

2012 Digital FactBook

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Overview

Honda has long viewed itself as a mobility company, focused on creating new value for its customers and society through innovations developed from the initiative and original thinking of Honda associates around the world. The willingness to pursue new dreams for the customer, which Honda expresses as “The Power of Dreams,” has been at the core of the company’s success and comes not only from new ideas but also from the determination of Honda associates to make these ideas come true for the customer. By creating new value for its customers — and by focusing on areas of critical social concern, such as the environment — Honda hopes to gain recognition throughout the world as a company that society wants to exist.

Global Sales

Honda sold nearly 25 million products in 2011 through its three product lines: Honda and Acura automobiles, Honda motorcycles (including ATVs and personal watercraft) and Honda power equipment products. The company continues to expand its presence in global markets through all three product lines. This includes the introduction of new products designed specifically for local customers, such as the all-new BRIO small car for customers in India and Thailand, and the Wave110i AT (a Cub-type motorcycle) for customers in Vietnam. Looking forward, Honda will expand its product offerings to meet local customer demand. In China, for example, the company will introduce three new hybrid models — the Fit Hybrid, CR-Z and Insight — along with the Crosstour and Acura ZDX, in addition to the first mass-production model from LI-NIAN, the proprietary automobile brand from joint-venture company Guangzhou Honda, the LI-NIAN S1 Sedan. Continued maturation of Honda’s regional R&D, manufacturing and sales capabilities will further advance the company’s ability to reach new customers and to create innovative products tailored to the unique needs of customers in each region.

Six-Region Global Structure

Speed, flexibility and efficiency are key attributes of Honda’s global organization — strengths gained from the company’s six-region global structure, including Japan, North America, South America, Europe/Middle East/Africa, Asia/Oceania and China. Based upon Honda’s core philosophy of producing products close to the customer, the company has major production operations in each of the six regions. Management based in each region has the autonomy to make decisions based on local customer and community needs; but, with a global viewpoint, each region also works in a complementary way — creating a true global network that supports the needs of Honda customers worldwide. Honda is able to achieve a heightened level of speed and flexibility in meeting its customers’ needs through the efficient exchange of products and components and the expertise of Honda associates across its worldwide operations.

Manufacturing Flexibility

In the pursuit of its “Green Factory” concept, which aims at more efficient and environmentally responsible manufacturing operations, Honda continues to innovate its global production capabilities to meet the needs of its customers with greater efficiency and speed. Through the deployment of its flexible manufacturing system in plants worldwide, Honda has the ability to quickly and efficiently shift production within individual plants and between plants, both regionally and globally, based on changes in market demand. Honda is pursuing further innovation in the manufacturing of fuel-efficient automobiles with the establishment of a new plant in the Yorii prefecture of Japan. The new Yorii plant is slated for completion in 2013, when it will begin serving as the global “leader plant” for the creation and dissemination of state-of-the-art new production technologies aimed at improving Honda’s global manufacturing efficiency and flexibility.

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Worldwide Operations

Environmental Challenge

Honda has long been at the vanguard of the automobile industry's efforts to improve fuel efficiency and reduce vehicle emissions. Its historic efforts at developing and deploying advanced technologies include the first vehicle to meet U.S. Clean Air Act standards without the use of a catalytic converter (Civic CVCC), America's first mass-produced gas-electric hybrid car (Insight), and the world's first government-certified hydrogen fuel cell vehicle (FCX).

Today, Honda is accelerating its efforts to reduce CO₂ emissions that contribute to global climate change through a portfolio approach to new technology development that includes more fuel-efficient gasoline engines, gas-electric hybrids, natural gas and battery electric vehicles, plug-in hybrids and fuel cell electric vehicles.

In July 2011, having achieved its 2010 targets for a 10 percent reduction in CO₂ emissions from its automobile, motorcycle and power equipment products (from 2000 levels), Honda announced a new voluntary target to reduce CO₂ emissions from its products by 30 percent (from 2000 levels) by 2020.

On the hybrid vehicle front, Honda has five hybrid models — the Insight, the world's most affordable hybrid car; the CR-Z sporty hybrid coupe; the Fit Hybrid; the Civic Hybrid, the first Honda hybrid to utilize more compact and efficient lithium-ion battery technology; and the Acura ILX Hybrid, Acura's first hybrid vehicle.

In 2012, Honda also unveiled its new "Earth Dreams Technology" consisting of new engine, transmission and hybrid systems designed to greatly enhance performance and fuel efficiency for the enjoyment of its customers. The all-new 2013 features the first application of "Earth Dreams" engines in North America, including a new direct-injected 4-cylinder engine and continuously variable transmission (CVT), a more fuel efficient V-6, and new Honda two-motor hybrid system.

In November 2011, in the further advancement of Honda electric vehicle technology program, the company unveiled a production version of the all-new Fit EV battery electric vehicle, followed in January 2012 by the announcement of a new Accord plug-in hybrid vehicle featuring Honda's new dual-motor hybrid system. Leasing of the FIT EV to customers in Southern California and Oregon began in July 2012. Plug-in hybrid and hybrid versions of the all-new Accord will be launched in 2013.

Honda is advancing not only vehicle technology but also alternative energy production and distribution systems, such as Honda thin-film solar cells, developed, manufactured and marketed for commercial and residential use by Honda subsidiary Soltec. In Japan in 2012, Honda unveiled a demonstration test of its Honda Smart Home System (HSHS) consisting of a household cogeneration unit, photovoltaic system, home battery unit, hot-water supply system and Smart e MIX Manager (SeMM), all integrated with Honda electric mobility (automobile and motorscooter) technology. Through the development of HSHS, Honda aims to release products that cut household emissions in half (from 2000 levels) by 2015. The company is also operating an experimental Honda Solar Hydrogen Station that envisions a future of home-based hydrogen reformation and refueling using electricity from Honda's own solar cells.

In the realm of fuel cell electric vehicles, which Honda considers to be the ultimate solution for clean and sustainable personal mobility, Honda continues to break through both technological and market barriers. In 2002, Honda became the world's first automaker to market a fuel cell vehicle certified by the U.S. EPA and the state of California. And in 2004, Honda introduced an FCX with the breakthrough ability to start and operate in sub-zero temperatures. In November 2007, the company introduced the FCX Clarity, a next-generation fuel cell electric, which it began leasing to selected customers in Southern California in July 2008.

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Worldwide Operations

The environmental challenge does not apply only to automobiles. For two-wheeled vehicles, Honda produces 4-stroke engines for all mass-production motorcycles and is advancing new technologies to further reduce emissions and improve fuel economy, including electronic fuel injection (PGM-FI). Honda was the first company with an entire lineup of high-performance outboard marine engines that met the U.S. EPA's stringent 2006 exhaust emission standards. In December 2010, Honda started lease sales of its EV-neo electric scooter with lithium-ion batteries to customers in Japan.

Beyond the products it produces, Honda also is working to reduce the environmental impact of its business operations — from the facilities that develop Honda products and the factories that manufacture them, to the systems by which Honda products and parts are transported. These efforts are broad ranging and involve associates in virtually every aspect of the company's operations. Milestone achievements in this area include the first automobile factory in North America to utilize waterborne body paint and the first to operate with zero waste to landfills. As of April 1, 2011, 10 of 14 Honda plants operating in the region are sending no waste to landfills. The remaining four plants are "virtually zero" waste-to-landfill, and total landfill waste has been cut to less than one-half of one percent of all waste associated with manufacturing operations in North America.

Road Safety

Honda has a well-established history of leadership in the development and application of advanced safety technologies and the real-world safety performance of all its products. Honda is continuing its efforts to further enhance safety for all road users — including drivers and passengers of small and large vehicles, motorcycle riders and pedestrians — through advanced testing activity and new developments in safety technology and vehicle design.

Honda is also a leader in the development of advanced safety research and testing capabilities. In 2000, Honda opened a state-of-the-art indoor vehicle-to-vehicle crash safety testing facility in Tochigi, Japan. The facility has played a key role in the development of many crash safety improvements. In 2003, Honda R&D Americas opened a 78,000-square-foot Advanced Safety Research laboratory at its Ohio Center for new vehicle development. The laboratory features one of the world's most sophisticated high-resolution crash barriers and the world's first pitching crash simulator.

In its efforts to improve safety for all road users, Honda is expanding the use of features designed to mitigate injuries to pedestrians in a collision with an automobile, such as collapsible hood hinges and breakaway windshield wiper pivots. These features are already in use in millions of Honda vehicles worldwide. Further, Honda independently developed the POLAR II pedestrian crash test dummy to assist in this research effort. Honda has made POLAR II available to government and other organizations in the U.S., Japan and Europe in the cooperative effort to advance pedestrian protection. In 2008, the company introduced its new POLAR III dummy with the aim of reducing lower back and upper leg injuries common in vehicle-pedestrian collisions.

Through its research, the company also is endeavoring to meet new, more stringent crash safety protocols, including the Insurance Institute for Highway Safety's (IIHS) rigorous new small offset frontal crash test. The 2012 Acura TL was one of only two vehicles to earn a Good rating in the first round of testing involving 11 luxury and near-luxury models.

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Worldwide Operations

Innovations in Mobility

Honda is challenging itself to create advanced technologies that enhance human mobility and bring new value to the lives of people. This involves extensive R&D focus not only on improving existing product lines, but also on exploring new areas of mobility.

Honda has independently developed the HondaJet, an advanced light jet with a revolutionary design that is setting new standards for performance, quality and comfort in the light jet class. Honda Aircraft Company began sales of HondaJet in October 2006 and is targeting the start of customer deliveries in 2013. Further development, testing and production of the HondaJet is taking place at a new 500,000-square-foot headquarters, R&D and production facility in Greensboro, N.C. The company has also formed a joint venture with General Electric Co., GE-Honda Aero, Inc., to bring the GE Honda HF120 turbofan jet engine to market, with production to take place at a new Honda manufacturing facility in Burlington, N.C.

Honda engineers created ASIMO (Advanced Step in Innovative MObility) to someday help people with limited mobility. More than 10 years after its initial introduction, ASIMO remains the world's most advanced humanoid robot, with the ability to run, walk forward and backward, climb stairs, turn smoothly without pausing, and maintain balance. The latest version of ASIMO incorporates a series of major advancements including the ability to run at speeds of more than 5 mph, avoid oncoming people's movements, share tasks with other ASIMO robots, and automatically charge its battery.

Honda also has developed other prototype products from its research into human walking and robotics, including the Stride Management Assist and Bodyweight Support Assist walking devices, and UNI-CUB and U3-X compact personal mobility devices — all designed to support the advancement of human mobility through technological innovation.

Worldwide Operations

Worldwide Sales Network

Region	Country	Company	Products	Began Sales
North America	U.S.A.	American Honda Motor Co., Inc.	Automobiles, Motorcycles, Power Products	1959
		Honda Aircraft Company, Inc.	Jet Aircraft	2006*
		Honda Aero, Inc.	Jet Engines	2004
	Canada	Honda Canada Inc.	Automobiles, Motorcycles, Power Products	1969
	Mexico	Honda de Mexico, S.A. de C.V.	Automobiles, Motorcycles, Power Products	1985
South America	Peru	Honda del Peru S.A.	Automobiles, Motorcycles	1974
	Brazil	Moto Honda da Amazonia Ltda.	Motorcycles, Power Products	1975
		Honda Automoveis do Brasil Ltda.	Automobiles	1997
	Argentina	Honda Motor de Argentina S.A.	Automobiles, Motorcycles, Power Products	1978
	Venezuela	Honda de Venezuela C.A.	Motorcycles, Power Products	1983
	Chile	Honda Motor de Chile S.A.	Automobiles, Motorcycles, Power Products	1999
Japan	Japan	Honda Motor Co., Ltd.	Automobiles, Motorcycles, Power Products	1948
Europe/ Middle East/ Africa	Austria	Honda Austria G.m.b.H.	Automobiles, Motorcycles, Power Products	1982
	Belgium	Honda Belgium N.V.	Automobiles, Motorcycles, Power Products	1962
	Czech Republic	Honda Czech Republic Ltd.	Automobiles, Motorcycles	1993
	France	Honda Motor Europe (South) S.A.	Automobiles, Motorcycles	1964
		Honda Europe Power Equipment S.A.	Power Products	1985
	Germany	Honda Motor Europe (North) G.m.b.H.	Automobiles, Motorcycles, Power Products	1961
	Hungary	Honda Hungary KFT	Automobiles	1993
	Italy	Honda Automobili Italia S.p.A.	Automobiles	1990
		Honda Italia Industriale S.p.A.	Motorcycles, Power Products	1971
	Netherlands	Honda Nederland B.V.	Automobiles, Motorcycles, Power Products	1985
	Poland	Honda Poland Ltd.	Automobiles	1992
	Portugal	Honda Automovel de Portugal, S.A.	Automobiles	1989
		Honda Motor de Portugal, S.A.	Motorcycles	1986
		Honda Productos de Forca Portugal, S.A.	Power Products	1992
	Russia	Honda Motor RUS LLC	Automobiles, Motorcycles, Power Products	2004
	Slovakia	Honda Slovakia, Spol., S.R.O.	Automobiles, Motorcycles, Power Products	1994
	Spain	Honda Automoviles Espa~na, S.A.	Automobiles	1988
		Montesa Honda S.A.	Motorcycles	1980
	Sweden	Honda Nordic AB	Automobiles	1974
		Honda Power Equipment Sweden AB	Power Products	1992
		Honda (Suisse) S.A.	Motorcycles, Power Products	1974
	Switzerland	Honda Automobiles (Suisse) S.A.	Automobiles	1974
		Honda Motor Europe Ltd. (U.K. Division)	Automobiles, Motorcycles, Power Products	1965
	Turkey	Honda Turkiye A.S.	Automobiles, Motorcycles	1992
	Nigeria	Honda Mfg. (Nigeria) Ltd.	Motorcycles, Power Products	1981
	South Africa	Honda South Africa Ltd.	Automobiles, Motorcycles, Power Products	2000

* First product delivery in 2013.

