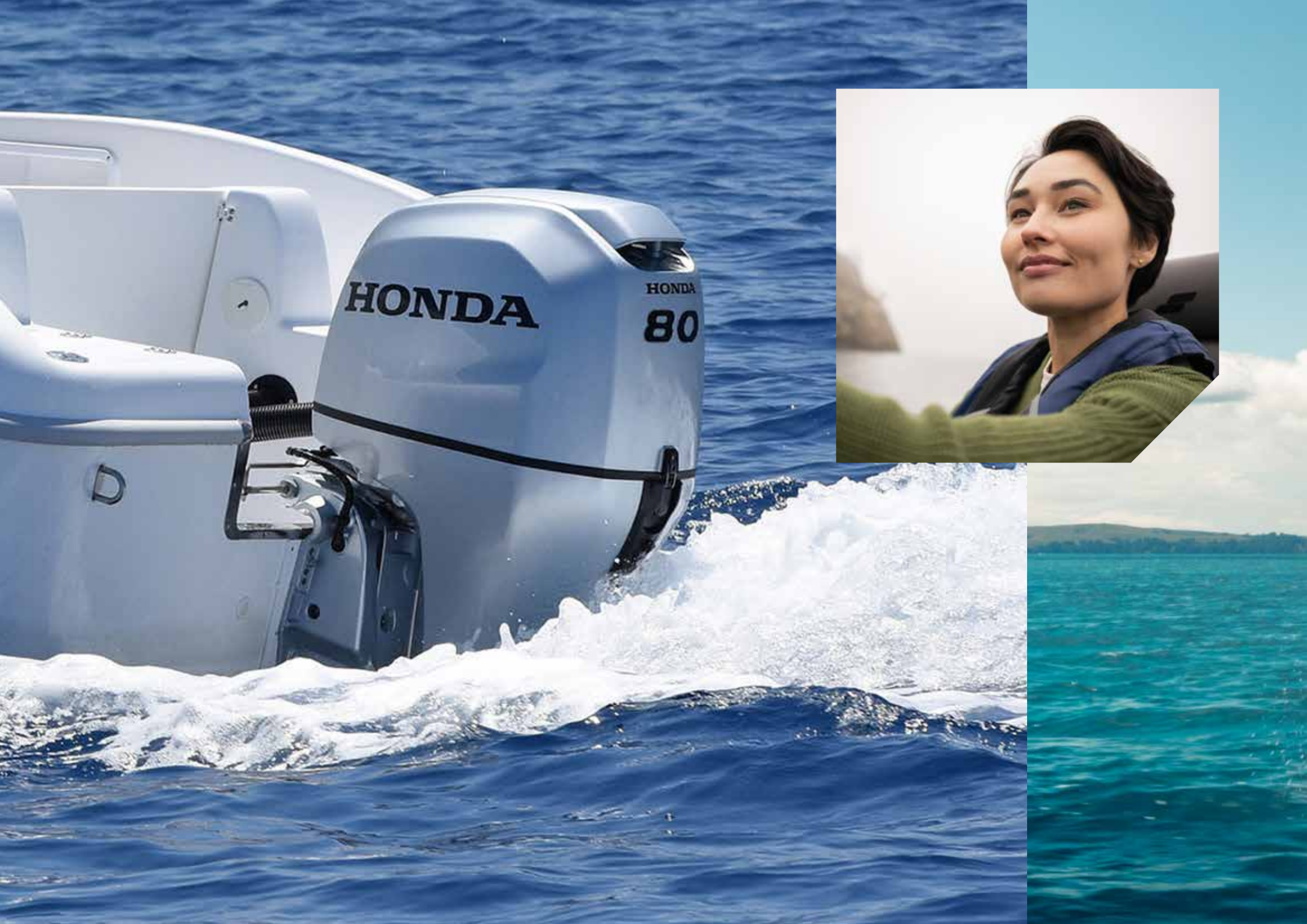




OUR EXCLUSIVES.

