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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91200146
Party	Plaintiff Kohler Co.
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Signature	/Christopher R. Walker/
Date	05/31/2012
Attachments	redacted version of motion.pdf (7 pages)(296008 bytes) Ex. A May 31.pdf (4 pages)(20756 bytes) Ex. B.pdf (4 pages)(55466 bytes) Declaration of Daugherty redacted.pdf (2 pages)(67757 bytes) DAD Declaration Exhibits 1 - 5-300dpi-11 p 85-101.pdf (17 pages)(389841 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

BRIGGS & STRATTON CORPORATION
and KOHLER CO.,

Opposers,

Opposition No. 91200832 (parent)

v.

Opposition No. 91200146

HONDA GIKEN KOGYO KABUSHIKI
KAISHA,

Application Serial No. 78924545

Applicant.

OPPOSERS' MOTION FOR LEAVE TO FILE AMENDED NOTICES OF OPPOSITION
[UNREDACTED VERSION FILED UNDER SEAL]

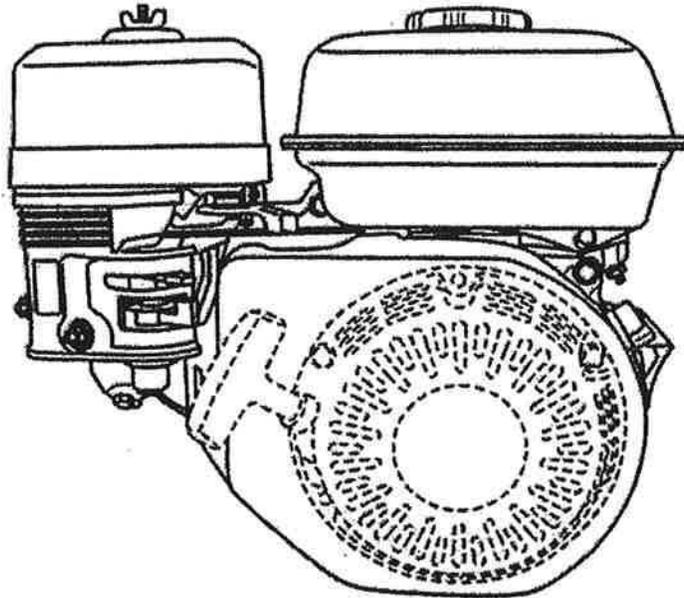
Opposers Kohler Company ("Kohler") and Briggs & Stratton Corporation ("Briggs" and, collectively with Kohler, "Opposers"), by their respective counsel, hereby move the Trademark Trial and Appeal Board (the "Board"), pursuant to 37 CFR § 2.107 and Federal Rule of Civil Procedure 15(a), for leave to file amended notices of opposition, signed copies of which are submitted herewith as Exhibits A and B, that set forth additional grounds for opposing registration, which Opposers only became aware of during the course of recent discovery in this proceeding.¹

1. On July 7, 2006, Honda Giken Kogyo Kabushiki Kaisha (Honda Motor Co., Ltd.), a Japanese corporation, of No. 1-1, 2-Chome, Minamiaoyama, Minato-Ku, Tokyo 107-8556 Japan, (the "Applicant" or "Honda") filed in the United States Patent and Trademark Office (the "PTO") an application for registration (the "Application") of the configuration of an engine, under 15 USC § 1051(b) of the Trademark Act for use "in construction, maintenance and power

¹ The Declaration of Donald A. Daugherty, Jr., along with Exhibits 1-5 attached thereto, is filed herewith in support of the motion.

OPPOSERS' MOTION TO AMEND NOTICES OF OPPOSITION

equipment” (the “Applicant’s Mark” or “Mark”). The Application was assigned Serial No. 78/924,545 and was published for opposition on page 381 of the *Official Gazette* dated January 25, 2011. The claimed configuration appears in the Application as follows:



U.S. Trademark Application Serial No. 78,924,545, available at <http://tsdr.uspto.gov/> (accessed by searching for “78924545”) (last visited May 29, 2012).

In the Application, Honda describes the configuration as follows:

The mark consists of the configuration of an engine with an overall cubic design, with a slanted fan cover, the fuel tank located above the fan cover on the right, and the air cleaner located to the left of the fuel tank. The air cleaner cover features a cube shape with beveled top outside edges, and a belt-like area on the lower portion of the cover encompassing the entire circumference and the top of the belt-like area is aligned with a rib of the fuel tank. The carburetor cover features four ribs along its outside edge and a recessed area where control levers are located. The fuel tank is roughly rectangular. The engine features a beveling that runs around its top circumference.

Id.

OPPOSERS' MOTION TO AMEND NOTICES OF OPPOSITION

2. Kohler and Briggs filed their original notices of opposition to the Application on May 25 and October 25, 2011, respectively. Both parties challenge the claimed Mark as functional and lacking acquired distinctiveness. By agreement of all parties, the Board consolidated the two proceedings on February 9, 2012, and issued a revised scheduling order at that time.

3. Opposers now seek to amend their notices to add additional grounds for opposing the Application – namely, abandonment, genericness and failure to use the Mark as a trademark or service mark.

4. Pursuant to Fed. R. Civ. P. 15(a), a party may amend its pleading by leave of court or by written consent of the adverse party. “Leave shall be freely given when justice so requires.” Fed. R. Civ. P. 15(a). Under Rule 15(a), “the Board will grant the motion [to amend] unless entry of the proposed amendment would violate settled law or would be prejudicial to the applicant.” *Karsten Mfg. v. Editoy AG*, 79 U.S.P.Q.2d 1783, 1786 (TTAB 2006) (citing *Boral Ltd. v. FMC Corp.*, 59 U.S.P.Q.2d 1701, 1702 (TTAB 2000)). Opposers’ proposed amendments are proper for the furtherance of justice, and would not violate settled law or cause Honda to suffer prejudice.