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Worldwide Operations

Worldwide Sales Network

Region	Country	Company	Products	Began Sales
Asia/Oceania	India	Honda Sael Power Products, Ltd.	Power Products	1988
		Honda Cars India, Ltd.	Automobiles	1997
		Honda Motorcycle & Scooter India (Private) Ltd.	Motorcycles	2001
	Indonesia	P.T. Astra Honda Motor	Motorcycles	2000
		P.T. Honda Prospect Motor	Automobiles	1977
	Malaysia	Honda Malaysia Sdn. Bhd.	Automobiles	2000
	Philippines	Honda Philippines, Inc.	Motorcycles, Power Products	1973
		Honda Cars Philippines, Inc.	Automobiles	1990
	Pakistan	Honda Atlas Cars (Pakistan), Ltd.	Automobiles	1994
		Atlas Honda, Ltd.	Motorcycles	1962
		Honda Atlas Power Product (private), Ltd.	Power Products	1998
	Thailand	Honda Automobile (Thailand) Co., Ltd.	Automobiles	2000
		A.P. Honda Co., Ltd.	Motorcycles	1986
		Asian Honda Motor Co., Ltd.	Power Products	1964
	Vietnam	Honda Vietnam Co., Ltd.	Motorcycles	1996
	Taiwan	Honda Taiwan Co., Ltd.	Motorcycles, Automobiles	2002
	Korea	Honda Korea Co., Ltd.	Motorcycles, Automobiles	2001
	Australia	Honda Australia Pty., Ltd.	Automobiles	1969
		Honda Australia Motorcycle and Power Equipment Pty., Ltd.	Motorcycles, Power Products	1987
	New Zealand	Honda New Zealand, Ltd.	Automobiles	1988
China	China	Honda Motor (China) Co., Ltd.	Automobiles, Motorcycles, Power Products	1993
		Wuyang-Honda Motors (Guangzhou) Co., Ltd.	Motorcycles	1992
		Honda-Mindong Generator Co., Ltd.	Power Products	1994
		Guangzhou Honda Automobile Co., Ltd.	Automobiles	1999
		Jialing-Honda Motors Co., Ltd.	Motorcycles	1996
		Sundiro Honda Motorcycle Co., Ltd.	Motorcycles	2001
		Honda Automobile (China) Co., Ltd.	Automobiles	2003
		Dongfeng Honda Automobile (Wuhan) Co., Ltd.	Automobiles	2003

Worldwide Operations

Worldwide Production — 2011

Region	Country	Automobiles	Motorcycles	Power Products
North America	U.S.A.	823,651	not disclosed	1,707,000
	Canada	234,051		
	Mexico	45,426	not disclosed	
	Subtotal	1,103,128	118,494	1,707,000
South America	Brazil	82,458		23,000
	Colombia			
	Peru			
	Argentina			
	Subtotal	83,353	1,901,376	23,000
Japan	Japan	992,502	187,814	6,685,000
	Subtotal	992,502	187,814	6,685,000
Europe/Middle East/Africa	France			214,000
	Italy			371,000
	Nigeria			
	Spain			
	Syria			
	Turkey	12,341		
	U.K.	97,459		
	Subtotal	109,800	151,122	
Asia/Oceania	Australia			40,000
	Taiwan	103,427		
	India	44,767	1,914,671	241,000
	Indonesia	41,694	4,254,011	
	Malaysia	not disclosed	233,550	
	Pakistan	not disclosed	598,240	
	Philippines	not disclosed	403,575	
	Thailand	not disclosed	1,460,283	2,190,000
	Vietnam	not disclosed	2,133,797	
	Laos & Cambodia		143,070	
	Subtotal	255,907	12,593,518	
China	China	646,208	1,715,335	581,000
	Subtotal	646,208	1,715,335	581,000
Others	Others	447,680	0	0
	Subtotal	447,680	0	0
TOTAL		2,909,017	16,667,659	12,052,000

North America Regional Operations

Operations Overview

Honda's North American region encompasses operations in the U.S., Canada and Mexico. Since the incorporation of American Honda Motor Co., Inc., as Honda's first overseas subsidiary, on June 11, 1959, Honda has steadily deepened its roots in North America, investing more than \$21 billion in manufacturing, R&D, and sales and service operations in the region. The company has grown its local product-creation capabilities to include 14 major manufacturing plants and 16 R&D facilities, with two all-new manufacturing plants under development. More than 85 percent of the Honda and Acura cars and light trucks sold in the U.S. in 2010 were built in North America, using domestic and globally sourced parts. Increasingly, many of these products are also conceived, designed and developed by Honda's R&D operations in North America, which has been conducting local research and development in America since 1975. Roughly one-third of the Honda and Acura automobile models sold in the U.S. were designed and developed locally.

Going forward, Honda's North American manufacturing and R&D operations will play an increasingly important role in the development and production of core Honda and Acura products for customers in North America and around the world. This includes taking a lead responsibility for the global manufacturing launch of future Accord and Civic models, as well as R&D for high-volume products in North America such as the next-generation Civic Sedan and Civic Coupe.

Production

- Honda's seven North American auto plants, with an annual capacity of 1.62 million units, produce 15 distinct Honda and Acura models and comprise the largest volume manufacturing network in Honda's six-region global structure.
- The company is investing an additional \$2 billion to expand production in North America to 1.92 million units by 2014. Local production in North America will increase to more than 90 percent of the Honda and Acura vehicles sold in America using domestic and globally sourced parts.
- Honda is constructing a new \$800 million automobile plant in Celaya, Mexico with employment of 3,200 associates and annual capacity of 200,000 units. The plant will produce subcompact-class cars, beginning with the Honda Fit in 2014.
- Honda's newest auto plant in North America, in Greensburg, Ind., added a second shift of production in October 2011, hiring 1,000 new associates and expanding capacity to 200,000 vehicles per year. The plant added production of the Acura ILX and ILX Hybrid models in Spring 2012, and is investing an additional \$40 million and hiring 300 associates to expand production by 50,000 units per year in 2013, bringing total capacity to 250,000 units.
- The Alabama plant is investing \$400 million and adding 190 new jobs to expand production by 40,000 units per year and to accommodate production of the Acura MDX beginning in early 2013.

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North America Regional Operations

- Honda is investing nearly \$500 million in the expansion and innovation of its manufacturing operations in Ohio, including innovations to assembly and painting operations at East Liberty; new metal stamping capabilities at the Marysville auto plant; the addition of a new assembly line at the Russells Point transmission plant and expansion of the Anna engine plant to accommodate production of new 'Earth Dreams Technology' engines and transmissions for the 2013 Accord.
- The company has continually demonstrated the value of its flexible manufacturing system in allowing Honda to quickly and efficiently respond to changes in market demand. This included the shift of Ridgeline truck and Pilot SUV production from Canada to Alabama, the transfer of Civic Sedan production from East Liberty, Ohio, to the Indiana plant, and the addition of CR-V and Crosstour production to East Liberty. In addition, the bulk of Accord V6 Sedan production was moved from Marysville, Ohio, to Alabama, as Marysville assumed responsibility for production of the new Acura RDX. In early 2012, Alliston, Ontario Plant 2 started producing the CR-V for the first time.
- Honda Aircraft Company, Inc. completed construction of its new world headquarters and R&D facility in Greensboro, N.C., and is working toward the completion of its 250,000 square-foot HondaJet production plant, on the same campus, for a total of more than 500,000 square feet under roof. When completed, the facility will have a total investment of more than \$100 million in buildings and equipment, and employ 600 associates.
- In neighboring Burlington, N.C., Honda Aero, Inc. has taken up residence in its new headquarters and is completing construction on a new production facility with a total investment of \$37 million. The facility is expected to employ more than 70 associates and will produce the fuel-efficient GE Honda HF120 turbofan jet engine, which will power HondaJet.

Research & Development

- Honda established local research and development capabilities in North America in 1975. Today, Honda's R&D operations in North America are doing complete product creation — developing new vehicles from scratch, including all phases of new-product development: market and technology research; advanced concept creation; design styling, engineering design, fabrication and testing; local parts procurement; and support for mass production.
- The company continued to grow its U.S. product design capabilities with the creation of two new California-based design studios in 2007 — the Acura Design Studio, in Torrance, focused exclusively on market research and styling design activity for future Acura models; and the Advanced Design Studio in Pasadena, creating future design concepts for Honda and Acura. The Honda Design Studio in Torrance continues to focus on market research and styling design for Honda automobiles and motorcycles.
- In 2010, Honda introduced a redesigned Honda Odyssey — the fourth generation of Honda's popular minivan — that was designed, developed, engineered and is being produced exclusively in North America.
- Honda R&D Americas is leading development of the next-generation NSX supercar, and it also will lead development of the next-generation Civic Coupe and Civic Sedan for North America and global markets.

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North America Regional Operations

Environment

- Honda has been a leader in improving fuel efficiency and reducing emissions for more than three decades and is now accelerating its efforts to further advance fuel efficiency and to develop viable long-term solutions to the world's energy and environmental concerns.
- In July 2012, Honda began leasing of the Fit EV electric vehicle to customers in California and Oregon. The Fit EV boasts the highest U.S. EPA fuel-economy rating of any mass-produced electric vehicle at 118 MPGe.
- Honda also will introduce a new Accord hybrid model and plug-in hybrid model, both utilizing a new Honda dual motor hybrid system, to the U.S. market in 2013.
- Over the past three years, Honda has introduced four new hybrid models to customers in North America: the Insight, the world's most affordable hybrid car; the CR-Z sporty hybrid coupe; the 2012 Civic Hybrid, the first Honda hybrid to utilize more compact and efficient lithium-ion batteries; and the Acura ILX hybrid, the first Acura hybrid model and the first Honda or Acura hybrid vehicle to be assembled in North America.
- In July 2008, American Honda began leasing its zero-emissions FCX Clarity fuel cell electric vehicle to selected customers in Southern California and continues to place vehicles with customers today. The FCX Clarity received the 2009 World Green Car award.
- Other environmental advancements throughout North America include:
 - Honda was named America's "greenest" automaker by the Union of Concerned Scientists in 2010 for the fifth consecutive time; and a Honda vehicle has topped the "greenest vehicle" rankings of the American Council for an Energy-Efficient Economy (ACEEE) for 11 of the past 12 years.
 - Honda's Alabama plant was the first zero-waste-to-landfill automobile factory in America; and in 2011 10 of 14 Honda's plants in North America were operating with zero waste sent to landfills.
 - Honda has also sought to introduce more environmentally responsible building practices to its office and warehouse facilities in North America. The company now has 12 facilities in North America that have earned a LEED (Leadership in Energy and Environmental Design) green-building certification from the U.S. Green Building Council (USGBC), the most of any automaker in the region.

North America Regional Operations

Major North American Subsidiaries

Country	Company	Began Operation	Headquarters Location	Responsibilities
U.S.	American Honda Motor Co., Inc.	1959	Torrance, CA	Sales, marketing, service, distribution, import and export of Honda and Acura products in the U.S.
	Honda of America Mfg., Inc.	1979	Marysville, OH	Manufacture of automobiles, engines and components.
	Honda Power Equipment Mfg., Inc.	1984	Swepsonville, NC	Manufacture of power equipment products.
	Honda of South Carolina Mfg., Inc.	1998	Timmonsville, SC	Manufacture of all-terrain vehicles (ATVs).
	Honda Manufacturing of Alabama, LLC	2001	Lincoln, AL	Manufacture of automobiles and engines.
	Honda Transmission Mfg. of America, Inc.	1996	Russells Point, OH	Manufacture of gears, automatic transmissions and AWD differentials for automobiles.
	Honda Precision Parts of Georgia, LLC	2006	Tallapoosa, GA	Manufacture of automatic transmissions for automobiles.
	Honda R&D Americas, Inc.	1984	Torrance, CA	Research, design and development of automobile, motorcycle and power equipment products and technologies.
	Honda Engineering North America, Inc.	1988	Marysville, OH	Development of unique production equipment for manufacturing operations.
	Honda North America, Inc.	1987	Torrance, CA	Coordination of Honda operations in North America.
	American Honda Finance Corp.	1980	Torrance, CA	Financing for the sale and leasing of Honda products.
	Honda Trading America Corp.	1972	Torrance, CA	Export and import activities.
	Honda Aero, Inc.	2004	Burlington, NC	Procurement and future manufacture of jet engines.
	Honda Aircraft Company, Inc.	2006	Greensboro, NC	Development, sales and future production of HondaJet.
	Honda Manufacturing of Indiana, LLC	2007	Greensburg, IN	Manufacture of automobiles.
Canada	Honda Canada Inc.	1969	Scarborough, Ontario	Sales, marketing, service, distribution, import and export of Honda products in Canada.
	Honda of Canada Mfg. (Division of Honda Canada Inc.)	1986	Alliston, Ontario	Manufacture of automobiles and engines.
	Honda Canada Finance Corp.	1987	Scarborough, Ontario	Wholesale financing to Honda/Acura automobile, motorcycle and power equipment dealers; retail financing for Honda/Acura automobiles.
	Honda Trading Canada	1990	Scarborough, Ontario	Export and import activities.
Mexico	Honda de Mexico S.A. de C.V.	1985	El Salto, Estado de Jalisco	Import, manufacture and distribution of Honda products and spare parts.