For years, Honda-exclusive ECOmo Lean Burn Control has helped boaters save on fuel and extend their vessel range. This inventive approach delivers better efficiency across a wider range of performance, lowers operating costs, increases time on the water and is good news for the environment! Of course, these models also offer an array of other proprietary Honda features. Boosted Low Speed Torque (BLAST) advances the ignition curve for dramatically improved holeshoot performance. Variable Valve Timing and

Electronic Control (VTEC) provides smooth power delivery throughout the engine's operating range, delivering more power with increased fuel efficiency. Programmed Fuel Injection (PGM-FI) provides quick starts, instant throttle response, powerful performance, and low fuel consumption. Feature combinations vary by specific model, but these are only a few of the many Honda-only features boaters love.



POWER THAT'S BUILT FOR THE CHALLENGE.

IT'S GO TIME.

A legacy built on the water is worth chasing with our three and four-cylinder mid-range outboard lineup. Built with legendary Honda reliability and innovations inspired by our famed racing history, these engines deliver reliable performance to help you lock in on every journey, pursuit, and adventure. When the water calls, know you're prepared with the best in outboard engines.

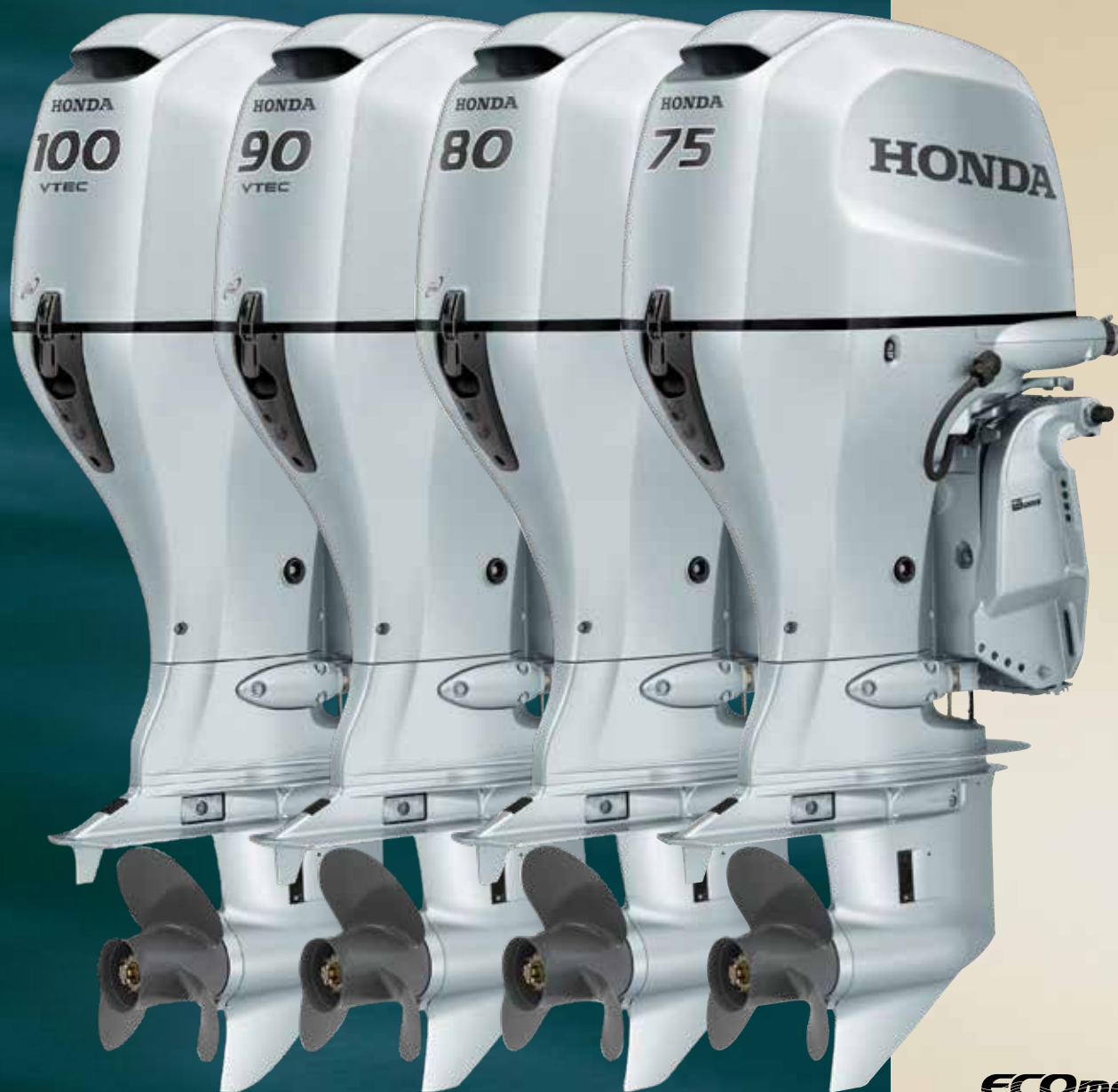




HONDA

SURTEES

575 WORKMATE



ADVENTURE AWAITS.