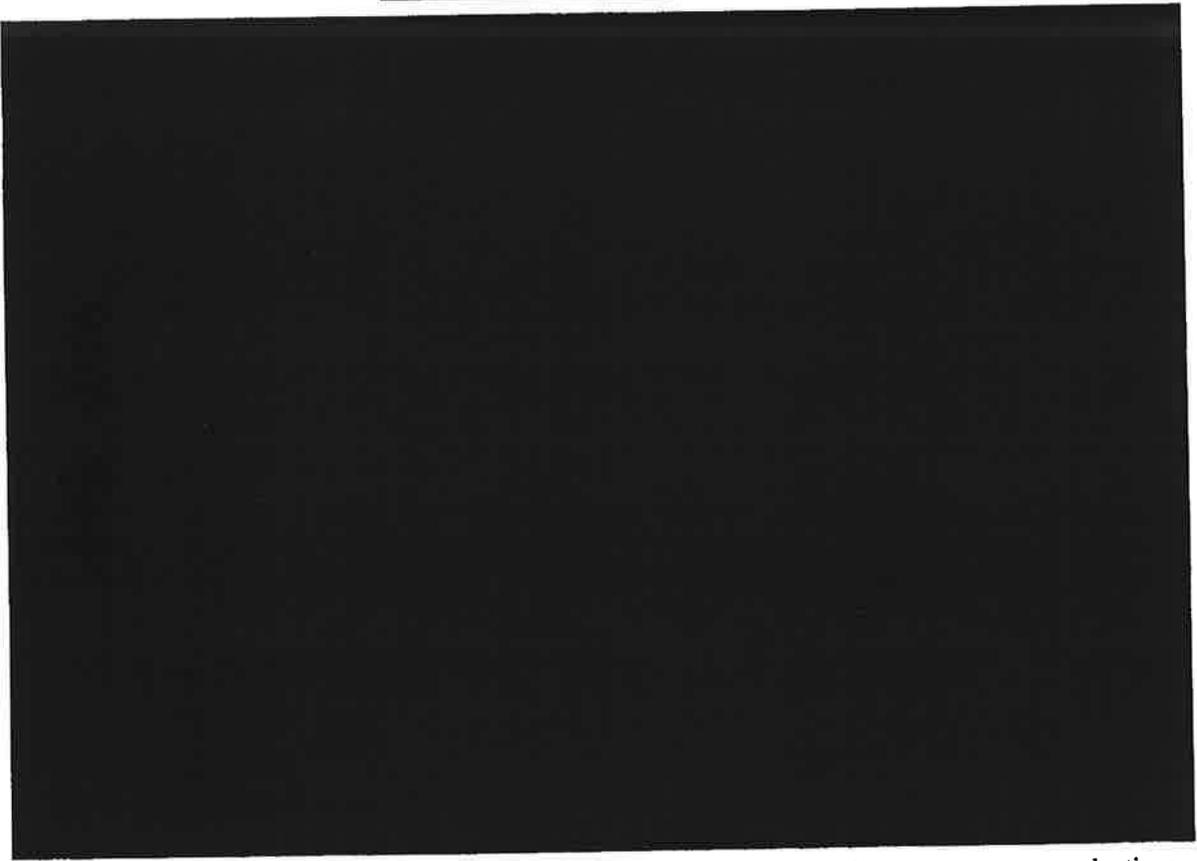
5. During the course of recent discovery in this proceeding, Opposers learned that Applicant has for many years, either by written contract, or express or implied consent or acquiescence, permitted several third parties to manufacture and sell engines in the United States with designs that incorporate many or all of the elements of the Applicant’s Mark.

6. Specifically, in response to Briggs’ October 25, 2011 requests for production, Honda recently produced numerous settlement agreements from prior lawsuits it had filed against third-party manufacturers and distributors of engines. In the lawsuits, Honda had contended that the

OPPOSERS' MOTION TO AMEND NOTICES OF OPPOSITION

defendants infringed upon alleged trade dress rights to an engine design that is essentially the same as that described in the Application. [REDACTED]

