# Honda unveils innovative vehicles at CES 2025



At the Consumer Electronics Show (CES) 2025 in Las Vegas, Honda Motor Co., Ltd. unveiled two innovative prototype vehicles – the Honda 0 Saloon and the Honda 0 SUV – scheduled for market introduction in 2026. These models represent the first entries in Honda's new Honda 0 Series, which is set to feature advanced electric vehicle (EV) technology, including the company’s original vehicle operating system, the ASIMO OS.

The Honda 0 Saloon, a sophisticated EV saloon prototype, builds upon the styling and design of the concept introduced at CES 2024. It combines a sporty aesthetic with an unexpectedly spacious interior, which Honda claims enhances the driver and passenger experience. The model will be underpinned by a newly developed dedicated electric vehicle architecture, reflecting Honda's “Thin, Light and Wise” ethos. Noteworthy features include Level 3 automated driving technology, which Honda is claiming to be the first of its kind in practical use. These advancements allow for "ultra-personal optimization", where the mobility experience can be tailored specifically to individual users through the ASIMO OS.

The Honda 0 SUV, on the other hand, draws from the Space-Hub concept revealed at the previous CES event and is designed as a mid-size EV SUV. It emphasises roomy interiors and a versatile cabin designed to cater to the needs of modern drivers. Similar to the Saloon, the SUV embraces the “Thin, Light and Wise” approach, boasting advanced technologies that promise to enhance the driving experience. This includes the integration of high-precision sensors to improve stability and driving dynamics across varied road conditions.

Central to both models is the ASIMO operating system, named after Honda's renowned humanoid robot, ASIMO. The platform not only manages standard vehicle operations but also integrates advanced automation and personalised user experiences through over-the-air (OTA) software updates after the vehicle purchase. This continuous updating capability ensures that owners can benefit from the latest technological advancements and customised experiences throughout the lifespan of the vehicle.

The safety and performance of these EVs are underpinned by Honda's lengthy history in robotics and AI technology. Honda has made significant strides in automated driving, having introduced Level 3 automated driving technology in 2021, which allows drivers to engage in secondary tasks while on the road. This pivot toward more autonomous features is part of Honda's commitment to achieving zero collision fatalities in the future.

In an announcement during the CES event, Honda also disclosed a strategic partnership with Renesas Electronics Corporation to create a high-performance System-on-Chip (SoC) aimed at enhancing the capabilities of future software-defined vehicles. This SoC will integrate multiple electronic control units (ECUs) into a single core unit to streamline the management of key vehicle functions, ranging from automated driving systems to powertrain controls while maintaining optimal power efficiency.

The collaboration leverages multi-die chiplet technology to combine existing semiconductor solutions with Honda’s proprietary AI technologies, aiming to deliver significant advancements in AI performance while keeping power consumption minimal. This performance is expected to empower the functionality required for Honda’s upcoming automated driving features.

Lastly, Honda aims to promote sustainable mobility through its 0 Series, outlining initiatives for a comprehensive charging network in North America, including a joint venture with multiple automotive manufacturers named IONNA. This network is projected to feature at least 30,000 high-quality charging stations by 2030, enhancing the accessibility and convenience of EV ownership.

Honda’s plans for the Honda 0 Series signal a significant transformation in the automotive industry, showcasing a commitment to pioneering technologies that seek to redefine driving experiences while aligning with broader sustainability goals. Production models of both the Honda 0 Saloon and Honda 0 SUV will first launch in North America before reaching global markets, including Japan and Europe, in 2026.

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

## Bibliography

1. <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - This link corroborates the unveiling of the Honda 0 Saloon and Honda 0 SUV prototypes at CES 2025, including details on their design, automated driving technologies, and the ASIMO OS.
2. <https://global.honda/en/newsroom/news/2024/c241009eng.html> - This link supports the information on the 'Thin, Light, and Wise' development approach of the Honda 0 Series, including the use of Megacasting and 3D friction stir welding, and the integration of Level 3 automated driving technology.
3. <https://global.honda/en/newsroom/news/2024/c241009eng.html> - This link provides details on the battery management and thermal management technologies, as well as the goal to limit battery capacity degradation to less than 10% after 10 years.
4. <https://www.ev.guide/post/honda-announces-0-zero-series-evs-first-model-on-sale-in-2026> - This link confirms the introduction of the Honda 0 Saloon and Space-Hub concepts at CES, the 'Thin, Light, and Wise' ethos, and the planned launch in North America in 2026.
5. <https://www.ev.guide/post/honda-announces-0-zero-series-evs-first-model-on-sale-in-2026> - This link describes the design and features of the Honda 0 Saloon, including its wedge-shaped styling, gull-wing doors, and the 'man maximum/machine minimum' packaging concept.
6. <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - This link supports the information on the strategic partnership with Renesas Electronics Corporation to develop a high-performance System-on-Chip (SoC) for future software-defined vehicles.
7. <https://global.honda/en/newsroom/news/2024/c241009eng.html> - This link details Honda's commitment to automated driving, including the introduction of Level 3 automated driving technology and its integration into the Honda 0 Series.
8. <https://www.ev.guide/post/honda-announces-0-zero-series-evs-first-model-on-sale-in-2026> - This link explains the role of the ASIMO OS in managing vehicle operations and integrating advanced automation and personalized user experiences through OTA updates.
9. <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - This link corroborates Honda's plans for a comprehensive charging network in North America, including the joint venture IONNA, and the goal of at least 30,000 high-quality charging stations by 2030.
10. <https://global.honda/en/newsroom/news/2024/c241009eng.html> - This link provides additional details on the active aerodynamic system, thermal management, and the human-centric temperature sensitivity index to minimize energy consumption.
11. <https://www.ev.guide/post/honda-announces-0-zero-series-evs-first-model-on-sale-in-2026> - This link confirms the production and market launch plans for the Honda 0 Saloon and Honda 0 SUV, starting in North America in 2026 and expanding to global markets.
12. <https://www.passionateinmarketing.com/honda-presents-world-premiere-of-honda-0-saloon-and-honda-0-suv-prototypes-at-ces-2025/> - Please view link - unable to able to access data
13. <https://www.wnie.online/honda-and-renesas-sign-agreement-to-develop-high-performance-soc-for-software-defined-vehicles/> - Please view link - unable to able to access data