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Among their current special offers are the Civic LX 2 Door, Civic Hybrid, Accord LX 4CYL,

Odyssey EX and PILOT EX 4WD, all at reasonable prices. A wide range of pre-owned vehicles are also available.

All the vehicles that Honda of Pasadena can also be found at their website www.HONDA-AOPPASADENA.com with all the information you may need about the cars. Their Internet department can be reached at (626) 683-5888.

Honda of Pasadena is located at 1965 E. Foothill Blvd., Pasadena CA. For immediate assistance, please feel free to contact Manny

Martinez, President of Honda of Pasadena, at 626.683-5888 or your Filipino Sales Manager, Basilio Cruz. You can also ask for one of the Filipino salespeople who are always ready to lend a hand to their kababayans: Juanito Enrera and Edwin Punsal.

Honda of Pasadena's Sales Department hours is open from 9am-10pm, Mondays to Saturdays; and 10am-8pm on Sundays. The Service and Parts office is open from 7am-2am, Mondays to Fridays; and 7am-5pm on Saturdays.

(Advertising Supplement)

Honda considering investing in Pioneer, sources say

by NOBUHIRO KUBO
Reuters



TOKYO—Honda Motor Co (7267.T) is finalizing plans to invest tens of millions of dollars in Pioneer Corp (6773.T) to help rebuild the struggling electronics maker, a company source said last April 23.

Pioneer shares jumped 7.5 percent last April 23, taking its gains to more than a quarter since sources said last April 21 it may seek government help. Honda shares rose 1.7 percent.

A Honda spokeswoman said her firm had been approached by Pioneer, a loss-making electronics maker withdrawing from its TV operations and focusing resources on the auto electronics business, but declined to elaborate further.

The move will help cash-strapped Pioneer shore up its capital and strengthen ties with Japan's second-largest automaker.

"This is very positive. They've had a lot of trade with each other in the past and to have Honda openly backing them up like this should be good," Chibagin Asset Management fund manager Hiroaki Osakabe said.

For Honda, an investment is expected by analysts to give it access to Pioneer's car navigation and other auto electronics-related technologies at a time when an increasing number of microchips and other electronics components go into cars.

"Several billion yen is not exactly a big amount of money for Honda although it is facing a tough business environment," said an auto analyst, who declined to be named.

"Also, auto makers cannot do everything in-house when it comes to auto electronics. So, this might be a good opportunity for Honda."

The Nikkei business daily said if Honda bought common stock, the automaker could become a major shareholder with a stake of around 5 percent.

A Pioneer spokesman said his firm has been in talks with various companies and financial institutions on ways to restore its financial health but declined to give further details.

Home and car electronics were two main earnings pillars at Pioneer, but in recent years, its home electronics unit has been in the red, hit by fierce competition with larger and more cost-efficient rivals such as Samsung Electronics (005930.KS).

The Tokyo-based company, owned 14 percent by Sharp Corp (6753.T), is set for a fifth straight annual loss for the just-ended year to March 31.

Two sources close to the matter said that Pioneer is considering applying for state funds available to companies hit by the global financial crisis. The Nikkei has reported the government would inject 30 billion yen. (\$1=98.30 Yen)

California adopts landmark low-carbon fuel rule

SACRAMENTO, CA—California last April 23 adopted a first-ever rule to slash carbon emissions in automotive fuels, and spur the market for cleaner gasoline alternatives, after a last-ditch appeal to ethanol advocates who fought the plan.

The low-carbon fuel standard approved by the state's influential air-quality regulators was hailed by backers as an historic initiative that the rest of the United States and other countries were likely to emulate.

It marks the first attempt by government anywhere in the world to subject transportation fuels—as opposed to the cars and trucks they power—to limits on their potential for releasing greenhouse gases blamed for global warming.

The measure, if it works as designed, will hasten the transformation of vehicles and the supporting transportation network built for

more than a century around refined petroleum products and the internal combustion engine.

"California's first-in-the world low-carbon fuel standard will not only reduce global warming pollution, it will reward innovation, expand consumer choice and encourage the private investment we need to transform our energy infrastructure," Gov. Arnold Schwarzenegger said in a statement.

Schwarzenegger prompted work on a low-carbon fuel standard when he called for such a measure in a 2007 executive order.

Transportation alone accounts for a third of the nation's greenhouse gas emissions, and 40 percent in California, which ranks as the leading automobile market in the United States.

At least 11 other states are weighing similar rules, and President Barack Obama has called for a nationwide low-carbon fuel

standard to help meet his goal of cutting greenhouse gas emissions more than 80 percent by mid-century.

But ethanol industry executives and other critics say the measure contains a built-in bias against bio-fuels—especially those made from corn—that will undermine regulators' aims of helping abate climate change and reduce the nation's dependence on foreign oil.

The heart of the rule is a new standard requiring refineries, producers and importers of motor fuels sold in California to reduce the "carbon intensity" of their products by 10 percent by 2020, with greater cuts thereafter.

Fuel suppliers can achieve those targets by reducing the carbon content of their own products, buying and reselling cleaner-burning fuels from others or by purchasing carbon credits as offsets.

The rule is supposed to lower

California's carbon emissions by 16 million metric tons over the next decade, and replace 20 percent of the state's fossil fuels with cleaner options, such as electricity, hydrogen, natural gas and biofuels.

The measure thus creates a market for alternative fuels insulated from the volatility of petroleum prices and lets the market decide which new fuels will thrive commercially.

California's plan also takes a sweeping "cradle-to-grave" approach to cutting the carbon footprint of fuels by accounting for direct tailpipe emissions and indirect impacts associated with a fuel's overall "pathway" from production to combustion.

In the case of grain-based ethanol, the measure factors in the carbon consequences of plowing up grasslands or clearing forests for large-scale corn or sugar cane cultivation. (Reuters)

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