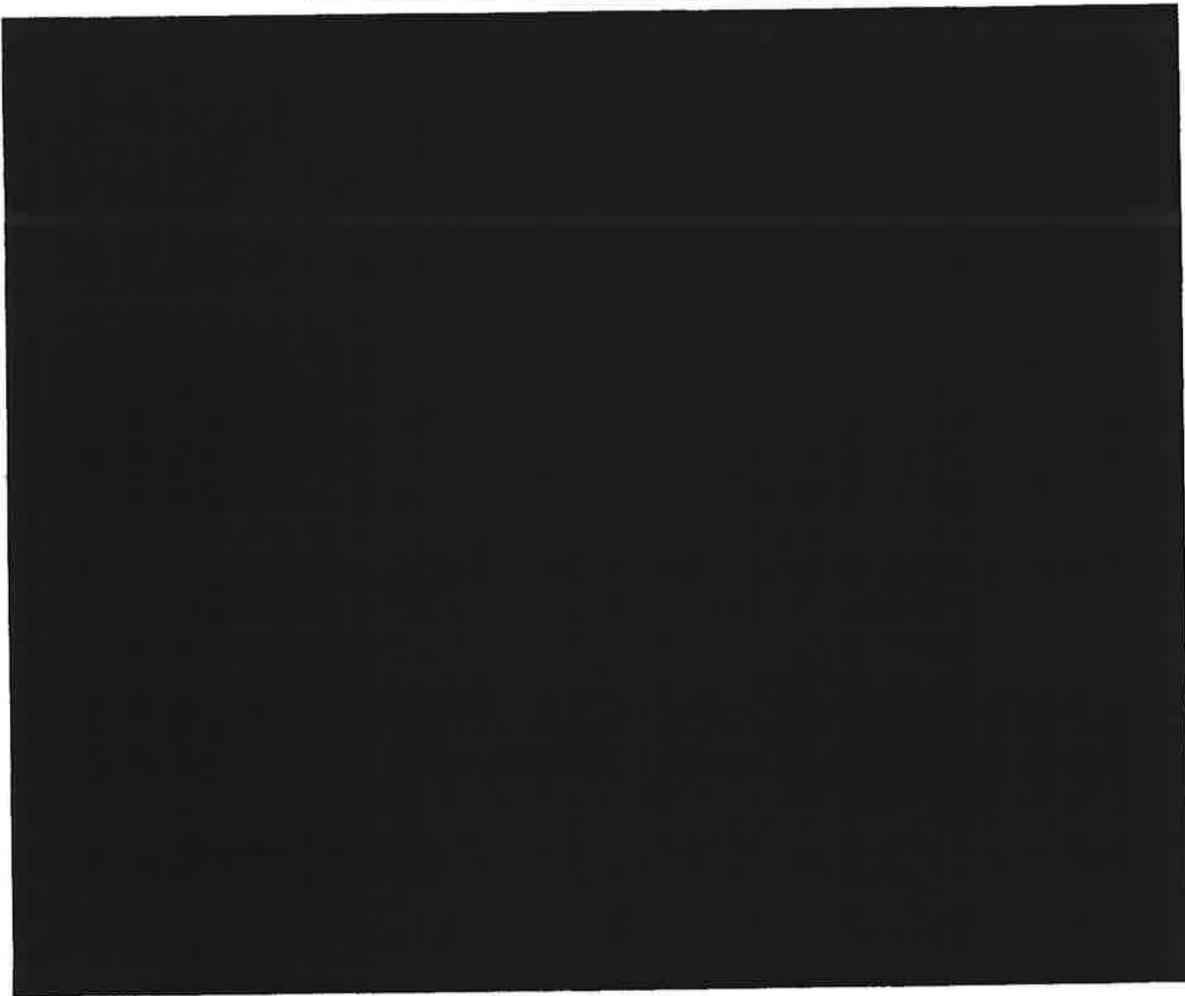
7. For example, [REDACTED]



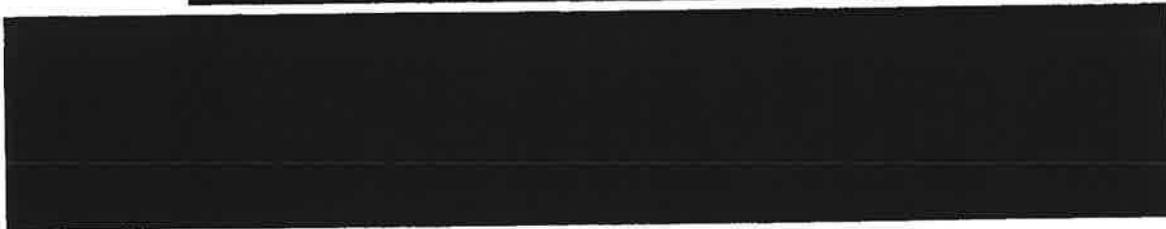
8. Opposers obtained the settlement agreements from Honda document productions that have been ongoing since late February. The [REDACTED] itself was first produced in black-and-white on April 4, 2012, and with color exhibit photographs on May 8, 2012. Additional settlement agreements that similarly support Opposers' amended claims were produced in April and May 2012. See *Daugherty Declaration*, ¶¶ 2 and 5.

OPPOSERS' MOTION TO AMEND NOTICES OF OPPOSITION

9. In addition to the settlement agreements, in its May 8, 2012 responses to Opposers' requests for admission, 



10. 



11. Thus, this recently obtained evidence supports Opposers' contention that assuming, *arguendo*, the Mark is not simply functional, Honda has abandoned and/or rendered it generic, and the Mark has lost any ability it ever might have had to serve as a symbol of origin and quality. (Of course, Opposers dispute that Honda can show the Mark ever served as such a symbol.) Further, by acquiescing in the common use of the engine design by competitors, Honda has failed to use the Mark as shown and described in the Application as a trademark or service mark.

12. Further evidence of abandonment of elements claimed in the Mark comes from the GX engines currently offered on Honda's website, which the website states were "completely redesigned." See *Daugherty Declaration*, Exh. 5. None of the engines shown on Honda's website have a "carburetor cover [that] features four ribs along its outside edge" or an "air cleaner cover [that] features a cube shape," as shown and described in the Application. Compare U.S. Trademark Application Serial No. 78,924,545 with *Daugherty Declaration*, Exh. 5.

13. On May 8, 2012, Opposers asked Honda to stipulate to the amendments proposed in this motion, but Honda refused on May 11. See *Daugherty Declaration*, ¶ 7.

14. Under the February 9, 2012 scheduling order, discovery remains open until August 29, 2012. Thus, the proposed amendments will not require any change to the scheduling order.

15. Similarly, the facts supporting Opposers' amended claims were in Honda's control and Opposers only recently learned of them through discovery. This further shows that the amendments will not prejudice Honda, which has always been aware of the facts that underlie them.

