

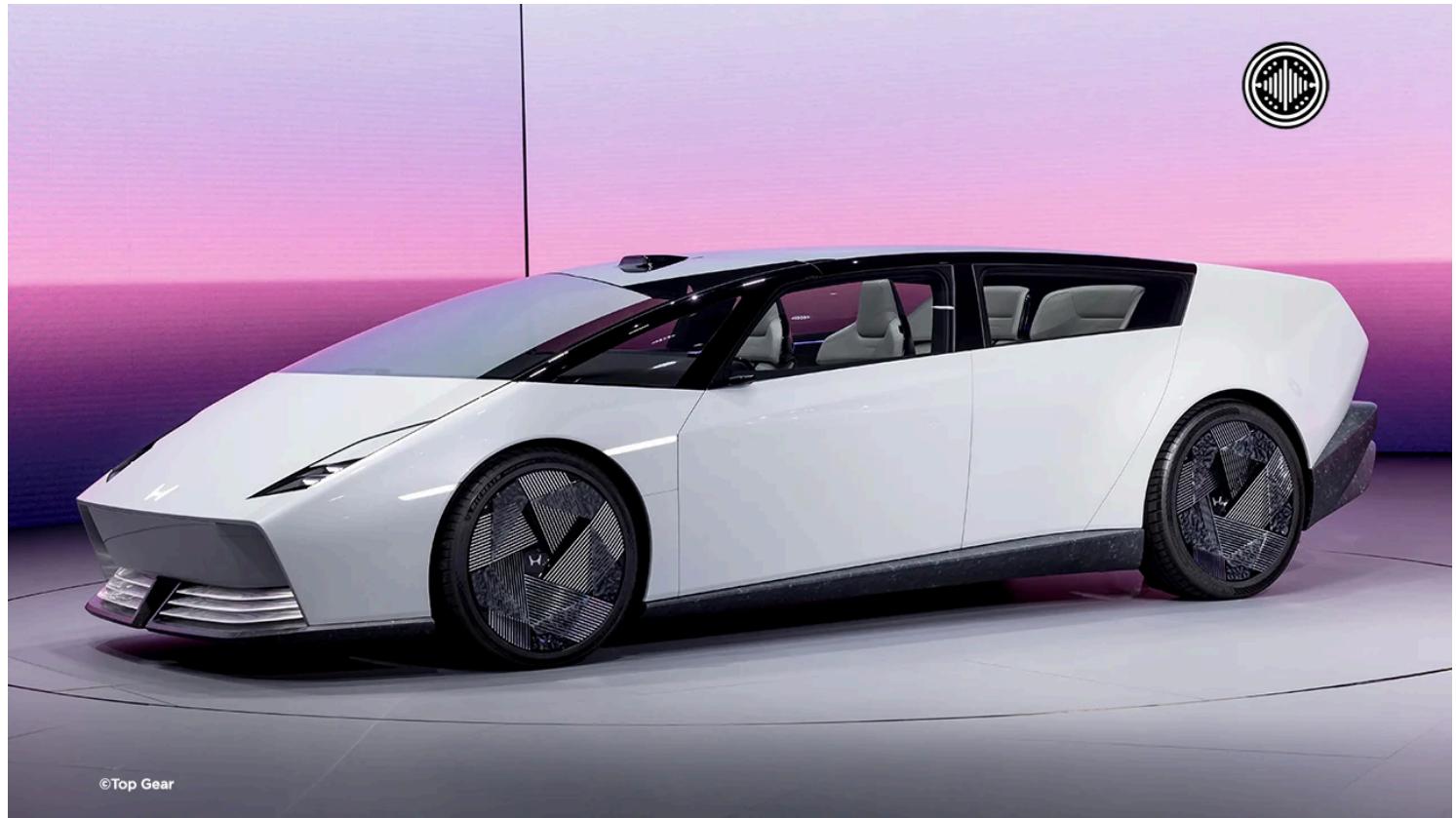
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Honda's O Series EVs Coming to Australia in 2027

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Honda Australia has confirmed plans to introduce its Honda O Series electric vehicle range locally in 2027, following the launch of its first fully electric model in the second half of 2026. This marks a major expansion of the brand's electric vehicle presence in the Australian market.

Unveiled at CES 2024, the O Series includes two concept models: the Saloon and an SUV. These vehicles embody Honda's new "Thin, Light, and Wise" design philosophy, featuring

aerodynamic styling, lightweight architecture, and a software-first engineering approach aimed at redefining electric mobility.

Automotive Director Robert Thorp confirmed that Honda Australia is actively evaluating the entire O Series and intends to bring the line-up to local buyers. CEO Jay Joseph emphasised that the final production models will closely reflect the styling and engineering direction showcased in the CES concept vehicles. He referenced the evolution of the Saloon concept and a near-production SUV prototype as strong indicators of the final product design.

Honda Australia is aware of increasing competition from lower-cost Chinese EV brands. However, Joseph stressed that Honda's long-established reputation for quality, innovation, and after-sales support remains a key advantage. He noted that buyers in Australia gravitate toward standout features and premium design and maintaining competitiveness in these areas is essential.

The first Honda EV is expected in Australia in late 2026, likely based on an existing global production model such as the e:Ny1 SUV, which is already sold in other markets.

Globally, Honda plans to launch the O Series starting in North America in early 2026, with the O SUV scheduled to lead the rollout. The O Saloon is expected to follow later in the year. Other models based on the same platform will expand the range through to 2030.

These vehicles will feature Honda's new ASIMO OS a proprietary operating system aimed at enabling Level 3 automated driving, personalized user experiences, and over-the-air updates. Honda is positioning its first EVs from the O Series as pioneers of intelligent, human-centric mobility infused with next-generation software and hardware integration.

The rollout of the O Series represents a major milestone in Honda's global electrification strategy, with plans to offer seven body variants by 2030, including sedans and SUVs of various sizes. This move supports the company's broader ambition to transition to 100% electric models by 2040 in key markets.

In summary, Honda's local EV roadmap now includes a late-2026 debut of its first electric vehicle in Australia, followed by the arrival of the futuristic O Series lineup in 2027. With its bold design, lightweight engineering, in-house operating system, and automated driving system, the O Series signals a new era for Honda's approach to mobility, one that leans heavily on technology and customer-centric innovation.