Unleash the full potential of your adventures with the Honda BF75, BF80, BF90, and BF100 - a four-cylinder powerhouse built to dominate the waves. Experience the perfect blend of smooth, 4-stroke reliability and exhilarating performance, all wrapped in a sleek, head-turning design.

Stay out longer, go further, and explore with confidence thanks to exceptional fuel economy, quiet operation and industry-leading environmental efficiency. There's a Honda to match your adventure.



**LEARN MORE ABOUT
THE MID-POWER RANGE**

ECOmo

BLAST™

VTEC™

**7
YEAR DOMESTIC
WARRANTY***

Features shown apply to selected models.



BEST IN CLASS.

Lightweight and built to perform - the Honda BF60 and BFP60 Power Thrust outboards are your ticket to thrilling acceleration and unstoppable adventures. Engineered for legendary Honda reliability, these powerhouses deliver punchy performance without the bulk, so you can glide across the water with effortless speed and precision.

Feel the rush of instant throttle response with BLAST hole-shot technology, cruise further with incredible fuel efficiency thanks to ECOmo lean burn control, and enjoy the smoothest, quietest ride in its class. Whether you're skimming across glassy lakes or tackling coastal waters, the BF60 range is the perfect balance of power, efficiency, and agility - built for Kiwi waters and made for limitless exploration.

BUILT FOR HARD-WORKING BOATS.

The BFP60 Power Thrust is more than just an outboard - it's a workhorse engineered for commercial performance. Whether you're transporting heavy loads, running charters, or operating work boats, this powerhouse delivers the torque, thrust, and efficiency your business demands. With an oversized gear case, the BFP60 allows for a larger diameter and blade area propeller, maximizing pushing power and fuel efficiency. That means improved performance when fully loaded - exactly what commercial operators need to keep their business running smoothly. Perfect for high-load applications, it thrives in demanding conditions, delivering the muscle to move bigger vessels with confidence and precision. Plus, with Honda's legendary durability and fuel-saving technology, you'll spend less time refuelling and more time getting the job done. When reliability, efficiency, and power matter - trust the Honda BFP60 to keep your business moving forward.



LEARN MORE
ABOUT THE BF60

ECOmo

BLAST™

POWER THRUST

7
YEAR DOMESTIC
WARRANTY >





READY TO GO.

Built on 60 years of Honda engineering excellence, the BF40 and BF50 three-cylinder outboards are designed for those who demand more than just horsepower - they want efficiency, reliability, and effortless performance every time they hit the water.

These engines combine rugged durability with smooth, quiet operation, giving you the fuel economy to go further and the power to take on any adventure. Whether you're working hard, cruising the coastline, reeling in your next big catch, or simply soaking up the freedom of the open water, the BF40 and BF50 ensure that every moment is powered by confidence.



LEARN MORE
ABOUT THE BF50



LEARN MORE
ABOUT THE BF40

ECOMO

BLAST™



7
YEAR DOMESTIC
WARRANTY*



NM
EA2000



POWER IN YOUR HANDS

Take command of every journey with the Honda BF40/BF50's multi-function tiller handle, designed to put precision, power, and comfort right at your fingertips. The integrated power tilt-trim switch allows you to adjust on the fly, keeping your focus on the water ahead without missing a beat.

With a fully customizable setup, you can tailor the experience to suit your exact needs. The reversible shift lever can be mounted on either the left or right side for maximum comfort, while the adjustable handle height ensures the perfect comfortable position. Throttle friction control lets you maintain speed effortlessly, and the toolless steering grip friction adjustment delivers smooth, responsive handling every time.

Built for versatility and complete control, the BF40/BF50 is designed to adapt to your style, your preferences and your adventures. When you're on the water, nothing should hold you back.