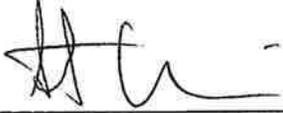
16. Justice requires that leave be granted in this case because Opposers did not, and could not, learn of the additional grounds for opposing the Application in time to amend their

OPPOSERS' MOTION TO AMEND NOTICES OF OPPOSITION

notices as a matter of right and, without such amendments, Honda may be able to register a mark that has become generic or that it has abandoned or not used as a symbol of origin or quality.

WHEREFORE, Opposers respectfully request that they be allowed to amend their Notices of Opposition by adding additional grounds for their opposition, as shown in Exhibits A and B submitted herewith.

Dated: May 30, 2012

By: 
Robert N. Phillips
Seth B. Herring
Reed Smith LLP
101 Second Street
San Francisco, CA 94105

and

Nina Habib Borders
Reed Smith LLP
10 S. Wacker Dr., 40th Flr.
Chicago, IL 60606

Attorneys for Opposer Briggs & Stratton
Corporation

Dated: May 31, 2012

By: 
Donald A. Daugherty, Jr.
Elisabeth Townsend Bridge
Christopher R. Walker
Whyte Hirschboeck Dudek S.C.
555 East Wells Street, Suite 1900
Milwaukee, WI 53202
Attorneys for Opposer Kohler Co.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

BRIGGS & STRATTON CORPORATION
and KOHLER CO.,

Opposers,

Opposition No. 91200832 (parent)

v.

Opposition No. 91200146

HONDA GIKEN KOGYO KABUSHIKI
KAISHA,

Application Serial No. 78924545

Applicant.

AMENDED NOTICE OF OPPOSITION

On July 7, 2006, Honda Giken Kogyo Kabushiki Kaisha (Honda Motor Co., Ltd.), a Japanese corporation, of No. 1-1, 2-Chome, Minamiaoyama, Minato-Ku, Tokyo 107-8556 Japan, (hereinafter referred to as the “Applicant”) filed in the United States Patent and Trademark Office (the “PTO”) an application for registration (the “Application”) of a product configuration of an engine, under 15 USC § 1051(b) of the Trademark Act for use on “engines for use in construction, maintenance and power equipment” (hereinafter referred to as the “Applicant’s Mark”). The Application was assigned Serial No. 78/924,545 and was published for opposition on page 381 of the *Official Gazette* dated January 25, 2011.

Kohler Co., a Wisconsin corporation, of 444 Highland Drive, Kohler, Wisconsin 53044 (hereinafter referred to as the “Opposer”) believes it will be damaged by registration of the Applicant’s Mark and therefore hereby opposes the registration thereof.

The grounds for the Opposition are as follows:

1. The Opposer is a corporation that designs, manufactures and distributes engines and related technologies, among other products.

2. The Applicant's Mark is described in the application as follows:

The mark consists of the configuration of an engine with an overall cubic design, with a slanted fan cover, the fuel tank located above the fan cover on the right, and the air cleaner located to the left of the fuel tank. The air cleaner cover features a cube shape with beveled top outside edges, and a belt-like area on the lower portion of the cover encompassing the entire circumference and the top of the belt-like area is aligned with a rib of the fuel tank. The carburetor cover features four ribs along its outside edge and a recessed area where control levers are located. The fuel tank is roughly rectangular. The engine features a beveling that runs around its top circumference.

3. The Applicant's Mark is further described by the drawing set forth in the Application as shown in Exhibit A, a TARR status copy of the Application which is attached hereto and incorporated herein by reference.

4. On information and belief, the trademark proposed for registration by the Applicant and described in the Application consists largely of features which are generally used throughout the internal combustion engine industry.

5. Many of the features that the Applicant claims as part of its mark appear in other coexisting product configurations for engines manufactured by others, are not unique to the Applicant and therefore do not indicate source in the Applicant.

6. The Applicant's Mark consists of an engine configuration that is wholly or substantially descriptive and nondistinctive, does not indicate origin in the Applicant or act as a trademark to identify Applicant's goods and distinguish them from others and therefore is not registerable under 15 *United States Code* § 1052(e)(1) of the Act.

7. Applicant's Mark consists of an engine configuration that is wholly or substantially functional, such matter is not protectable under the law as a trademark, and is not registerable under 15 *United States Code* § 1052(e)(5) of the Act.

8. On information and belief, the Applicant's Mark, at least in part, consists of features of engine configuration that have been the subject of utility patents.

9. On information and belief, the Applicant's Mark, at least in part, consists of features of engine configuration that provide utilitarian advantages to the user.

10. Applicant has for many years, either by written contract, or express or implied consent or acquiescence, permitted several third parties to manufacture and sell engines in the United States with designs that incorporate many or all of the elements of the Applicant's Mark.

11. On information and belief, Applicant has redesigned its GX series of horizontal shaft engines, and no longer uses the claimed engine configuration in U.S. commerce.

12. By the foregoing course of conduct, Applicant has caused the Applicant's Mark to lose all significance as a trademark. As such, Applicant has abandoned the Applicant's Mark as shown and described in the Application.

13. On information and belief, the Applicant's Mark as shown and described in the Application is generic.

14. On information and belief, Applicant has failed to use the Applicant's Mark as shown and described in the Application as a trademark or service mark.

15. If Applicant is able to obtain a trademark registration for its alleged mark, it will cause Opposer damage in that it will enable Applicant to have intellectual property rights in descriptive, nondistinctive and functional features of engine design and thereby enable Applicant to restrict others from incorporating similar features in their designs or restrict others from

continuing to use such features in their competitive products, all to the detriment of the Applicant's competitors, including the Opposer. It will also bolster Applicant's argument that the use of any similar features in engine design constitutes an infringement of its rights. Applicant has already made such allegations against Opposer.