North America Sales

A History of Honda/Acura Vehicle U.S. Introductions by Model Year

Models currently in production appear in red. Click on the model name to link to additional information.

Division	Model Name	Style	1st Generation	2nd	3rd	4th	5th	6th	7th	8th	9th
Honda	N600/S600		1970								
		Hatchback	1973	1980	1984	1988	1992	1996	2003		
		Sedan	1981	1984	1988	1992	1996	2001	2006	2012	
		Wagon	1981	1984	1988						
		CRX	1984	1988							
		del Sol	1993								
		Coupe	1993	1996	2001	2006	2012				
		Natural Gas (GX)	1998	2001	2006	2012					
		Hybrid	2003	2006	2012						
		Hatchback	1976	1982	1986						
		Sedan	1979	1982	1986	1990	1994	1998	2003	2008	2013
		Coupe	1988	1990	1994	1998	2003	2008	2013		
		Wagon	1991	1994							
	Prelude	Coupe	1979	1983	1988	1992	1997				
	Passport	Sport Utility	1994	1998							
		Minivan	1995	1999	2005	2011					
		Sport Utility	1997	2002	2007	2012					
	EV Plus	Electric Vehicle	1997								
	S2000	Roadster	2000								
		Gas-Electric Hybrid	2000	2010							
		Sport Utility	2003	2009							
	Element		2003								
		Fuel Cell Vehicle	2003	2008							
		Truck	2006								
		Hatchback	2007	2009							
		Gas-Electric Hybrid	2011								
			2010								
		Sedan	2013								

North America Sales

A History of Honda/Acura Vehicle U.S. Introductions by Model Year *Models currently in production appear in red. Click on the model name to link to additional information.*

Division	Model Name	Style	1st Generation	2nd	3rd	4th	5th	6th	7th	8th	9th
Acura	Integra	Sedan	1986	1990	1994						
		Coupe	1994								
	Legend	Sedan	1986	1991							
		Coupe	1987	1991							
	NSX	Coupe	1991								
		Open-Top (NSX-T)	1995								
	Vigor	Sedan	1992								
		Sedan	1996	1999	2004	2009					
		Sedan	1996	2005							
	SLX	Sport Utility	1996								
	CL	Coupe	1997	2001							
		Sport Utility	2001	2007							
	RSX	Coupe	2002								
		Sedan	2004	2009							
		Wagon	2011								
		Sport Utility	2007								
		Sport Coupe	2010								
		Hatchback	2012								

North America Sales

Honda Vehicle Sales in the U.S.

(Sales of North American-produced vehicles in parentheses)

	Accord	Civic*	Prelude	Passport**	Odyssey	CR-V	S2000	Insight	Pilot	Element	Ridgeline	Fit	EV Plus	FCX	CR-Z	Division Total	Honda Division Domestic Produced Sales	American Honda Total Sales	American Honda Yearly Total
2011	235,625 (235,622)	221,235 (210,838)			107,068 (107,068)	218,373 (175,596)		15,549	116,297 (116,297)	11,534 (11,534)	9,759 (9,759)	59,235			11,330	1,006,005 (866,714)	86.2%	1,129,304 (957,982)	84.8%
2010	311,381 (311,211)	260,218 (252,882)			108,182 (108,182)	203,714 (166,334)	85	20,962	102,323 (102,323)	14,247 (14,247)	16,142 (16,142)	54,354		17	5,249	1,096,874 (971,321)	88.6%	1,230,480 (1,070,814)	87.0%
2009	290,056 (273,135)	259,722 (244,602)			100,133 (100,133)	191,214 (153,431)	795	20,572	83,901 (83,901)	14,884 (14,884)	16,464 (16,464)	67,315		5		1,045,061 (886,550)	84.8%	1,150,784 (961,580)	83.6%
2008	372,789 (309,461)	339,289 (305,509)			135,493 (135,493)	197,279 (90,480)	2,538		96,746 (96,746)	26,447 (26,447)	33,875 (33,875)	79,794		11		1,284,261 (998,011)	77.7%	1,428,765 (1,105,999)	77.4%
2007	392,231 (355,768)	331,095 (292,191)			173,046 (173,046)	219,160 (26,130)	4,302	3	117,146 (117,146)	35,218 (35,218)	42,795 (42,795)	56,432		10		1,371,438 (1,042,294)	76.0%	1,551,542 (1,182,801)	76.2%
2006	354,441 (323,079)	316,638 (272,899)			177,919 (177,919)	170,028	6,271	722	152,154 (152,154)	51,829 (51,829)	50,193 (50,193)	27,934		6		1,308,135 (1,028,073)	78.6%	1,509,358 (1,162,706)	77.0%
2005	369,293 (350,257)	308,415 (263,833)			174,275 (174,275)	150,219	7,780	666	143,353 (143,353)	56,262 (56,262)	42,593 (42,593)			6		1,252,862 (1,030,573)	82.3%	1,462,472 (1,166,740)	79.8%
2004	386,770 (352,808)	309,196 (274,837)			154,238 (154,238)	149,281	7,320	583	128,158 (128,158)	59,927 (59,927)				6		1,195,479 (969,968)	81.1%	1,394,398 (1,107,651)	79.4%
2003	397,750 (325,465)	299,672 (260,632)	10	70 (70)	154,063 (154,063)	143,909	7,888	1,168	106,917 (106,917)	67,478 (67,478)				4		1,178,929 (914,625)	77.6%	1,349,847 (1,035,269)	76.7%
2002	398,980 (330,692)	313,159 (283,173)	1,966	3,524 (3,524)	153,467 (153,467)	146,266	9,684	2,216	52,062 (52,062)	957 (957)				1		1,082,282 (823,875)	76.1%	1,247,834 (949,666)	76.1%
2001	414,718 (350,090)	331,780 (311,314)	9,462	17,448 (17,448)	131,041 (131,036)	118,313	9,682	4,726								1,037,170 (809,888)	78.1%	1,207,279 (939,315)	77.8%
2000	404,515 (317,483)	324,528 (306,748)	9,692	21,892 (21,892)	126,705 (126,686)	118,260	6,797	3,788					2			1,016,179 (772,809)	76.1%	1,158,860 (874,269)	75.4%
1999	404,192 (316,339)	318,309 (308,807)	11,378	22,974 (22,974)	77,801 (77,626)	120,754	3,400	17					62			958,887 (725,746)	75.7%	1,076,893 (803,270)	74.6%
1998	401,071 (370,984)	335,110 (317,134)	15,399	26,094 (26,094)	20,819 (7,154)	100,582							133			899,208 (721,366)	80.2%	1,009,600 (764,728)	75.7%
1997	384,609 (363,016)	321,144 (273,356)	16,678	22,622 (22,622)	20,333	66,752							105			832,243 (658,994)	79.2%	940,386 (687,933)	73.2%
1996	382,298 (381,912)	286,350 (266,859)	12,063	28,184 (28,184)	27,025											735,920 (676,955)	92.0%	843,828 (693,695)	82.2%
1995	341,384 (293,898)	289,435 (217,146)	12,517	27,981 (27,981)	25,911											697,228 (539,025)	77.3%	794,679 (539,025)	67.8%
1994	367,615 (263,599)	267,023 (201,023)	15,467	25,758 (25,758)	230											676,093 (490,380)	72.5%	788,230 (490,380)	62.2%
1993	330,030 (249,048)	255,579 (168,880)	22,540	106 (106)												608,255 (418,034)	68.7%	716,546 (418,034)	58.3%
1992	393,477 (329,751)	219,228 (145,967)	36,040													648,745 (475,718)	73.3%	768,845 (475,718)	61.9%
1991	399,297 (323,088)	232,690 (159,009)	27,262													659,249 (482,097)	73.1%	802,957 (482,097)	60.0%
1990	417,179 (276,878)	261,502 (187,240)	37,814													716,495 (464,118)	64.8%	854,839 (464,118)	54.3%
1989	362,707 (215,108)	235,452 (174,364)	42,882													641,041 (389,472)	60.8%	783,102 (389,472)	49.7%
1988	362,663 (248,044)	225,543 (127,581)	52,541													640,747 (375,625)	58.6%	768,985 (375,625)	48.8%
1987	334,876 (230,085)	221,252 (86,533)	72,708													628,836 (316,618)	50.3%	738,306 (316,618)	42.9%
1986	325,004 (212,237)	235,801 (23,010)	79,841													640,646 (235,247)	36.7%	693,515 (235,247)	33.9%
1985	268,420 (145,976)	208,031	75,938													552,389 (145,976)	26.4%	552,389 (145,976)	26.4%
1984	256,650 (133,601)	184,846	66,924													508,420 (133,601)	26.3%	508,420 (133,601)	26.3%
1983	222,137 (50,402)	137,747	41,188													401,072 (50,402)	12.6%	401,072 (50,402)	12.6%
1982	195,524	132,469	37,872													365,865		365,865 (968)	0.2%
1981	172,557	154,698	43,450													370,705		370,705	
1980	185,972	138,740	50,676													375,388		375,388	
1979	157,919	155,541	39,831													353,291		353,291	
1978	120,841	154,035														274,876		274,876	
1977	75,995	147,638														223,633		223,633	
1976	18,643	132,286														150,929		150,929	
1975		102,389														102,389		102,389	
1974		43,119														43,119		43,119	
1973		32,575														38,957		38,957	
1972																20,500		20,500	
1971																9,509		9,509	
1970																4,159		4,159	
TOTAL	11,209,609 (8,239,037)	9,043,479 (5,936,367)	832,139	196,653 (196,653)	1,867,749 (1,780,386)	2,314,104 (611,971)	66,542	70,972	1,099,057 (1,099,057)	338,783 (338,783)	211,821 (211,821)	345,064	302	66	16,579	27,653,469 (18,414,075)	66.6%	30,067,531 (19,022,749)	63.3%

Note: All figures are calendar year sales.

* Includes sales of CR-X and del Sol.

** Passport models were produced by Isuzu in North America.

*** Includes sales of N600 and S600 models.

North America Sales

Acura Vehicle Sales in the U.S.

(Sales of North American-produced vehicles in parentheses)

	RL	TL		MDX	TSX	RDX	ZDX		Legend	Vigor	SLX	Integra	CL	RSX	NSX	Division Total		Acura Division Domestic Produced Sales	American Honda Domestic Produced Sales	American Honda Yearly Total			
2011	1,096	31,237	(31,237)	43,271	(43,271)	30,935	15,196	(15,196)	1,564	(1,564)						123,299	(91,268)	74.0%	84.8%	1,129,304			
2010	2,037	34,049	(34,049)	47,210	(47,210)	32,076	14,975	(14,975)	3,259	(3,259)						133,606	(99,493)	74.5%	87.0%	1,230,480			
2009	2,043	33,620	(33,620)	31,178	(31,178)	28,650	10,153	(10,153)	79	(79)						105,723	(75,030)	71.0%	83.6%	1,150,784			
2008	4,517	46,766	(46,766)	45,377	(45,377)	31,998	15,845	(15,845)						1		144,504	(107,988)	74.7%	77.4%	1,428,765			
2007	6,262	58,545	(58,545)	58,606	(58,606)	33,037	23,356	(23,356)						296	2	180,104	(140,507)	78.0%	76.2%	1,551,542			
2006	11,501	71,348	(71,348)	54,121	(54,121)	38,035	9,164	(9,164)						16,996	58	201,223	(134,633)	66.9%	77.0%	1,509,358			
2005	17,572	78,218	(78,218)	57,948	(57,948)	34,856							1	(1)	20,809	206	209,610	(136,167)	65.0%	79.8%	1,462,472		
2004	8,753	77,895	(77,895)	59,505	(59,505)	30,365							283	(283)	21,940	178	198,919	(137,683)	69.2%	79.4%	1,394,398		
2003	6,829	56,770	(56,770)	57,281	(57,281)	18,932							6,593	(6,593)	24,292	221	170,918	(120,644)	70.6%	76.7%	1,349,847		
2002	9,392	60,764	(60,764)	52,955	(52,955)							19	12,072	(12,072)	30,117	233	165,552	(125,791)	76.0%	76.1%	1,247,834		
2001	10,723	69,484	(69,484)	40,950	(40,950)							13,376	18,993	(18,993)	16,401	182	170,109	(129,427)	76.1%	77.8%	1,207,279		
2000	14,827	67,033	(67,033)	9,750	(9,750)						198	25,975	24,677	(24,677)	221	142,681	(101,460)	71.1%	75.4%	1,158,860			
1999	13,366	56,556	(56,556)								694	26,184	20,968	(20,968)	238	118,006	(77,524)	65.7%	74.6%	1,076,893			
1998	15,024	31,883	(16,718)								1,634	34,904	26,644	(26,644)	303	110,392	(43,362)	39.3%	75.7%	1,009,600			
1997	16,004	23,151							4		1,299	38,331	28,939	(28,939)	415	108,143	(28,939)	26.8%	73.2%	940,386			
1996	15,848	24,700							629		2,565	46,966	16,740	(16,740)	460	107,908	(16,740)	15.5%	82.2%	843,828			
1995		16,539							18,259	253	200	61,316			884	97,451	0		67.8%	794,679			
1994									35,709	8,469		67,426			533	112,137	0		62.2%	788,230			
1993									38,866	10,016		58,757			652	108,291	0		58.3%	716,546			
1992									49,926	13,846		55,174			1,154	120,100	0		61.9%	768,845			
1991									65,689	11,324		64,755			1,940	143,708	0		60.0%	802,957			
1990									53,666			83,559			1,119	138,344	0		54.3%	854,839			
1989									64,638			77,423				142,061	0		49.7%	783,102			
1988									70,770			57,468				128,238	0		48.8%	768,985			
1987									54,713			54,757				109,470	0		42.9%	738,306			
1986									25,062			27,807				52,869	0		33.9%	693,515			
1985																			26.4%	552,389			
1984																			26.3%	508,420			
1983																			12.6%	401,072			
1982																				365,865			
1981																				370,705			
1980																				375,388			
1979																				353,291			
1978																				274,876			
1977																				223,633			
1976																				150,929			
1975																				102,389			
1974																				43,119			
1973																				38,957			
1972																				20,500			
1971																				9,509			
1970																				4,159			
TOTAL	155,794	838,558	(759,003)	558,152	(558,152)	278,884	88,689	(88,689)	4,902	(4,902)	477,931	43,908	6,590	794,197	155,910	(155,910)	130,852	8,999	3,543,366	(1,566,656)	44.2%	63.3%	30,067,531

Note: All figures are calendar year sales.