THE STRONG, QUIET TYPE.

We get it - you're serious about making the most of every moment on the water. Whether it's work or play, downtime isn't an option, and you need an outboard that's as reliable, efficient, and ready to go as you are.

The Honda BF30 is your ultimate partner for maximizing every journey. Built with world-renowned Honda reliability, it starts effortlessly, responds instantly, and runs smooth and quiet, so you can focus on the adventure ahead.

With both remote and tiller options, the BF30 offers the perfect option for your needs, giving you complete control, whether you're exploring new waters, working hard, or simply enjoying the ride. No fuss. No wasted time. Just seamless performance that keeps you moving. Power your adventure with the Honda BF30 - and never look back.



LEARN MORE
ABOUT THE BF30





PIONEERING TECHNOLOGY.*

VARIABLE VALVE TIMING & LIFT ELECTRONIC CONTROL



Developed for high performance engines, VTEC varies the lift and duration of the intake valves to provide optimum performance at both low and high rpms. VTEC delivers smooth stable idling at low speeds, while increasing valve lift at higher speeds, which broadens the torque curve and top end power. (BF90, BF100, BF150, BF225, BF250 and BF350)

LEAN BURN MOTOR



Honda's Lean Burn Control technology, ECOMo, permits combustion to operate on a leaner air/fuel ratio. Sensors precisely measure the air/fuel mixture, ensuring best fuel economy in cruising mode. (BF40 - BF350)

TROLLING CONTROL



Trolling Control provides precise control at slower speeds, making it ideal for fishing and low speed manoeuvres.

Available on selected Honda outboards, engine speed can be controlled in increments of 50rpm from idle speed to 1000rpm/1100rpm (model dependent). A switch required to activate this feature is available through your authorised Honda Marine dealer as an optional accessory. (BF40 - BF150, BF200 - 350 DBW models)

ENGINE PROTECTION & SECURITY



Alert systems monitor critical engine functions including engine temperature, oil pressure, fuel injection and charging. This notifies the boat operator of any abnormal conditions. An audible buzzer and warning light will be activated if a fault is detected (BF40 - BF350), whereas on non PGM-FI outboards (remote control models), the alert system will monitor engine temperature and oil pressure. (BF10 - BF30)

BOOSTED LOW SPEED TORQUE



Honda's revolutionary BLAST™ technology provides strong hole shot performance, getting the hull on the plane quicker. This air/fuel ratio and ignition-timing technology boosts engine torque at low rpm under rapid acceleration conditions. (BF40 - BF350)

7-YEAR DOMESTIC WARRANTY



Honda offers an unmatched 7-Year> Transferable Domestic Warranty with the added confidence of knowing that coverage is the same on the last day as it is on the first - something no other outboard manufacturer offers.

3-YEAR COMMERCIAL WARRANTY



Honda outboards are the toughest and most reliable on the New Zealand market and are backed by an industry leading 3-Year> Commercial Warranty or 1000 hours, which ever comes first.

4-FRONT CORROSION PROTECTION



Every Honda engine undergoes an exclusive four-stage coating process for protection against harsh conditions like ultraviolet rays and saltwater exposure. A double-sealed anodising treatment is applied to the aluminium alloy base, followed by the epoxy primer undercoat, acrylic aqua marine silver paint, and finally, the acrylic resin topcoat.