WHEREFORE, Opposer files this Notice of Opposition and prays that this opposition be sustained and the Application herein opposed be rejected; that registration of the Applicant's Mark be refused; and for such other and further relief as may be deemed to be just and proper.

Dated: May 31, 2012.

Respectfully submitted,

By: s/Donald A. Daugherty, Jr.
Elisabeth Townsend Bridge
Donald A. Daugherty, Jr.
Christopher R. Walker
Attorneys for Opposer

Whyte Hirschboeck Dudek S.C.
555 E. Wells Street, Suite 1900
Telephone: 414/978-5532
Fax: 414/223-5000

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

BRIGGS & STRATTON CORPORATION)	
)	
Opposer,)	Opposition No. 91200832 (Parent)
vs.)	
)	
HONDA GIKEN KOGYO KABUSHIKI KAISHA,)	
)	
Applicant.)	
)	
)	
KOHLER CO.)	
)	
Opposer,)	Opposition No. 91200146
vs.)	
)	
HONDA GIKEN KOGYO KABUSHIKI KAISHA,)	
)	
Applicant.)	
)	

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

AMENDED NOTICE OF OPPOSITION

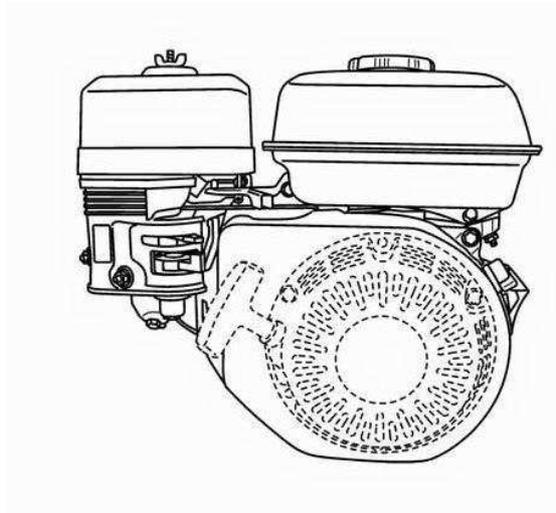
Briggs & Stratton Corporation, a Wisconsin corporation, having its principal place of business at 12301 West Wirth Street, Wauwatosa, WI 53222 (hereinafter “Opposer”), believes that it will be damaged by registration of the Engine Design shown in Application Serial No. 78/924,545 (“the Engine Design”) and hereby opposes same.

The grounds for the opposition are as follows:

(1) Application Serial No. 78/924,545 (hereinafter the “opposed application”) seeks to register as a trademark on the Principal Register the configuration of an engine design shown below

EXHIBIT B

and described as follows: “The mark consists of the configuration of an engine with an overall cubic design, with a slanted fan cover, the fuel tank located above the fan cover on the right, and the air cleaner located to the left of the fuel tank. The air cleaner cover features a cube shape with beveled top outside edges, and a belt-like area on the lower portion of the cover encompassing the entire circumference and the top of the belt-like area is aligned with a rib of the fuel tank. The carburetor cover features four ribs along its outside edge and a receded area where control levers are located. The fuel tank is roughly rectangular. The engine features a beveling that runs around its top circumference.” (hereinafter “Engine Design”):



(2) The opposed application was filed on July 7, 2006, by Applicant Honda Giken Kogyo Kabushiki Kaisha (Honda Motor Co., Ltd.), a corporation organized under the laws of Japan having its principal place of business at No. 1-1, 2-Chome, Minamiaoyama Minato-Ku, Tokyo JAPAN 107-8556, based on a claim of use since 1983 under the Federal Trademark Act, 15 U.S.C. § 1051(a).

(3) On information and belief, the Engine Design as shown and described in the opposed application is not inherently distinctive and has not acquired distinctiveness in accordance with § 2(f) of the Federal Trademark Act, 15 U.S.C. § 1052(f).

(4) On information and belief, the Engine Design as shown and described in the opposed application is functional.

(5) Applicant has for many years, either by written contract, or express or implied consent or acquiescence, permitted several third parties to manufacture and sell engines in the United States with designs that incorporate many or all of the elements of the claimed Engine Design.

(6) On information and belief, Applicant recently redesigned its GX series of horizontal shaft engines, and no longer uses the claimed Engine Design in U.S. commerce.

(7) By the foregoing course of conduct, Applicant has caused the claimed Engine Design to lose all significance as a trademark. As such, Applicant has abandoned the Engine Design as shown and described in the opposed application.

(8) On information and belief, the Engine Design as shown and described in the opposed application is generic.

(9) On information and belief, Applicant has failed to use the Engine Design as shown and described in the opposed application as a trademark or service mark.

(10) For the reasons stated above, Applicant is not lawfully entitled to a registration of the Engine Design as a trademark under the provisions of the Federal Trademark Act, 15 U.S.C. § 1051 *et seq.*

(11) Opposer is a seller of engines and a competitor of Applicant's in the engine field.

(12) For the foregoing reason, Opposer has an interest in this matter and standing to oppose the subject application.

WHEREFORE, Opposer believes that the present opposition should be sustained and registration of the Engine Design as a trademark refused.

BRIGGS & STRATTON CORPORATION

Dated: May 30, 2012

By: /s/ Robert N. Phillips
Robert N. Phillips
Seth B. Herring
Reed Smith LLP
101 Second Street
San Francisco, CA 94105

and

Nina Habib Borders
Reed Smith LLP
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Chicago, IL 60606

Attorneys for Opposer

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

BRIGGS & STRATTON CORPORATION
and KOHLER CO.,

Opposers,

Opposition No. 91200832 (parent)

v.