North America Sales

Passenger Car Sales in the U.S. by Manufacturer

	Honda ¹	GM ²	Ford ³	Chrysler ⁴	Toyota ⁵	Nissan ⁶	Hyundai ⁷	VW	Others	Industry Total	Honda Market Share
2011	606,249	952,395	722,501	354,359	897,313	644,258	798,193	362,059	752,095	6,089,422	10.0%
2010	691,577	806,473	696,918	284,286	962,064	590,442	601,377	215,210	787,086	5,635,433	12.3%
2009	700,214	874,270	631,262	228,685	1,054,766	514,328	506,627	242,105	703,989	5,456,246	12.8%
2008	877,703	1,257,468	731,422	406,125	1,357,099	593,585	445,762	278,874	865,331	6,813,369	12.9%
2007	882,215	1,489,170	834,764	569,859	1,513,985	635,976	456,635	221,759	880,692	7,485,055	11.8%
2006	843,950	1,621,573	1,094,876	584,498	1,458,156	553,617	476,263	224,977	599,451	7,457,361	11.3%
2005	837,822	1,743,814	1,038,876	709,640	1,289,356	572,464	472,353	286,782	715,959	7,667,066	10.9%
2004	843,289	1,875,551	1,018,333	668,268	1,101,221	536,757	456,002	301,487	705,024	7,505,932	11.2%
2003	820,129	1,959,018	1,169,433	643,229	995,986	505,392	439,383	362,139	715,772	7,610,481	10.8%
2002	838,603	2,069,205	1,325,716	697,487	985,835	490,683	447,210	411,171	837,319	8,103,229	10.3%
2001	899,887	2,272,480	1,495,239	718,326	955,711	414,635	446,502	426,974	792,871	8,422,625	10.7%
2000	882,055	2,531,734	1,687,025	802,223	972,715	421,894	332,315	432,104	784,560	8,846,625	10.0%
1999	854,670	2,591,420	1,733,108	889,506	888,969	403,471	246,401	378,127	712,612	8,698,284	9.8%
1998	860,471	2,456,018	1,660,362	866,328	867,814	411,375	144,528	265,454	609,371	8,141,721	10.6%
1997	829,380	2,660,666	1,609,162	736,530	822,582	467,500	113,186	170,253	827,290	8,236,549	10.1%
1996	786,154	2,757,671	1,737,252	832,633	793,592	500,377	108,468	162,291	821,949	8,500,387	9.2%
1995	740,487	2,930,568	1,791,225	786,180	793,974	520,258	107,378	131,778	816,393	8,618,241	8.6%
1994	762,242	3,057,872	1,938,841	811,824	765,143	537,228	126,095	104,943	874,166	8,978,354	8.5%
1993	716,440	2,908,689	1,878,149	834,132	741,826	482,646	108,796	56,427	790,062	8,517,167	8.4%
1992	768,845	2,843,860	1,777,635	679,586	760,159	417,970	108,549	87,949	768,560	8,213,113	9.4%
1991	803,367	2,909,460	1,636,050	702,518	742,021	413,733	117,630	103,965	745,942	8,174,686	9.8%
1990	854,879	3,308,983	1,935,531	860,834	779,208	454,250	137,448	151,103	817,975	9,300,211	9.2%
1989	783,102	3,437,086	2,177,866	1,019,693	676,939	510,371	183,261	149,960	839,167	9,777,445	8.0%
1988	768,985	3,822,015	2,289,764	1,191,294	656,638	473,364	264,282	187,186	889,481	10,543,009	7.3%
1987	738,306	3,728,313	2,060,834	1,096,385	607,127	529,991	263,610	222,691	940,199	10,187,456	7.2%
1986	693,515	4,693,161	2,080,822	1,308,991	608,210	547,051	168,882	264,715	1,038,763	11,404,110	6.1%
1985	552,389	4,692,318	2,079,366	1,245,149	577,177	575,166		276,177	981,136	10,978,878	5.0%
1984	508,420	4,600,512	1,979,317	1,078,716	513,821	485,298		231,129	926,752	10,323,965	4.9%
1983	401,072	4,053,561	1,571,321	951,191	542,877	521,902		217,185	889,506	9,148,615	4.4%
1982	365,865	3,515,660	1,345,698	793,930	527,158	470,246		207,042	730,899	7,956,498	4.6%
1981	370,705	3,796,696	1,413,456	840,813	574,464	464,806		296,329	757,352	8,514,621	4.4%
1980	375,388	4,116,482	1,543,826	786,922	582,195	516,890		312,203	742,223	8,976,129	4.2%
1979	353,291	4,931,726	2,218,477	1,080,258	507,816	472,252		295,293	801,238	10,660,351	3.3%
1978	274,876	5,404,504	2,662,926	1,249,845	441,800	339,364		242,241	694,855	11,310,411	2.4%
1977	223,633	5,177,198	2,615,217	1,341,014	493,048	388,383		262,932	677,419	11,178,844	2.0%
1976	150,929	4,811,199	2,286,181	1,380,912	346,900	270,103		201,760	657,766	10,105,750	1.5%
1975	102,389	3,786,739	2,038,835	1,057,472	283,909	253,192		267,730	836,854	8,627,120	1.2%
1974	43,119	3,754,813	2,291,148	1,246,561	238,135	189,026		334,423	754,731	8,851,956	0.5%
1973	38,957	5,141,696	2,786,922	1,568,882	289,378	235,449		476,048	909,257	11,446,589	0.3%
1972	20,500	4,893,234	2,761,341	1,566,768	295,915	192,707		485,645	727,292	10,943,402	0.2%
1971	9,509	4,742,429	2,434,362	1,449,315	294,850	188,029		520,630	602,660	10,241,784	0.1%
1970	4,195	3,294,174	2,209,687	1,353,304	196,749	104,067		567,602	673,279	8,403,057	0.05%

¹ Includes sales of Honda and Acura brand passenger cars. ² Includes sales of Saab from 1997 through 2009. ³ Includes sales of Jaguar from 1997 through 2008, Volvo from 1998 through 2009.

⁴ Includes sales of Mercedes from 1998 through 2006. ⁵ Includes sales of Toyota, Scion and Lexus brand passenger cars. ⁶ Includes sales of Nissan and Infiniti brand passenger cars. ⁷ Includes sales of Kia since 1998.

Source: Ward's Automotive Reports and company releases.

North America Sales

Light Truck Sales in the U.S. by Manufacturer

	Honda ¹	GM ²	Ford ³	Chrysler ⁴	Toyota ⁵	Nissan ⁶	Hyundai ⁷	VW	Others	Industry Total	Honda Market Share
2011	541,036	1,551,402	1,388,330	1,007,228	747,347	398,276	332,990	79,904	598,508	6,645,021	8.1%
2010	538,903	1,404,789	1,208,392	795,448	801,531	318,128	125,015	41,620	685,259	5,919,085	9.1%
2009	450,570	1,197,967	1,024,459	698,515	715,383	255,775	228,500	54,065	320,202	4,945,436	9.1%
2008	551,062	1,698,392	1,255,042	1,041,611	860,563	357,877	229,377	32,015	355,433	6,381,372	8.6%
2007	669,327	2,335,381	1,666,999	1,506,203	1,106,840	432,541	315,847	8,812	621,807	8,663,757	7.7%
2006	665,408	2,443,768	1,806,035	1,806,160	1,084,368	465,632	273,559	10,163	316,895	8,871,988	7.5%
2005	624,650	2,712,985	2,067,922	1,819,276	970,940	504,481	258,510	20,479	301,445	9,280,688	6.7%
2004	551,109	2,781,807	2,252,805	1,759,347	958,828	449,584	232,668	32,541	342,299	9,360,988	5.9%
2003	529,718	2,756,986	2,267,815	1,703,143	870,328	289,405	198,309	26,968	385,900	9,028,572	5.9%
2002	409,231	2,746,035	2,251,210	1,721,330	770,292	249,175	165,254	12,680	387,932	8,713,139	4.7%
2001	307,752	2,580,062	2,420,673	1,761,600	785,543	289,027	123,454	11,957	419,676	8,699,744	3.5%
2000	276,805	2,379,939	2,460,709	1,926,762	646,491	330,892	72,682	3,747	405,103	8,503,130	3.3%
1999	222,223	2,383,156	2,384,863	1,939,437	586,472	274,529	52,383	3,395	348,796	8,195,254	2.7%
1998	149,129	2,113,366	2,300,087	1,814,598	493,211	210,226	28,582	1,742	290,345	7,401,286	2.0%
1997	111,006	2,042,883	2,171,565	1,567,258	407,530	261,020		1,792	286,593	6,849,647	1.6%
1996	57,774	1,974,680	2,069,537	1,618,193	366,126	249,386		995	233,738	6,570,429	0.9%
1995	54,092	1,898,845	1,976,505	1,378,163	289,377	250,646		1,460	241,296	6,090,384	0.9%
1994	25,988	1,947,944	1,849,779	1,392,171	322,930	237,178		4,675	287,396	6,068,061	0.4%
1993	106	1,750,457	1,662,784	1,213,690	291,385	205,363		5,634	248,702	5,378,121	0.0%
1992		1,548,287	1,397,073	1,033,426	263,482	167,436		2,681	239,781	4,652,166	N/A
1991		1,407,465	1,211,654	805,153	268,459	169,141		5,039	268,422	4,135,333	N/A
1990		1,625,197	1,347,436	837,234	278,797	167,353		6,368	295,092	4,557,477	N/A
1989		1,668,665	1,394,527	984,354	268,414	153,042		4,969	289,077	4,763,048	N/A
1988		1,689,406	1,462,087	1,016,763	279,322	169,097		5,227	300,018	4,921,920	N/A
1987		1,545,294	1,453,225	916,565	252,935	163,691		10,336	364,180	4,706,226	N/A
1986		1,593,304	1,381,438	596,159	320,661	216,230		12,288	528,803	4,648,883	N/A
1985		1,653,105	1,271,809	606,388	291,442	255,601		16,296	362,472	4,457,113	N/A
1984		1,435,205	1,166,715	526,076	245,616	203,724		17,791	282,553	3,877,680	N/A
1983		1,249,966	991,958	274,178	171,052	137,355		19,537	124,379	2,968,425	N/A
1982		1,038,883	791,547	245,945	144,308	107,927		25,617	37,651	2,391,878	N/A

¹ Includes sales of Honda and Acura brand passenger cars. ² Includes sales of Saab from 1997 through 2009. ³ Includes sales of Jaguar from 1997 through 2008, Volvo from 1998 through 2009.

⁴ Includes sales of Mercedes from 1998 through 2006. ⁵ Includes sales of Toyota, Scion and Lexus brand passenger cars. ⁶ Includes sales of Nissan and Infiniti brand passenger cars. ⁷ Includes sales of Kia since 1998.

Source: Ward's Automotive Reports and company releases.