ENGINE TECHNICAL SPECIFICATIONS



	BF100	BF90	BF80	BF75	BF60	BF50	BF40	BF30
Type	4-stroke SOHC 4 Cylinder	4-stroke SOHC 4 Cylinder	4-stroke SOHC 4 Cylinder	4-stroke SOHC 4 Cylinder	4-stroke SOHC 3 Cylinder	4-stroke 6 Valve 3 Cylinder	4-stroke 6 Valve 3 Cylinder	4-Stroke OHV 3 Cylinder
Displacement	1496 cc	1496 cc	1496 cc	1496 cc	998 cc	808 cc	808 cc	552 cc
Bore & Stroke	73 x 89.4 mm	73 mm x 89.4 mm	73 mm x 89.4 mm	73 mm x 89.4 mm	73.0 x 79.5 mm	89 x 96 mm	89 x 96 mm	61 x 63 mm
Full Throttle rpm Range	5,500 - 6,300 rpm	5,300 - 6,300	5,000 - 6000	5,000 - 6,000	5,000-6,000 rpm	5,500 - 6,000	5,000 - 6,000 RPM	5,000-6,000 rpm
Rated Power	100HP @ 5,900RPM	90HP @ 5,800RPM	80HP @ 5,500RPM	75HP @ 5,500RPM	60HP @ 5,500RPM	50HP @ 5,750 RPM	40HP @ 5,500 RPM	30HP @ 6,000 RPM
Cooling System	Water Cooled	Water Cooled	Water Cooled	Water Cooled	Water Cooled	Water Cooled	Water Cooled	Water Cooled
Fuel Delivery	PGM-FI	PGM-FI	PGM-FI	PGM-FI	PGM-FI	PGM-FI	PGM-FI	3 Carburetors
Ignition System	Microcomputer Programmed	Microcomputer Programmed	Microcomputer Programmed	Microcomputer Programmed	Microcomputer Programmed	Microcomputer Programmed	Microcomputer Programmed	PGM IG
Starting System	Electric	Electric	Electric	Electric	Electric	Electric	Electric	Electric / Recoil
Exhaust	Through Hub	Through Hub	Through Hub	Through Hub	Through Hub	Through Hub	Through Hub	Through Hub
Octane	91 Unleaded	91 Unleaded	91 Unleaded	91 Unleaded	91 Unleaded	91 Unleaded	91 Unleaded	91 Unleaded
Drive								
Gear Ratio	2.33:1	2.33:1	2.33:1	2.33:1	2.07:1	2.08:1	2.08:1	2.08:1
Gear Shift	F-N-R	F-N-R	F-N-R	F-N-R	F-N-R	F-N-R	F-N-R	F-N-R
Equipment & Features								
Alternator	44A (33A charging)	44A (33A charging)	44A (33A charging)	44A (33A charging)	22A (17A charging)	22A (17A charging)	22A (17A charging)	10A
Propeller	Optional	Optional	Optional	Optional	Alloy Included	Alloy included	Alloy included	3 Blade Aluminium 9 1/4 x 12
VTEC®	✓	✓						
BLAST™	✓	✓	✓	✓	✓	✓	✓	
Lean Burn Control	✓	✓	✓	✓	✓	✓	✓	
Troll Control	Optional	Optional	Optional	Optional	Optional	Optional	Optional	
Power Trim & Tilt	✓	✓	✓	✓	✓	✓	✓	✓
Dimensions								
Overall Width	449 mm	449 mm	449 mm	449 mm	417 mm	390mm	390 mm	375 mm
Recommended (L-type)	537 mm	537 mm	537 mm	537 mm	521 mm	521 mm	521 mm	508 mm
Transom Height (X-type)	635 mm	635 mm	635 mm	N/A	658 mm	635 mm	N/A	
Dry Weight (excluding prop)	From 166kg	From 166kg	From 165kg	From 165kg	From 110kg	From 100kg	From 100kg	From 70.5kg

WE'VE GOT YOU COVERED.

A DEDICATED NATIONWIDE DEALER NETWORK.

All of our dealers share the same level of commitment to the Honda brand as they do their relationships with customers. When it comes to sales, service and parts, you can always rely on a Honda Marine specialist for knowledge and advice. Every Honda Marine outboard is supported by Honda's extensive national dealer network and dedicated after sales support team.

Manufacturers reserve the right to vary specifications, with or without notice at such times in such manner as deemed appropriate. Major as well as minor changes may be involved. Every effort, however, is made to ensure the accuracy of the particulars contained in this brochure. Consult your Dealer for details regarding the specifications of any featured product. This publication shall not constitute - under any circumstances whatsoever - an offer by the Company to any individual. All sales are made by the Distributor or Dealer subject to and with the benefit of the standard Conditions of Sale and Warranty provided by the Distributor or Dealer, copies of which may be obtained upon request. While efforts are made to ensure specification accuracy, brochures are prepared and printed several months in advance of distribution and consequently cannot always immediately reflect either changes in specification or in some isolated cases the provision of a particular feature. Customers are always advised to discuss specific details with the supplying Dealer, especially if a selection is dependent upon one of the features advertised. April 2025.



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