Opposition No. 91200146

HONDA GIKEN KOGYO KABUSHIKI
KAISHA,

Application Serial No. 78924545

Applicant.

DECLARATION OF DONALD A. DAUGHERTY, ESQ.
[UNREDACTED VERSION FILED UNDER SEAL]

Donald A. Daugherty, Jr., makes the following declaration pursuant to 28 U.S.C. § 1746:

1. I am an attorney with the law firm of Whyte Hirschboeck Dudek S.C., counsel for Kohler Co. ("Defendant") in the above-captioned action. I am licensed to practice law in the State of Wisconsin and have been admitted to appear in this matter before the United States Patent and Trademark Office. I make this Declaration in support of the Opposers' Motion for Leave to File Amended Notices of Opposition.

2. Attached hereto as **Exhibit 1** is a true and correct copy of the 



which was produced to Opposers in black-and-white on April 4, 2012 and in color on May 8, 2012. Additional settlement agreements that are from trade dress lawsuits filed by Honda

against other third-party manufacturers and distributors of horizontal shaft engines and that similarly support Opposers' amended claims were produced in April and May 2012. *

3. Attached hereto as **Exhibit 2** is a true and correct copy of the pages from Applicant Honda Giken Kogyo Kabushiki Kaisha's Responses to Opposers Briggs & Stratton Corporation and Kohler Co.'s First Set of Requests for Admission (Nos. 1-176) dated May 8, 2012 cited in the Motion. *

4. Attached hereto as **Exhibit 3** is a true and correct copy of the pages from Opposers Briggs & Stratton Corporation and Kohler Co.'s First Set of Requests for Admission to Applicant Honda Giken Kohyo Kabushiki Kaisha (1-176) dated April 5, 2012 cited in the Motion. *

5. Attached hereto as **Exhibit 4** is a true and correct copy of the pages from the



*

6. Attached hereto as **Exhibit 5** is a true and correct copy of pages from Honda Engines' website on May 23, 2012 depicting Honda Engines' GX Commercial Series Engines.

7. On May 8, 2012, Opposers asked Honda to stipulate to the amendments proposed in the Motion, but Honda refused on May 11, 2012.

Dated this 30th day of May, 2012.

s/Donald A. Daugherty, Jr.
Donald A. Daugherty, Jr.

*Exhibits have been submitted under seal pursuant to protective order.



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Compare

• GX100



- OHV, 98 cc engine
- Horizontal shaft
- Commercial use

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• GX120



- OHV, 118 cc engine
- Horizontal shaft
- Commercial use

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• GX160



- OHV, 163 cc engine
- Horizontal shaft
- Commercial use

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Compare

• GXV160



- OHV, 163 cc engine
- Vertical shaft
- Commercial use

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Compare

• GX200



- OHV, 196 cc engine
- Horizontal shaft

• GX240



- OHV, 270 cc engine
- Horizontal shaft

EXHIBIT 5

- Commercial use

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- Commercial use

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• **GX270**



- OHV, 270 cc engine
- Horizontal shaft
- Commercial use

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• **GX340**



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Compare

• **GXV340**



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• **GX390**



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• **GXV390**



- OHV, 389 cc engine
- Vertical shaft
- Commercial use

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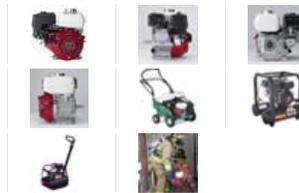
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Quality and performance come standard.

GX120

Completely redesigned for 2011, the new GX120 offers lower noise levels, lower vibration, and lower emissions – without sacrificing power output or performance. And the new GX120 essentially matches the dimensions of the previous model, so no modifications to existing equipment designs are necessary.

COMMON APPLICATIONS

- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Construction / industrial equipment
- Agricultural equipment
- Water pumps

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- Why choose Honda Engines
- Find brands powered by Honda
- Brochures

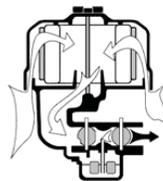
- [Features](#)
- [Specs](#)
- [Performance Curve](#)



GX series engines offer premium features and quality



Precision camshaft design



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer
- High compression ratio for better fuel efficiency

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Ball bearing supported crankshaft for greater stability

EXCEPTIONALLY QUIET

- Even quieter than previous model!
- Large capacity, multi-chamber exhaust system
- Reduced mechanical noise due to light weight, noise-reducing materials
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

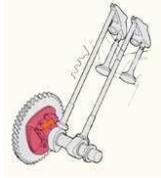
- Oil Alert
- New carburetor chamber coating and carburetor filter help to protect against fuel impurities
- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty



•
Ball bearing supported crankshaft



•
Dual oil drains and fill



•
Automatic mechanical decompression for easier starting

EASY TO USE AND MAINTAIN

- Simple throttle control
- Large fuel tanks
- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Ergonomic, easy to grip recoil rope design
- Automatic mechanical de-compression system

EMISSIONS COMPLIANT

- Lower emissions, same power output!
- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Gear reduction options
- Spark arrester available



- ENGINES
- FIND A DEALER
- PARTS & SUPPORT
- OEM RESOURCES

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- DISPLACEMENT
All
- CRANKSHAFT DIRECTION
All
- USE
All
- STARTING
All
- Total Number of Results: 1

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Quality and performance come standard.

GX160

Completely redesigned for 2011, the new GX160 offers improved fuel economy, lower noise levels, lower vibration, and lower emissions – without sacrificing power output or performance. And the new GX160 essentially matches the dimensions of the previous model, so no modifications to existing equipment designs are necessary.