North America Sales

Car and Light Truck Sales in the U.S. by Manufacturer

	Honda ¹	GM ²	Ford ³	Chrysler ⁴	Toyota ⁵	Nissan ⁶	Hyundai ⁷	VW	Others	Industry Total	Honda Market Share
2011	1,147,285	2,503,797	2,110,831	1,361,587	1,644,660	1,042,534	1,131,183	441,963	1,350,603	12,734,443	9.0%
2010	1,230,480	2,211,262	1,905,310	1,079,734	1,763,595	908,570	726,392	256,830	1,472,345	11,554,518	10.6%
2009	1,150,784	2,072,237	1,655,721	927,200	1,770,149	770,103	735,127	296,170	1,024,191	10,401,682	11.1%
2008	1,428,765	2,955,860	1,986,464	1,447,736	2,217,662	951,462	675,139	310,889	1,220,764	13,194,741	10.8%
2007	1,551,542	3,824,551	2,501,763	2,076,062	2,620,825	1,068,517	772,482	230,571	1,502,499	16,148,812	9.6%
2006	1,509,358	4,065,341	2,900,911	2,390,658	2,542,524	1,019,249	749,822	235,140	916,346	16,329,349	9.2%
2005	1,462,472	4,456,799	3,106,798	2,528,916	2,260,296	1,076,945	730,863	307,261	1,017,404	16,947,754	8.6%
2004	1,394,398	4,657,358	3,271,138	2,427,615	2,060,049	986,341	688,670	334,028	1,047,323	16,866,920	8.3%
2003	1,349,847	4,716,004	3,437,248	2,346,372	1,866,314	794,797	637,692	389,107	1,101,672	16,639,053	8.1%
2002	1,247,834	4,815,240	3,576,926	2,418,817	1,756,127	739,858	612,464	423,851	1,225,251	16,816,368	7.4%
2001	1,207,639	4,852,542	3,915,912	2,479,926	1,741,254	703,662	569,956	438,931	1,212,547	17,122,369	7.1%
2000	1,158,860	4,911,673	4,147,734	2,728,985	1,619,206	752,786	404,997	435,851	1,189,663	17,349,755	6.7%
1999	1,076,893	4,974,576	4,117,971	2,828,943	1,475,441	678,000	298,784	381,522	1,061,408	16,893,538	6.4%
1998	1,009,600	4,569,384	3,960,449	2,680,926	1,361,025	621,601	173,110	267,196	899,716	15,543,007	6.5%
1997	940,386	4,703,549	3,780,727	2,303,788	1,230,112	728,520	113,186	172,045	1,113,883	15,086,196	6.2%
1996	843,928	4,732,351	3,806,789	2,450,826	1,159,718	749,763	108,468	163,286	1,055,687	15,070,816	5.6%
1995	794,579	4,829,413	3,767,730	2,164,343	1,083,351	770,904	107,378	133,238	1,057,689	14,708,625	5.4%
1994	788,230	5,005,816	3,788,620	2,203,995	1,088,073	774,406	126,095	109,618	1,161,562	15,046,415	5.2%
1993	716,546	4,659,146	3,540,933	2,047,822	1,033,211	688,009	108,796	62,061	1,038,764	13,895,288	5.2%
1992	768,845	4,392,147	3,174,708	1,713,012	1,023,641	585,406	108,549	90,630	1,008,341	12,865,279	6.0%
1991	803,367	4,316,925	2,847,704	1,507,671	1,010,480	582,874	117,630	109,004	1,014,364	12,310,019	6.5%
1990	854,879	4,934,180	3,282,967	1,698,068	1,058,005	621,603	137,448	157,471	1,113,067	13,857,688	6.2%
1989	783,102	5,105,751	3,572,393	2,004,047	945,353	663,413	183,261	154,929	1,128,244	14,540,493	5.4%
1988	768,985	5,511,421	3,751,851	2,208,057	935,960	642,461	264,282	192,413	1,189,499	15,464,929	5.0%
1987	738,306	5,273,607	3,514,059	2,012,950	860,062	693,682	263,610	233,027	1,304,379	14,893,682	5.0%
1986	693,515	6,286,465	3,462,260	1,905,150	928,871	763,281	168,882	277,003	1,567,566	16,052,993	4.3%
1985	552,389	6,345,423	3,351,175	1,851,537	868,619	830,767		292,473	1,343,608	15,435,991	3.6%
1984	508,420	6,035,717	3,146,032	1,604,792	759,437	689,022		248,920	1,209,305	14,201,645	3.6%
1983	401,072	5,303,527	2,563,279	1,225,369	713,929	659,257		236,722	1,013,885	12,117,040	3.3%
1982	365,865	4,554,543	2,137,245	1,039,875	671,466	578,173		232,659	768,550	10,348,376	3.5%

¹ Includes sales of Honda and Acura brand passenger cars. ² Includes sales of Saab from 1997 through 2009. ³ Includes sales of Jaguar from 1997 through 2008, Volvo from 1998 through 2009.

⁴ Includes sales of Mercedes from 1998 through 2006. ⁵ Includes sales of Toyota, Scion and Lexus brand passenger cars. ⁶ Includes sales of Nissan and Infiniti brand passenger cars. ⁷ Includes sales of Kia since 1998.

Source: Ward's Automotive Reports and company releases.

North America Sales

Honda/Acura Vehicle Sales in Canada

	Honda												Acura												Honda Canada Total	Industry Total	Honda Canada Market Share
	Accord	Civic	Prelude	Odyssey	CR-V	S2000	Insight	Pilot	Element	Ridgeline	Fit	CR-Z	Division Total	RL*	TL**	CL	TSX	RSX***	CSX****	RDX	ZDX	MDX	NSX	Division Total			
2011	8,769	55,090		9,060	25,076		242	4,366	180	1,713	2,835	517	107,848	56	3,229		1,659		1,795	3,070	129	5,334		15,272	123,120	1,113,892	11.1%
2010	14,659	57,501		8,616	24,930	21	1,136	5,062	380	3,200	7,900	325	123,730	64	2,895		2,297		2,064	3,163	863	5,994		17,340	141,070	1,557,121	9.1%
2009	16,017	62,654		6,449	18,554	49	668	4,452	976	3,546	9,553		122,918	94	3,577		2,020		2,526	2,869	8	5,994		17,088	140,006	1,458,564	9.6%
2008	22,623	72,463		10,125	20,500	65		5,564	1,811	3,987	14,836		151,974	157	4,019		3,118	5	2,998	3,573		5,514		19,384	171,358	1,635,986	10.5%
2007	22,102	70,838		12,025	20,980	123	2	4,328	1,764	4,519	13,507		150,188	158	3,995	1,764	2,104	12	3,729	4,104		6,017		20,119	170,307	1,653,362	10.3%
2006	20,165	70,028		13,368	17,821	146	21	5,359	3,099	4,988	10,634		145,629	231	4,694		2,816	1,755	5,186	1,415		4,257	2	20,356	165,985	1,614,700	10.3%
2005	24,115	68,506		12,573	15,976	212	5	5,213	2,880	3,512			132,992	475	5,280	7	3,918	2,886	5,192			3,836	1	21,595	154,587	1,583,291	9.8%
2004	25,814	62,125	2	10,559	15,388	250	9	4,730	3,035				121,912	333	5,801	73	3,797	3,342	5,010			4,181	6	22,543	144,455	1,534,415	9.4%
2003	29,609	65,169	3	10,785	17,831	238	20	4,608	3,444				131,707	172	4,320	355	3,046	5,024	5,572			4,432	2	22,923	154,630	1,593,506	9.7%
2002	30,060	69,973	642	14,370	21,245	336	76	3,396					140,098	327	4,802	740		6,284	8,085			4,992	3	25,233	165,331	1,703,246	9.7%
2001	28,383	66,299		13,674	13,141	401	110						124,539	313	5,781	950		5,597	9,073			3,964	4	25,682	150,221	1,570,629	9.6%
2000	24,635	60,407	2,031	13,512	13,613	412	155						114,765	459	5,714	1,217		3,781	7,997			980	6	20,154	134,919	1,549,544	8.7%
1999	24,100	58,122	1,722	12,465	14,511	332							111,252	587	7,001	607		3,872	8,079				5	20,151	131,403	1,501,143	8.8%
1998	25,490	54,066	2,207	4,124	14,306								100,193	844	3,389	1,415		3,765	7,400				10	16,823	117,016	1,389,063	8.4%
1997	21,312	49,551	2,586	2,004	14,778								90,231	940	1,491	1,710		4,113	8,587				13	16,854	107,085	1,387,945	7.7%
1996	20,512	37,648	924	2,940									62,024	938	1,569	1,226		5,974	1,970				16	11,693	73,717	1,173,090	6.3%
1995	20,944	33,386	836	2,696									57,862	209	1,023			7,653					38	8,923	66,785	1,130,212	5.9%
1994	22,256	35,172	1,140	76									58,644	559	664			8,728					31	9,982	68,626	1,224,945	5.6%
1993	19,832	36,259	2,001										58,092	896	1,114			8,294					64	10,368	68,460	1,164,677	5.9%
1992	31,578	36,339	3,250										71,167	1,679	1,853			9,853					91	13,476	84,643	1,204,418	7.0%
1991	35,161	50,320	3,293										88,774	2,315	1,682			11,430					253	15,680	104,454	1,266,338	8.2%
1990	38,112	45,880	4,351										88,343	2,299				10,396					156	12,851	101,194	1,320,631	7.7%
1989	32,181	37,684	4,141										74,006	2,656				7,766						10,422	84,428	1,442,256	5.9%
1988	29,186	31,014	6,134										66,334	3,208				5,503						8,711	75,045	1,514,995	5.0%
1987	31,463	25,831	9,655										66,949	2541				3,486						6,027	72,976	1,488,027	4.9%
1986	27,613	22,806	13,082										63,501												63,501	1,476,500	4.3%
1985	26,391	23,807	12,764										62,962												62,962	1,496,224	4.2%
1984	23,243	19,519	10,421										53,183												53,183	1,190,201	4.5%
1983	28,096	18,903	7,213										54,212												54,212	1,017,811	5.3%
1982	21,116	30,286	4,559										55,961												55,961	895,914	6.2%
1981	20,807	36,607	6,069										63,483												63,483	1,173,275	5.4%
1980	14,007	28,898	3,940										46,845												46,845	1,288,271	3.6%
1979	10,255	19,880	2,831										32,966												32,966	1,386,029	2.4%
1978	10,020	34,970											44,990												44,990	1,350,411	3.3%
1977	6,787	44,121											50,908												50,908	1,317,147	3.9%
1976	644	32,703											33,347												33,347	1,291,463	2.6%
1975		20,742											20,742												20,742	1,316,629	1.6%
1974		5,241											5,241												5,241	1,249,304	0.4%
1973		747											747												747	1,226,698	0.1%
TOTAL	808,057	1,651,555	108,328	159,421	268,650	2,585	2,444	47,078	17,569	25,465	59,265	842	3,151,259	22,510	73,893	8,300	24,775	119,519	85,263	18,194	1,000	55,495	700	409,649	3,560,908		

* Includes sales of Legend. ** Includes sales of Vigor. *** Includes sales of Integra. **** Includes sales of EL.

North America Sales

Vehicle and Motorcycle Sales in Mexico

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987
Automobile	36,209	39,866	37,187	56,264	54,802	49,102	39,351	29,730	29,016	30,430	28,284	24,481	18,879	12,533	5,978	1,894	298								
Motorcycle	34,086	23,504	27,670	46,406	49,187	44,079	48,140	40,053	32,029	26,034	20,268	22,434	20,531	19,222	12,767	6,395	6,996	14,356	15,282	23,027	20,916	19,888	17,677	18,605	3,848

North America Manufacturing

North American Manufacturing Facilities

Region	Facility / Location	Models Produced	Began Production	Plant Size	Annual Capacity	Employment	Investment
United States	Honda of America Mfg., Inc. Marysville Auto Plant Marysville, Ohio	Accord Sedan Accord Coupe Acura TL	Nov. 1982	3.6 million sq. ft.	440,000 vehicles	4,200	\$4.2 billion
	The Marysville Auto Plant is Honda’s longest operating U.S. auto plant and the first from a Japanese automaker, producing Honda and Acura products in North America for 30 years. One of the most integrated auto plants in North America, it houses stamping, welding, paint, plastic injection molding and assembly under one roof. Honda has invested more than \$4 billion since its inception to maintain the plant’s global competitiveness and enhance its efficiency and flexibility. This includes the early adoption of Honda’s flexible manufacturing system and, in 2006, the construction of a state-of-the-art paint facility that reduces energy use and waste associated with body painting operations. Honda is investing an additional \$64 million to enhance the plant’s metal-forming capabilities.						
	Honda of America Mfg., Inc. East Liberty Auto Plant East Liberty, Ohio	CR-V Crosstour Acura RDX	Dec. 1989	1.9 million sq. ft.	240,000 vehicles	2,500	\$1.1 billion
	The East Liberty Auto Plant (ELP) has achieved several technological firsts in the U.S. auto industry — the first plant to use laser welding for mass production and the first plant to implement low-emission, waterborne paint technology. In 2000, ELP was the first Honda plant in North America to adopt Honda’s innovative flexible manufacturing system. ELP added production of the CR-V sport utility vehicle in 2006. In 2009, ELP ended production of Civic to focus on production of Honda “crossover” models including CR-V and Crosstour. Honda in 2012 invested \$166 million for new door and instrument panel assembly lines, a new Vehicle Quality Department and a new parts consolidation center that will reduce CO ₂ emissions from parts shipments by an estimated 2.8 million pounds per year.						
	Honda of America Mfg., Inc. Anna Engine Plant Anna, Ohio	4-cylinder engines for Accord and Civic V6 engines for Accord Sedan, Accord Coupe, Crosstour, Ridgeline and Acura TL, RDX, MDX and ZDX Brake Components, Driveshafts	July 1985	1.8 million sq. ft.	1,180,000 engines 2.45 million components	2,400	\$1.7 billion
	Honda’s first U.S. engine plant, the Anna Engine Plant (AEP), began production with motorcycle engines in July 1985. AEP produced its first automobile engine, for Civic, in September 1986. The plant produces automobile engines, disc and drum brakes, engine blocks, cylinder heads, crankshafts, cylinder sleeves, driveshafts and other major parts. With an annual capacity of 1.18 million automobile engines, AEP is Honda’s largest automobile engine facility in the world. AEP also exports major engine components to Honda plants in other countries. In May 2008, the plant completed a \$75 million expansion to add production of stamped steel engine components previously made in Japan. In 2008, AEP began providing complete engines for Civics produced at the Indiana auto plant, and engine components for 4-cylinder engines being produced at the new Canada engine plant. A new \$31 million parts consolidation center will eliminate an estimated 2.5 million pounds of CO ₂ each year through more efficient parts logistics. An additional \$129 million is being invested for the production of components for continuously variable transmissions (CVTs) to be produced at the Russells Point transmissions plant.						

