# Honda unveils ambitious plans for electric mobility at CES 2025



Honda Motor Co., Ltd. has officially unveiled its ambitious plans for the future of electric mobility at the 2025 Consumer Electronics Show (CES) in Las Vegas. The spotlight was on the debut of two innovative prototypes, the Honda 0 SUV and the Honda 0 Saloon, models that will pioneer Honda's new 0 Series of battery electric vehicles (BEVs). Both prototypes are set to go into production in 2026, with initial launches in North America followed by global markets, including Japan and Europe.

The Honda 0 SUV aims to provide an efficient and spacious driving experience through its newly developed dedicated EV architecture, described as adhering to the "Thin, Light, and Wise" ethos. The SUV is designed to enhance cabin space while enabling excellent visibility and flexibility for occupants. Complementing its spacious interior, the SUV features advanced technologies, including the innovative ASIMO OS, Honda’s proprietary operating system that allows for ultra-personal optimisation and intuitive control of various vehicle systems.

Meanwhile, the Honda 0 Saloon stands out as the flagship model, boasting a sleek, sporty design complemented by an unexpectedly generous interior space. Equipped with Level 3 automated driving capabilities, the Saloon aims to provide a unique mobility experience that effortlessly adapts to user preferences. The ASIMO OS, which draws on Honda's legacy of robotics, facilitates real-time personalisation of driving experiences, ensuring that users receive tailored vehicle interactions.

Honda also outlined their partnership with Renesas Electronics Corporation, announcing an agreement to develop an advanced high-performance system-on-chip (SoC) intended for use in future 0 Series models. This SoC, scheduled for deployment in models arriving in the late 2020s, aims to deliver unprecedented AI performance while optimising power efficiency. The collaboration marks a significant step toward integrating advanced semiconductor technology into the Honda 0 Series, enhancing the overall mobility experience.

The Honda engineering team highlighted the importance of sustainable solutions, announcing plans for the creation of an expansive charging network as part of the IONNA initiative, a collaboration among eight automakers aimed at establishing at least 30,000 high-quality charging stations in North America by 2030. By adopting the North American Charging Standard (NACS), Honda is poised to ensure access to over 100,000 charging stations, further facilitating the widespread adoption of EVs.

Honda is also launching the Honda Smart Charge initiative, designed to manage home energy use efficiently, allowing EV owners to charge during low-cost and renewable energy periods while enabling vehicle batteries to discharge energy back to the grid during peak demand times. This concept aims to turn Honda 0 Series vehicles into virtual power plants (VPPs), promoting energy savings and potentially generating income for vehicle owners.

Honda's innovative approach is underpinned by robust battery management technologies that minimise degradation, paving the way for long-term sustainability in energy use alongside electric mobility. The company’s mission reflects a commitment to achieving carbon neutrality by integrating electric vehicles within a renewable energy framework.

With an eye on the future, Honda is setting a new benchmark in the electric vehicle landscape, drawing on the synergies between robotics, artificial intelligence, and sustainable design principles. The expected introduction of the Honda 0 Series marks a significant transformative step in electric mobility, with Honda positioning itself as a leader in the journey toward a smarter and greener automotive world.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://0.honda/en/topics/20250107/> - Corroborates the debut of Honda 0 SUV and Honda 0 Saloon prototypes at CES 2025 and the introduction of ASIMO OS.
* <https://www.prnewswire.com/news-releases/honda-0-saloon-and-honda-0-suv-prototypes-make-global-debut-at-ces-honda-announces-new-asimo-operating-system-302344999.html> - Supports the information about the prototypes, production plans, and the features of the ASIMO OS.
* <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - Provides details on the design, features, and technologies of the Honda 0 SUV and Honda 0 Saloon prototypes.
* <https://0.honda/en/topics/20250107/> - Confirms the partnership with Renesas Electronics Corporation for developing a high-performance system-on-chip (SoC) for future 0 Series models.
* <https://www.prnewswire.com/news-releases/honda-0-saloon-and-honda-0-suv-prototypes-make-global-debut-at-ces-honda-announces-new-asimo-operating-system-302344999.html> - Details the advanced technologies, including Level 3 automated driving and the ASIMO OS, in the Honda 0 Series models.
* <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - Explains the 'Thin, Light, and Wise' ethos and the design of the Honda 0 SUV and Honda 0 Saloon.
* <https://0.honda/en/topics/20250107/> - Mentions the production plans for the Honda 0 Series models in North America and global markets.
* <https://www.prnewswire.com/news-releases/honda-0-saloon-and-honda-0-suv-prototypes-make-global-debut-at-ces-honda-announces-new-asimo-operating-system-302344999.html> - Discusses the integration of advanced semiconductor technology and the role of ASIMO OS in personalizing the driving experience.
* <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - Highlights the innovative features and technologies, including automated driving and ultra-personal optimization, in the Honda 0 Series.
* <https://0.honda/en/topics/20250107/> - Outlines Honda's initiatives in energy services, including the Home Energy Management System.
* <https://www.prnewswire.com/news-releases/honda-0-saloon-and-honda-0-suv-prototypes-make-global-debut-at-ces-honda-announces-new-asimo-operating-system-302344999.html> - Details Honda's commitment to sustainable solutions and the creation of an expansive charging network.
* <https://www.automotiveworld.com/news-releases/honda-0-saloon-and-honda-0-suv-prototypes-make-global-debut-at-ces-honda-announces-new-asimo-operating-system/> - Please view link - unable to able to access data