COMMON APPLICATIONS

- Pressure washers
- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Construction / industrial equipment
- Agricultural equipment
- Water pumps

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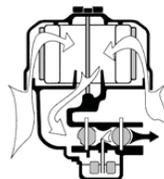
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GX series engines offer premium features and quality



Precision camshaft design



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- New design offers even better fuel economy than before!
- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer
- High compression ratio for better fuel efficiency

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Reduced piston weight and precision balanced crankshaft result in lower engine vibration
- Ball bearing supported crankshaft for greater stability

EXCEPTIONALLY QUIET

- Aluminum push rods reduce both valve clearance and noise level.
- New enhancements to the muffler, breather valve, and case cover reduce noise level
- Reduced mechanical noise due to light weight, noise-reducing materials
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

- Oil Alert | [Learn More](#)
- New carburetor chamber coating and carburetor filter help to protect against fuel impurities



• Ball bearing supported crankshaft

- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty

EASY TO USE AND MAINTAIN

- Simple throttle control
- Large fuel tanks
- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Ergonomic, easy to grip recoil rope design
- Automatic mechanical de-compression system | [Learn More](#)

EMISSIONS COMPLIANT

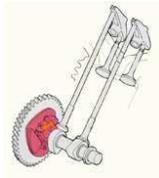
- Lower emissions, higher power output!
- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Low profile versions
- Gear reduction options
- Electric start
- Spark arrester available
- Charge and lamp coils with multiple output options available
- Cyclone Air Cleaner available



• Dual oil drains and fill



• Automatic mechanical decompression for easier starting



• Multiple charging coil options

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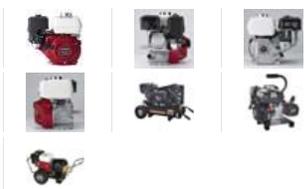
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Quality and performance come standard.

GX200

Completely redesigned for 2011, the new GX200 offers lower noise levels, lower vibration, and lower emissions – without sacrificing power output or performance. And the new GX200 essentially matches the dimensions of the previous model, so no modifications to existing equipment designs are necessary.

COMMON APPLICATIONS

- Pressure washers
- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Construction / industrial equipment
- Agricultural equipment
- Small vehicles
- Water pumps

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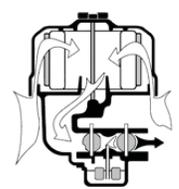
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GX series engines offer premium features and quality



Precision camshaft design



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer
- High compression ratio for better fuel efficiency

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Ball bearing supported crankshaft for greater stability

EXCEPTIONALLY QUIET

- Large capacity, multi-chamber exhaust system
- Reduced mechanical noise due to light weight, noise-reducing materials
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

- Oil Alert
- New carburetor chamber coating and carburetor filter help to protect against fuel impurities
- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty

EASY TO USE AND MAINTAIN



• Ball bearing supported crankshaft

- Simple throttle control
- Large fuel tanks
- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Ergonomic, easy to grip recoil rope design
- Automatic mechanical de-compression system

EMISSIONS COMPLIANT

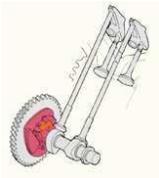
- Lower emissions, same power output!
- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Low profile versions
- Gear reduction options
- Electric start
- Spark arrester available
- Charge and lamp coils with multiple output options available
- Cyclone Air Cleaner available



• Dual oil drains and fill



• Automatic mechanical decompression for easier starting



• Multiple charging coil options



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The Next Generation of GX Engines.

GX240

The GX240 is all new for 2010, featuring more power, quieter performance, lower fuel consumption, and lower emissions. With new features and better performance, the new GX engines establish themselves yet again as the best engines in the business.

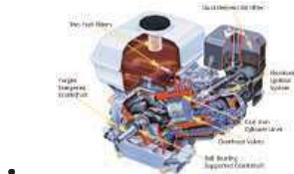
COMMON APPLICATIONS

- Pressure washers
- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Construction / industrial equipment
- Agricultural equipment
- Small vehicles
- Water pumps

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- Find brands powered by Honda
- Brochures

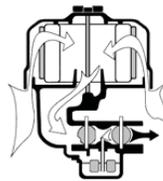
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GX series engines offer premium features and quality.



Digital CDI Ignition Coil



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- Digital CDI ignition system with variable timing | [Learn More](#)
- Increased compression ratio
- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Ball bearing supported crankshaft for greater stability
- Heavy duty balancer shaft
- Improved piston design

EXCEPTIONALLY QUIET

- Large capacity, multi-chamber exhaust system
- Improved camshaft and muffler reduce overall engine noise by up to 5 dB
- Reduced mechanical noise due to piston design
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

- Oil Alert | [Learn More](#)
- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty

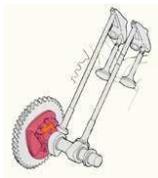
EASY TO USE AND MAINTAIN



• Ball bearing supported crankshaft



• Dual oil drains and fill



• Automatic mechanical decompression for easier starting



• Multiple charging coil options

- Simple throttle control
- Large fuel tanks
- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Automatic mechanical de-compression system | [Learn More](#)
- Variable ignition timing

EMISSIONS COMPLIANT

- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Low profile versions
- Gear reduction options
- Electric start
- Spark arrester available
- Charge and lamp coils with multiple output options available
- Cyclone Air Cleaner available

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The Next Generation of GX Engines.

GX270

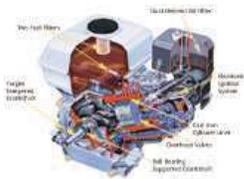
The GX270 is all new for 2010, featuring more power, quieter performance, lower fuel consumption, and lower emissions. With new features and better performance, the new GX engines establish themselves yet again as the best engines in the business.