Note: Each plant uses domestic and globally sourced parts.

(continued on next page)

North America Manufacturing

North American Manufacturing Facilities

Region	Facility / Location	Models Produced	Began Production	Plant Size	Annual Capacity	Employment	Investment
United States	Honda Manufacturing of Alabama, LLC Lincoln, Alabama	Odyssey Pilot Ridgeline V-6 engines Acura MDX (starting in 2013)	Nov. 2001	3.4 million sq. ft.	300,000 vehicles 300,000 engines (increasing to 340,000 vehicles and engines in 2013)	4,000	\$1.8 billion
	Honda Manufacturing of Indiana, LLC Greensburg, Indiana	Civic Sedan Civic Natural Gas Civic Hybrid (starting in 2013) Acura ILX and ILX Hybrid	Oct. 2008	1.3 million sq. ft.	200,000 vehicles (increasing to 250,000 in 2013)	2,100	\$800 million

Note: Each plant uses domestic and globally sourced parts.

(continued on next page)

North America Manufacturing

North American Manufacturing Facilities

Region	Facility / Location	Models Produced		Began Production	Plant Size	Annual Capacity	Employment	Investment
United States	Honda Power Equipment Mfg., Inc. Sweptonville, North Carolina	General-purpose engines Walk-behind lawn mowers Snow blowers	String trimmers Water pumps Tillers	Aug. 1984	364,000 sq. ft.	340,000 mowers, water pumps, snow throwers and minitillers 2,000,000 engines	600	\$214 million
	Honda Power Equipment Mfg., Inc. (HPE) produces Honda general-purpose engines and numerous power equipment products including lawn mowers, snow throwers, string trimmer and minitillers. In June 2000, HPE began producing GC/V160 series engines for use in Honda lawn mowers and for sale to original equipment manufacturers for use in a range of equipment including water pumps, pressure washers and generators.							
	Honda of South Carolina Mfg., Inc. Timmons ville, South Carolina	Four Trax Recon Four Trax Rincon	Four Trax Foreman Four Trax Rancher	July 1998	535,150 sq. ft.	266,000 ATVs 310,000 engines	600	\$289 million
	The Timmons ville Plant began production of the Honda FourTrax ATV model line in 1998. In fall 2000, engine assembly operations were added to the plant.							
	Honda Transmission Mfg. of America, Inc. Russells Point, Ohio	Automatic Transmissions		July 1996	733,000 sq. ft.	800,000 automatic transmissions 328,000 gear sets 150,000 4WD rear differentials 300,000 4WD transfer cases	1,050	\$570 million
	The plant opened in 1996 focused solely on the production of automatic transmissions for North American-built models, which require high-level precision manufacturing technologies. Prior to the establishment of the Russells Point facility, the Anna Engine Plant produced automatic transmissions for U.S.-built vehicles (since 1989). The plant expanded its capability to produce high-precision gears in 2006, and in 2007 added production of rear differentials and transfer cases for Honda and Acura all-wheel-drive automobiles. Honda recently invested an additional \$145 million and added 100 new jobs to support the addition of a third assembly line and new high-pressure die-cast operations. The plant began producing CVT transmissions for the new, ninth-generation 2013 Accord in August 2012.							
	Honda Precision Parts of Georgia, LLC Tallapoosa, Georgia	Automatic Transmissions		May 2006	350,000 sq. ft.	300,000 automatic transmissions	450	\$152 million
	The plant opened in 2006 with the assembly of automatic transmissions for North American-built models — initially the Honda Odyssey and Pilot models produced in Alabama. The plant has since expanded its capabilities, adding the casting and machining of transmission cases to its initial assembly operations, expanding its plant size from 100,000 to 350,000 square feet, and increasing capital investment from \$100 million to \$152 million.							

Note: Each plant uses domestic and globally sourced parts.

(continued on next page)

North America Manufacturing

North American Manufacturing Facilities

Region	Facility / Location	Models Produced	Began Production	Plant Size	Annual Capacity	Employment	Investment
Canada	Honda of Canada Mfg. Alliston Auto Plants 1 & 2 Alliston, Ontario	Plant 1: Civic Coupe, Civic Sedan, Civic Si (Coupe and Sedan), Acura CSX Plant 2: Civic Sedan, CR-V, Acura MDX, Acura ZDX	Nov. 1986	3.4 million sq. ft.	390,000 vehicles	3,900 (auto and engine plants)	\$2.8 billion Cdn dollars (includes \$154 million invested in new engine plant)
	Honda of Canada Mfg. Alliston Engine Plant Alliston, Ontario	4-cylinder engines	Sept. 2008	263,177 sq. ft.	200,000 engines	see above	\$154 million Cdn dollars
Mexico	Honda de Mexico S.A. de C.V. Motorcycle/Parts Plant El Salto, Estado de Jalisco	Motorcycles Automobile parts	March 1988	282,000 sq. ft.	10,000 100 and C-90 motorcycles 9,000 Big Red MUVs 1.4 million plastic parts 1 million molded metal parts	1,125	\$103 million U.S. dollars
	Honda de Mexico S.A. de C.V. Automobile Plant El Salto, Estado de Jalisco	CR-V	Nov. 1995	258,000 sq. ft.	60,000 vehicles 60,000 engines	1,200	\$190 million U.S. dollars

Note: Each plant uses domestic and globally sourced parts.

North America Manufacturing

North American Automobile Production

	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Marysville (U.S.)																
Accord	968	55,337	138,573	145,337	213,811	235,619	256,169	232,955	333,922	356,968	341,924	283,038	360,591	393,645	424,472	415,588
Civic					24,348	88,445	110,185	129,309	49,276							
Acura TL																
Acura CL																
Acura RDX																
Subtotal	968	55,337	138,573	145,337	238,159	324,064	366,354	362,264	383,198	356,968	341,924	283,038	360,591	393,645	424,472	415,588
East Liberty (U.S.)																
Accord										9,254	14,461					
Civic								87	52,240	84,968	101,863	120,737	137,999	159,366	186,838	201,448
Acura CL														54	23,074	31,232
Element																
CR-V																
Crosstour																
Subtotal								87	52,240	94,222	116,324	120,737	137,999	159,420	209,912	232,680
HAM Total	968	55,337	138,573	145,337	238,159	324,064	366,354	362,351	435,438	451,190	458,248	403,775	498,590	553,065	634,384	648,268
Lincoln (U.S.)																
Odyssey																
Pilot																
Ridgeline																
Accord																
Subtotal																
Greensburg (U.S.)																
Civic																
Subtotal																
Total U.S. Production																
Accord	968	55,337	138,573	145,337	213,811	235,619	256,169	232,955	333,922	366,222	356,385	283,038	360,591	393,645	424,472	415,588
Civic					24,348	88,445	110,185	129,396	101,516	84,968	101,863	120,737	137,999	159,366	186,838	201,448
Acura TL																
Acura CL														54	23,074	31,232
Odyssey																
Element																
Pilot																
Acura RDX																
CR-V																
Ridgeline																
Crosstour																
Total	968	55,337	138,573	145,337	238,159	324,064	366,354	362,351	435,438	451,190	458,248	403,775	498,590	553,065	634,384	648,268

(continued on next page)

North America Manufacturing

Red figures represent record results.

North American Automobile Production

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Marysville (U.S.)															
Accord	424,660	369,333	336,034	363,210	336,231	380,946	349,917	353,754	350,393	366,869	381,533	263,255	284,717	229,439	8,979,208
Civic															401,563
Acura TL	31,324	78,807	83,893	78,314	72,119	60,398	82,635	88,545	79,513	66,654	57,207	28,841	35,294	35,763	879,307
Acura CL		143	31,440	14,824	13,625	4,201									64,233
Acura RDX									18,788	25,319	20,960	9,899	20,550	19,623	115,139
Subtotal	455,984	448,283	451,367	456,348	421,975	445,545	432,552	442,299	448,694	458,842	459,700	301,995	340,561	284,825	10,439,450
East Liberty (U.S.)															
Accord							434	5,040							29,189
Civic	208,239	221,956	225,723	236,029	219,134	147,564	133,995	133,724	176,652	156,032	107,454	5,162			3,017,210
Acura CL	30,480	15,661													100,501
Element					3,608	84,280	56,736	66,116	54,210	39,103	19,608	13,920	16,800	7,500	361,881
CR-V									7,111	47,340	110,821	133,361	196,743	165,840	661,216
Crosstour												9,158	33,200	18,839	61,197
Subtotal	238,719	237,617	225,723	236,029	222,742	231,844	191,165	204,880	237,973	242,475	237,883	161,601	246,743	114	114
HAM Total	694,703	685,900	677,090	692,377	644,717	677,389	623,717	647,179	686,667	701,317	697,583	463,596	587,304	477,118	14,670,758
Lincoln (U.S.)															
Odyssey				2,223	107,976	167,925	151,891	204,897	201,808	196,043	161,206	83,873	119,580	130,443	1,527,865
Pilot							27,809	87,792	85,905	118,102	121,516	65,434	121,330	118,326	746,214
Ridgeline											13	16,180	20,180	13,356	49,729
Accord												16,153	10,992		27,145
Subtotal				2,223	107,976	167,925	179,700	292,689	287,713	314,145	282,735	181,640	272,082	262,125	2,350,953
Greensburg (U.S.)															
Civic											6,851	78,139	95,116	84,768	264,874
Subtotal											6,851	78,139	95,116	84,768	264,874
Total U.S. Production															
Accord	424,660	369,333	336,034	363,210	336,231	380,946	350,351	358,794	350,393	366,869	381,533	279,408	295,709	229,439	9,035,542
Civic	208,239	221,956	225,723	236,029	219,134	147,564	133,995	133,724	176,652	156,032	114,305	83,301	95,116	84,768	3,683,647
Acura TL	31,324	78,807	83,893	78,314	72,119	60,398	82,635	88,545	79,513	66,654	57,207	28,841	35,294	35,763	879,307
Acura CL	30,480	15,804	31,440	14,824	13,625	4,201									164,734
Odyssey				2,223	107,976	167,925	151,891	204,897	201,808	196,043	161,206	83,873	119,580	130,443	1,527,865
Element					3,608	84,280	56,736	66,116	54,210	39,103	19,608	13,920	16,800	7,500	361,881
Pilot							27,809	87,792	85,905	118,102	121,516	65,434	121,330	118,326	746,214
Acura RDX										18,788	25,319	20,960	9,899	19,737	115,253
CR-V										7,111	47,340	110,821	133,361	165,840	661,216
Ridgeline												13	16,180	13,356	49,729
Crosstour												9,158	33,200	18,839	61,197
Total	694,703	685,900	677,090	694,600	752,693	845,314	803,417	939,868	974,380	1,015,462	987,169	723,375	954,502	824,011	17,286,585

(continued on next page)

North America Manufacturing

North American Automobile Production

	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Alliston (Canada)																
Accord					507	15,679	12,484									
Civic							37,484	86,594	105,959	99,150	104,123	100,621	108,308	106,133	141,864	154,194
Acura EL															2,618	10,987
Odyssey																
Acura MDX																
Pilot																
Ridgeline																
CRV																
Acura CSX																
Acura ZDX																
Total					507	15,679	49,968	86,594	105,959	99,150	104,123	100,621	108,308	106,133	144,482	165,181
El Salto (Mexico)																
Accord														105	1,194	3,057
CR-V																
Subtotal														105	1,194	3,057
Total N.A. Production																
Accord	968	55,337	138,573	145,337	214,318	251,298	268,653	232,955	333,922	366,222	356,385	283,038	360,591	393,750	425,666	418,645
Civic					24,348	88,445	147,669	215,990	207,475	184,118	205,986	221,358	246,307	265,499	328,702	355,642
Odyssey																
Element																
Pilot																
Ridgeline																
CR-V																
Crosstour																
Acura CL														54	23,074	31,232
Acura EL															2,618	10,987
Acura TL																
Acura MDX																
Acura CSX																
Acura RDX																
Acura ZDX																
Grand Total																
N.A. Production	968	55,337	138,573	145,337	238,666	339,743	416,322	448,945	541,397	550,340	562,371	504,396	606,898	659,303	780,060	816,506

(continued on next page)

North America Manufacturing

Red figures represent record results.