COMMON APPLICATIONS

- Pressure washers
- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Construction / industrial equipment
- Agricultural equipment
- Small vehicles
- Water pumps

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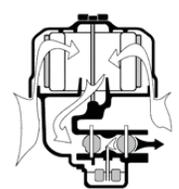
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GX series engines offer premium features and quality



Digital CDI Ignition Coil



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- Digital CDI ignition system with variable timing | [Learn More](#)
- Increased compression ratio
- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Ball bearing supported crankshaft for greater stability
- Heavy duty balancer shaft
- Improved piston design

EXCEPTIONALLY QUIET

- Large capacity, multi-chamber exhaust system
- Improved camshaft and muffler reduce overall engine noise by up to 5 dB
- Reduced mechanical noise due to piston design
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

- Oil Alert | [Learn More](#)
- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty

EASY TO USE AND MAINTAIN

- Simple throttle control
- Large fuel tanks



• Ball bearing supported crankshaft

- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Automatic mechanical de-compression system | [Learn More](#)
- Variable ignition timing

EMISSIONS COMPLIANT

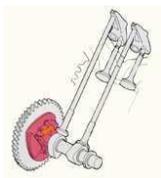
- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Low profile versions
- Gear reduction options
- Electric start
- Spark arrester available
- Charge and lamp coils with multiple output options available
- Cyclone Air Cleaner available



• Dual oil drains and fill



• Automatic mechanical decompression for easier starting



• Multiple charging coil options

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The Next Generation of GX Engines.

GX340

The GX340 is all new for 2010, featuring more power, quieter performance, lower fuel consumption, and lower emissions. With new features and better performance, the new GX engines establish themselves yet again as the best engines in the business.

COMMON APPLICATIONS

- Pressure washers
- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Forestry equipment
- Construction / industrial equipment
- Agricultural equipment
- Small vehicles
- Water pumps

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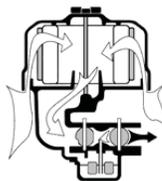
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GX series engines offer premium features and quality.



Digital CDI Ignition Coil



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- Digital CDI ignition system with variable timing | [Learn More](#)
- Increased compression ratio
- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Ball bearing supported crankshaft for greater stability
- Heavy duty balancer shaft
- Improved piston design

EXCEPTIONALLY QUIET

- Large capacity, multi-chamber exhaust system
- Improved camshaft and muffler reduce overall engine noise by up to 5 dB
- Reduced mechanical noise due to piston design
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

- Oil Alert | [Learn More](#)
- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty

EASY TO USE AND MAINTAIN

- Simple throttle control



- Ball bearing supported crankshaft

- Large fuel tanks
- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Automatic mechanical de-compression system | [Learn More](#)
- Variable ignition timing

EMISSIONS COMPLIANT

- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Low profile versions
- Gear reduction options
- Electric start
- Spark arrester available
- Charge and lamp coils with multiple output options available
- Cyclone Air Cleaner available



- Dual oil drains and fill



- Multiple charging coil options

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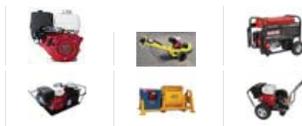
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The Next Generation of GX Engines.

GX390

The GX390 is all new for 2010, featuring more power, quieter performance, lower fuel consumption, and lower emissions. With new features and better performance, the new GX engines establish themselves yet again as the best engines in the business.

COMMON APPLICATIONS

- Pressure washers
- Commercial lawn and garden equipment
- Tillers / cultivators
- Generators
- Forestry equipment
- Construction / industrial equipment
- Agricultural equipment
- Small vehicles
- Water pumps

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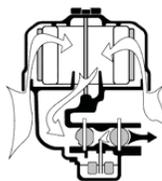
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GX series engines offer premium features and quality.



Digital CDI Ignition Coil



Superior air filtration systems

FUEL EFFICIENT, HIGH OUTPUT OPERATION

- Digital CDI ignition system with variable timing
- Increased compression ratio | [Learn More](#)
- Precision camshaft design offers precise valve timing and optimal valve overlap for better fuel efficiency
- OHV design for increased efficiency and optimal power transfer

SMOOTH PERFORMANCE

- Precision engineered components result in lower vibration
- Ball bearing supported crankshaft for greater stability
- Heavy duty balancer shaft
- Improved piston design

EXCEPTIONALLY QUIET

- Large capacity, multi-chamber exhaust system
- Improved camshaft and muffler reduce overall engine noise by up to 5 dB
- Forged steel crankshaft and rigid crankcase
- Helical cut gears
- Sophisticated air intake system

PROVEN RELIABILITY

- Oil Alert | [Learn More](#)
- Cast iron cylinder sleeve
- High quality materials, fit, and finish
- Dual element air cleaner
- Fuel Valve
- 3-Year Limited Warranty

EASY TO USE AND MAINTAIN

- Simple throttle control
- Large fuel tanks



• Ball bearing supported crankshaft

- Large automotive type fuel cap
- Dual oil drains and fill
- Easy, convenient, heavy duty control box
- Easily accessible spark plug

EASY STARTING

- Heavy duty recoil starter
- Automatic mechanical de-compression system | [Learn More](#)
- Variable ignition timing

EMISSIONS COMPLIANT

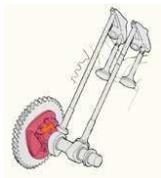
- CARB and EPA certified
- No catalyst necessary

AVAILABLE OPTIONS

- Low profile versions
- Gear reduction options
- Electric start
- Spark arrester available
- Charge and lamp coils with multiple output options available
- Cyclone Air Cleaner available



• Dual oil drains and fill



• Automatic mechanical decompression for easier starting



• Multiple charging coil options

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