North American Automobile Production

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Alliston (Canada)															
Accord															28,670
Civic	159,414	168,377	158,818	167,642	161,101	187,167	190,795	185,855	194,309	246,374	299,246	224,527	207,547	178,732	3,774,334
Acura EL	7,925	7,680	8,097	9,398	8,163	5,620	3,719	4,149							68,356
Odyssey	12,458	98,862	147,206	149,122	68,561	14,911	7,621								498,741
Acura MDX		21	12,702	44,832	58,924	67,564	67,529	67,592	54,338	68,706	55,776	32,784	63,976	52,069	646,813
Pilot					64,269	116,968	122,665	65,577	75,925	16,867					462,271
Ridgeline							199	60,679	56,866	55,150	25,251				198,145
CR-V														140	140
Acura CSX								1,639	5,640	3,483	2,738	1,890	1,950	1,170	18,510
Acura ZDX												595	4,799	1,940	7,334
Total	179,797	274,940	326,823	370,994	361,018	392,230	392,528	385,491	387,078	390,580	383,011	259,796	278,272	234,051	5,703,314
El Salto (Mexico)															
Accord	7,194	10,133	18,803	23,822	24,978	21,625	21,824	23,538	24,235	15,770					196,278
CR-V										10,921	51,247	47,787	55,001	45,426	210,382
Subtotal	7,194	10,133	18,803	23,822	24,978	21,625	21,824	23,538	24,235	26,691	51,247	47,787	55,001	45,426	406,660
Total N.A. Production															
Accord	431,854	379,466	354,837	387,032	361,209	402,571	372,175	382,332	374,628	382,639	381,533	279,408	295,709	229,439	9,260,490
Civic	367,653	390,333	384,541	403,671	380,235	334,731	324,790	319,579	370,961	402,406	413,551	307,828	302,663	263,500	7,457,981
Odyssey	12,458	98,862	147,206	151,345	176,537	182,836	159,512	204,897	201,808	196,043	161,206	83,873	119,580	130,443	2,026,606
Element					3,608	84,280	56,736	66,116	54,210	39,103	19,608	13,920	16,800	7,500	361,881
Pilot					64,269	116,968	150,474	153,369	161,830	134,969	121,516	65,434	121,330	118,326	1,208,485
Ridgeline							199	60,679	56,866	55,150	25,264	16,180	20,180	13,356	247,874
CR-V									7,111	58,261	162,068	181,148	251,744	211,406	871,738
Crosstour												9,158	33,200	18,839	61,197
Acura CL	30,480	15,804	31,440	14,824	13,625	4,201									164,734
Acura EL	7,925	7,680	8,097	9,398	8,163	5,620	3,719	4,149							68,356
Acura TL	31,324	78,807	83,893	78,314	72,119	60,398	82,635	88,545	79,513	66,654	57,207	28,841	35,294	35,763	879,307
Acura MDX		21	12,702	44,832	58,924	67,564	67,529	67,592	54,338	68,706	55,776	32,784	63,976	52,069	646,813
Acura CSX								1,639	5,640	3,483	2,738	1,890	1,950	1,170	18,510
Acura RDX									18,788	25,319	20,960	9,899	20,550	19,737	115,253
Acura ZDX												595	4,799	1,940	7,334
Grand Total															
N.A. Production	881,694	970,973	1,022,716	1,089,416	1,138,689	1,259,169	1,217,769	1,348,897	1,385,693	1,432,733	1,421,427	1,030,958	1,287,775	1,103,488	23,396,559

North America Manufacturing

North American Engine and Transmission Production

	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Motorcycle Engine*	8,084	20,881	4,487	20,920	11,475	7,641	6,706	10,373	12,916	9,800	13,388	17,862	21,930	22,628	20,668	10,693	42,057	53,049	49,962	47,662	55,984	49,485	41,756	28,297	10,865			599,569
Auto Engine																												
L-4 (Ohio) ^{1,2*}		8,391	64,230	107,140	216,285	474,494	499,827	498,069	470,882	567,997	591,112	719,119	717,070	697,766	613,393	572,791	638,627	611,406	646,753	609,904	645,426	702,354	779,556	810,610	525,363	583,353	505,529	13,877,447
L-4 (Canada) ^{1*}																									157,400	189,393	142,062	488,855
V-6 (Ohio) ³												6,754	67,062	197,244	340,485	441,462	434,183	398,914	442,614	469,660	438,894	437,070	322,204	262,838	116,584	188,289	152,315	4,716,572
V-6 (Alabama) ⁴																	2,283	108,020	167,925	179,807	292,719	287,713	313,969	282,659	181,600	272,231	262,082	2,351,008
Total Auto Engine		8,391	64,230	107,140	216,285	474,494	499,827	498,069	470,882	567,997	591,112	725,873	784,132	895,010	953,878	1,014,253	1,075,093	1,118,340	1,257,292	1,259,371	1,377,039	1,427,137	1,415,729	1,356,107	980,947	1,233,266	1,061,988	21,433,882

* From 1985-99, motorcycle engines were produced at the Anna Engine Plant.
Beginning in 2000, motorcycle engines are produced at the Marysville Motorcycle Plant.

¹ 4-cylinder engines for Civic
² 4-cylinder engines for Civic, Accord, CR-V and Element
³ V-6 engines for Accord, Acura TL, Acura MDX, and Acura ZDX
⁴ V-6 engines for Odyssey, Ridgeline, Pilot and Accord

Automatic Transmission*	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Honda Transmission Mfg. of America	1,855	197,285	320,833	340,424	315,533	373,644	400,539	503,156	567,948	696,306	790,599	844,769	923,020	1,011,802	1,034,252	1,003,289	1,031,130	883,554	719,861	687,725	504,426	599,404	599,821	14,351,175
Honda Precision Parts of Georgia																		52,456	273,379	282,936	182,078	263,601	281,682	1,336,132
Total Automatic Transmission																		936,010	993,240	970,661	686,504	863,005	881,503	15,687,307

* From 1989-96, transmissions were produced at the Anna Engine Plant.
Honda Transmission Mfg. of America began transmission production in 1997.
Honda Precision Parts of Georgia (HPPG) began transmission production in 2006.

North American Motorcycle, ATV and PWC* Production

	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL																														
Honda of America Mfg. (Marysville Motorcycle Plant)																																																																
Motorcycle	3,326	22,203	55,871	50,050	41,143	59,156	41,961	28,029	41,669	23,222	14,448	7,641	7,676	16,048	20,393	21,207	29,502	34,630	39,135	38,173	33,674	24,890	56,036	60,862	60,345	58,264	60,524	60,171	44,423	28,334	10,865			1,093,871																														
ATV											32,693	55,417	47,243	50,980	62,237	84,509	97,822	117,195	134,897	127,044	99,732	105,284	66,243	62,596	48,180	38,557	9,915						1,240,544																															
Subtotal	3,326	22,203	55,871	50,050	41,143	59,156	41,961	28,029	41,669	23,222	47,141	63,058	54,919	67,028	82,630	105,716	127,324	151,825	174,032	165,217	133,406	130,174	122,279	123,458	108,525	96,821	70,439	60,171	44,423	28,334	10,865		2,334,415																															
Honda of South Carolina Mfg.																																																																
ATV																				27,257	116,962	153,742	223,659	234,453	244,218	280,291	264,086	260,267	222,486	153,674	32,050	83,957	106,899	2,404,001																														
PWC																								564	11,782	11,918	11,193	10,359	4,211	2,279	72			52,378																														
Subtotal																				27,257	116,962	153,742	223,659	235,017	256,000	292,209	275,279	270,626	226,697	155,953	32,122			2,265,523																														
Honda de Mexico S.A. de C.V.																																																																
Motorcycle											1,421	15,163	12,862	11,667	32,258	21,948	14,382	9,363	6,283	7,023	10,298	11,951	12,031	14,950	19,298	18,394	22,736	26,696	23,720	9,679	7,120	5,040		7,050	314,283																													
Total N.A. Production																																																																
Motorcycle	3,326	22,203	55,871	50,050	41,143	59,156	41,961	28,029	41,669	24,643	29,611	20,503	19,343	48,306	42,341	35,589	38,865	40,913	46,158	48,471	45,625	36,921	70,986	80,160	78,739	81,000	87,220	83,891	54,102		15,905			1,361,835																														
ATV											32,693	55,417	47,243	50,980	62,237	84,509	97,822	117,195	134,897	154,301	216,694	259,026	289,902	297,049	292,398	318,848	274,001	260,267	222,486	153,674	32,050	83,957	113,949	3,537,646																														
PWC																								564	11,782	11,918	11,193	10,359	4,211	2,279	72				52,378																													
Grand Total	3,326	22,203	55,871	50,050	41,143	59,156	41,961	28,029	41,669	24,643	62,304	75,920	66,586	99,286	104,578	120,098	136,687	158,108	181,055	202,772	262,319	295,947	360,888	377,773	382,919	411,766	372,414	354,517	280,799	155,953	48,027	83,957	113,949	5,065,808																														

* PWC: Personal Water Craft

North America R&D/Engineering

Honda R&D Americas, Inc.

Initially established as Honda Research California in 1975 to conduct market research in the U.S., Honda R&D Americas, Inc. has steadily expanded the size and scope of its operations and responsibilities. Today, Honda R&D Americas conducts “complete product creation” in the U.S. to research, design and develop products that meet the needs of customers in the Americas and to support local parts sourcing efforts. Like Honda R&D Co., Ltd., in Japan, Honda R&D Americas is a company separate from Honda’s North American manufacturing and sales and marketing companies, with the flexibility to pursue its design and development goals. Honda currently operates 16 R&D facilities in North America. Following is a look at the major centers.

Operation	Location	Began
Los Angeles Center	Torrance, California	January 1975
<i>Responsibilities:</i> Automobile and motorcycle market research, concept development and styling design.		
The Los Angeles Center played a role in the design of the new 2011 Honda Odyssey and many other current products including the Honda Pilot and Ridgeline, and the Acura TL and Acura MDX — each produced exclusively in North America. In 2006, Honda R&D completed construction on a new Acura Design Studio, adjacent to its existing Torrance facility, focused solely on the Acura automotive brand. In early 2007, R&D began operations at a new Advanced Design Studio, responsible for the development of future design concepts for Honda and Acura. The studio is responsible for the development of the FC Sport fuel cell concept (2008) and the P-NUT urban commuter concept (2009).		
Ohio Center	Raymond, Ohio	July 1985
<i>Responsibilities:</i> Automobile and motorcycle research and development.		
The Ohio Center is located close to the Marysville and East Liberty auto plants. The development work on the 2006 Civic Coupe and Si, 2003 and 2009 Pilot, 2003 Element, 2006 Ridgeline, 2011 Odyssey, 2004 and 2009 Acura TL, 2001 and 2007 Acura MDX, and 2010 Acura ZDX took place at the Ohio Center. The Automotive Safety Research Facility at the Ohio Center houses one of the world’s most sophisticated high resolution crash-test barrier blocks, the world’s first pitching crash test simulator, along with other advanced safety research and testing labs.		
North Carolina Center	Sweepsonville, North Carolina	August 1993
<i>Responsibilities:</i> Power equipment product research, development and testing.		
Located adjacent to Honda Power Equipment Mfg., Inc., the 11,000-square-foot facility is focused on power equipment development.		
Marine Engine Research Facility	Grant-Valkaria, Florida	December 2008
<i>Responsibilities:</i> Development and testing of Honda marine engines. The facility received green-building certification from the U.S. Green Building Council in March 2010.		

Honda Engineering North America, Inc.

Established as a branch office of Honda Engineering Co., Ltd., in May 1985, Honda Engineering North America (EGA) was formally established as an independent subsidiary in April 1988. EGA helps develop the special manufacturing equipment necessary to produce Honda products in North America.

Operation	Location	Began
	Marysville, Ohio Anna, Ohio Lincoln, Alabama Alliston, Ontario, Canada	May 1985
<i>Responsibilities:</i> Design, development and manufacture of production equipment necessary for manufacturing, including stamping press dies, plastic injection molds, welding systems and assembly automation.		
EGA produces the stamping dies for exclusive models produced in North America, such as the Honda Accord Coupe, Pilot, Element, Ridgeline, Odyssey and Acura TL and MDX. EGA also supplies much of the tooling for those exclusive models. EGA headquarters is located adjacent to the Marysville Auto Plant. EGA also operates facilities in the vicinity of plants in Lincoln, Alabama and Alliston, Ontario, Canada.		

U.S. Exports

Exports of U.S.-Made Honda Products

Automobiles

Region	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Latin America/Caribbean *						85	833	6,829	6,282	7,199	7,721	5,677	3,222
Japan		6,650	3,432	12,022	14,520	22,921	23,426	52,091	49,504	44,039	27,016	10,723	12,368
Asia/Oceania	667	2,375	3,085	2,566	2,964	17,200	8,276	5,308	2,491	2,108	2,686	8,263	1,639
Europe					6,350	6,943	5,740	34,063	21,397	19,719	8,540	8,279	7,969
Middle East/Africa				1,697	3,889	4,969	3,008	2,858	3,153	2,110	2,800	6,681	439
Mexico									663	869	3,060	6,397	10,455
Other **				2,025	772	393	1,117	3,249	3,375	4,993	4,026	4,354	4,160
TOTAL	667	9,025	6,517	18,310	28,495	52,511	42,400	104,398	86,865	81,037	55,849	50,374	40,252

Exports of U.S.-Made Honda Products

Automobiles

Region	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Latin America/Caribbean *	2,918	3,152	1,788	1,190	1,339	2,494	4,573	4,311	5,431	3,158	6,201	4,887	79,290
Japan	6,113	6,588	3,708	2,989	276	183	45	39	23	35	29	2	298,742
Asia/Oceania	140	120	0	1	1	1	451	561	257	1,120	358	364	63,002
Europe	2,993	5,292	1,219	728	566	77	0	0	6,178	191	179	1,695	138,118
Middle East/Africa	463	245	343	738	431	1,386	1,886	1,978	5,562	3,118	5,014	16,532	69,300
Mexico	11,952	15,613	14,613	11,104	7,646	11,218	18,368	24,676	26,647	10,156	17,715	18,058	209,210
Other **	4,611	3,653	3,714	4,574	4,723	5,031	3,178	3,420	3,436	2,198	3,453	3,512	73,967
TOTAL	29,190	34,663	25,385	21,324	14,982	20,390	28,501	34,985	47,534	19,976	32,949	45,050	931,629

* Sales to Canada are not included.

** Exports to Puerto Rico, Guam, Saipan and sales to military personnel on foreign duty.

U.S. Exports

Exports of U.S.-Made Honda Products

Motorcycles & ATVs

Region	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Americas *	37	55	12			13	3				5,057	1,045	896	720	909	1,047	845	2,528
Japan	51	10	34	54	29	24	4		725	500		610	475	157	22	1,161	522	941
Europe/Middle East/ Africa	3,033	6,547	2,300	1,203	1,824	953	1,531	2,244	2,689	1,402	2,418	4,082	4,407	5,224	6,349	10,116	9,162	10,218
Asia/Oceania	106	147	121	29	28					1,240	3,425	2,631	4,340	5,477	4,336	5,870	7,893	6,499
Other **																	835	470
TOTAL	3,227	6,759	2,467	1,286	1,881	990	1,538	2,244	3,414	3,142	10,900	8,368	10,118	11,578	11,616	18,194	19,257	20,656

Exports of U.S.-Made Honda Products

Motorcycles & ATVs

Region	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Americas *	2,863	3,752	4,066	3,477	3,659	3,232	4,201	7,162	6,874	9,088	8,243	4,724	2,444	4,469	81,421
Japan	1,286	312	90	847	555	452	99	102	501	365	374	42	2	23	10,369
Europe/Middle East/ Africa	12,071	9,160	11,035	13,704	13,121	14,479	16,779	20,154	16,538	15,692	14,346	8,617	9,594	7,029	258,021
Asia/Oceania	8,937	8,676	11,060	4,441	9,148	5,640	8,512	11,313	8,105	9,497	9,196	5,162	8,314	9,591	159,734
Other **	1,118	1,097	1,286	1,668	1,404	1,077	525	726	199	96	156	165	82	269	11,083
TOTAL	26,275	22,997	27,537	24,137	27,887	24,880	30,116	39,457	32,217	34,738	32,315	18,710	20,436	21,381	520,628

* Sales to Canada are not included.

** Exports to Puerto Rico, China, Guam, Saipan and sales to military personnel on foreign duty.

U.S. Exports

Exports of U.S.-Made Honda Products

Power Products

Region	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Americas *									48	32	108	83	53	106	220	447	535	779
Japan											1,800	1,992	737	2,402	696	1,435	2,400	3,584
Europe/Middle East/ Africa											40,716	29,989	11,561	25,785	48,774	66,058	81,549	57,770
Asia/Oceania											168	254	436	511	13,943	14,650	24,625	22,783
Other **																		17
TOTAL									48	32	42,792	32,318	12,787	28,804	63,633	82,590	109,109	84,933

Exports of U.S.-Made Honda Products

Power Products

Region	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Americas *	1,163	4,403	1,000***	1,000***	246	1,215	1,857	2,582	3,220	3,529	5,475	5,950	9,667	6,539	50,257
Japan	6,578	5,879	2,096	2,122	2,160	2,453	563	1,554	1,212	1,366	1,174	3,466	1,878	1,809	49,356
Europe/Middle East/ Africa	64,702	64,292	34,529	99,899	64,160	31,682	30,174	81,710	84,114	109,715	130,825	67,099	86,639	82,991	1,394,733
Asia/Oceania	29,228	31,014	28,861	24,526	24,362	20,000	31,776	24,567	27,422	24,163	31,148	22,102	23,493	33,275	453,307
Other **	2,332	131			112	242	91	36	63	179	36	22	96		3,357
TOTAL	104,003	105,719	66,486	127,547	91,040	55,592	64,461	110,449	116,031	138,952	168,658	98,639	121,773	124,614	1,951,010

* Sales to Canada are not included.

** Exports to Puerto Rico.

*** Actual export units to the Americas are unavailable for 2000 and 2001 — this number reflects company estimates.

South America Regional Operations

Operations Overview

Honda's growing manufacturing and R&D operations are well situated within the South America Region, with motorcycle and auto production expanding in Brazil, and a new auto plant constructed in Argentina.

Honda has been producing motorcycles in Brazil since 1976 and automobiles since 1997. Research and development activities in the region began in 1980. Reflecting the continued growth of these operations and Honda's sales activities, in 2000, Honda established a South America Region Operation responsible for developing strategies that reflect the unique economic, cultural and market conditions of the region, and for the management of Honda's R&D and manufacturing operations in Brazil.

Honda's strategic positioning in the MERCOSUR, the region's Southern cone free trade agreement, provides a solid foundation for its growth in the region. MERCOSUR member countries are currently pursuing many trade agreements with other nations within the Americas. Eventually, the ultimate expansion into the larger FTAA (Free Trade Area of the Americas) is targeted for the future.

Production

- Honda Motor de Argentina (HAR) began production at a new auto plant in the Campana, Buenos Aires province in March 2011, with processes including stamping, welding, painting and final assembly. The plant will export products to Brazil and will compliment existing automobile production capacity in Brazil.
- Honda Automoveis do Brasil, building the Civic Sedan and Fit, completed a \$100 million expansion in 2007, increasing annual production capacity to 100,000 automobiles. In the summer of 2008, additional investment of approximately \$30 million further increased production capacity to 120,000 units.
- Moto Honda da Amazonia is one of Honda's largest motorcycle plants in the world. Production was expanded to 1.5 million units in 2007. In September 2009, the new production line was added, and it produced approximately 1.7 million units in 2011.
- Currently, Brazil exports the Fit to left-hand drive markets in South America, and Mexico also, Civic and City to Argentina.
- Honda Selva del Peru S.A. (HSP), a wholly owned subsidiary of Honda del Peru S.A. (HDP), began operations in October 2007. The \$3.5 million motorcycle plant has an annual capacity of 35,000 units.

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South America Regional Operations

Sales/Products

- Honda motorcycle sales in South America reached an all-time record of 1.95 million units in 2011, up 19 percent from the previous year.
- In late 2006, Honda began sales in Brazil of flex-fuel Civic and Fit models, able to operate on a wide range of ethanol-gasoline mixtures, up to 100 percent ethanol. The Brazilian-made City, introduced in 2009, operates using this same system. In March 2009, the first flex-fuel motorcycle CG150 Titan Mix was introduced in Brazil. Sales of flex-fuel motorcycles in Brazil are expanding, making up 57 percent of the market's total sales in 2011.

R&D

- R&D activities in the region began in 1980 — a few years after the start of local motorcycle production — to focus not only on supporting local sourcing of assembly component parts, but also to conduct market research, product planning, product homologation, testing and styling design.
- Honda R&D Brazil was established in 1997 to place greater focus on automobile market research within the region, to integrate with Honda's Brazilian automobile plant, and to increase local parts-sourcing efforts.

South America Regional Operations

Major South America Subsidiaries

Location	Company	Established
Argentina	Honda Motor de Argentina S.A.	1978
	<i>Responsibilities:</i> Import and distribution of automobiles, motorcycles, power products and parts. Export of automobile parts. Manufacture of motorcycles and automobiles.	
Brazil		2006 / 2011
	Honda South America Ltda.	2000
	<i>Responsibilities:</i> Coordination of Honda operations in South America	
	Moto Honda da Amazonia Ltda.	1975
Chile		
	<i>Responsibilities:</i> Manufacture of motorcycles. Distribution of motorcycles and power products.	
	Honda Automoveis do Brasil Ltda.	1975
Peru		
	<i>Responsibilities:</i> Import, manufacture and distribution of automobiles and parts. Export of automobile parts.	
Chile	Honda Motor de Chile S.A.	1998
	<i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	
Peru	Honda del Peru S.A.	1974
	<i>Responsibilities:</i> Manufacture of motorcycles. Import and distribution of automobiles, motorcycles, power products and spare parts. Export of motorcycle spare parts.	
	Honda Selva del Peru, S.A.	2006
	<i>Responsibilities:</i> Manufacture of motorcycles. Import and distribution of motorcycles, power products and spare parts.	

Major South America Manufacturing Facilities

Location	Company	Products	Started
Argentina	Honda Motors de Argentina S.A.	Motorcycles Automobiles	2006 2011
Brazil	Moto Honda da Amazonia Ltda.	Motorcycles	1976
	Honda Automovies do Brasil Ltda.	Automobiles	1997
Colombia	Fabrica Nacional de Autoparts Fanalca S.A.	Motorcycles	1981
Peru	Honda del Peru S.A.	Motorcycles	1975
	Honda Selva del Peru S.A.	Motorcycles	2007

Major South America R&D Centers

Operation	Location	Began
Honda R&D	Brazil	1998
	<i>Responsibilities:</i> Market research and analysis, liaison with manufacturing operations, and work with South America suppliers in developing parts for Honda products made in South America.	

Europe/Middle East/Africa

Operations Overview

In 2011, Honda celebrated the 50th anniversary of its first European subsidiary, Honda GmbH, established in Germany in 1961. Honda's European business is deeply rooted in the region with four factories, three R&D centers and more than 20 sales/logistics subsidiaries.

Honda Motor Europe, Ltd. has responsibility for supporting and strategically coordinating all of Honda's European business activities, including production, sales, marketing and customer support for automobile, motorcycle and power equipment. Its operations deliver Honda products to customers in 27 EU countries and more than ten non-EU countries, and in areas where language and culture differ significantly.

To support sales in emerging markets, the support function for Eastern Europe, Middle East and Africa has been centralized in the CIS, Middle East and Africa Sales Division of Honda Motor Co., Ltd. in Tokyo, Japan.

Automobiles

- Honda in Europe has recently embarked on a strong program of product renewal. In 2011, a new Civic was introduced. The ninth generation of the Civic is a British built, versatile family car, designed exclusively for the European market. The new Civic offers stand-out design, class-leading space and versatility, and even higher quality.
- Honda will introduce an all-new CR-V in autumn 2012. Building on its excellent reputation, the new CR-V will offer a perfect balance of sports and utility, delivering the practicality of an SUV and car-like handling.

- By late 2012, Honda will introduce a new 1.6 litre *i*-DTEC diesel engine. This engine will first appear in the new Civic and will deliver CO₂ emissions of 95g/km. The new 1.6-litre *i*-DTEC engine is the first drivetrain from Honda's new Earth Dreams Technology engine series to be introduced into Europe. It will be manufactured at Honda's UK manufacturing facility. The application of new high-strength material in the cylinder head has enabled Honda to deliver the world's lightest aluminium open-deck 1.6-litre diesel engine. These lightweight characteristics, along with the compact high-efficiency turbocharger, enhance responsiveness and ensure the Civic will offer a class-leading balance of fuel economy and performance.
- Honda continues to expand its gas electric hybrid and other high fuel efficiency offerings in the European market. A hybrid version of the Jazz subcompact was introduced in early 2011 on the heels of the 2010 launch of the CR-Z sporty hybrid coupe and the 2009 launch of the Insight.
- The Honda Jazz exceeded the 500,000-unit sales mark in Europe, demonstrating the continuing popularity of this model. Two new Jazz models, a Jazz Si and Jazz Idle Stop, are slated for introduction in 2012. The Jazz has topped J.D. Power and Associates' customer satisfaction ratings in the micro-car segment for nine straight years.
- Honda automobile sales in the region including CIS, MNE and Africa totaled 233,000 units in 2011, a decrease of 17 percent from the previous year.

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Europe/Middle East/Africa

Motorcycles

- Honda has earned a leading share of the motorcycle market in many European countries by offering high-performance products with advanced environmental and safety technologies.
- Honda motorcycle sales in the region in 2011 rose 6 percent from 2010 levels to 274,000 units.

Power Products

- Honda Motor Co., Ltd., and German heating and ventilation specialists Vaillant Group introduced in Feb. 2011 the Vaillant ecoPOWER 1.0, a new micro-combined heat and power (MCHP) system for Europe, the first such system with highly efficient gas engine technology for use in single-family homes. The Honda MCHP unit, in combination with harmonized system components and smart energy-management technology, allows the system to deliver an outstanding overall efficiency of 92 percent while reducing the CO₂-balance of the energy supply of smaller homes (under ideal usage conditions) by approximately 50 percent compared to conventional home heating systems.

Environment

- The UK's first open-access hydrogen refueling station, at Honda's Swindon manufacturing facility, was opened in September 2011.
- Honda of the UK Manufacturing (HUM) has made investments in improving efficiency and reducing the environmental footprint of the factory, including the introduction of leading-edge technology on Paint Line 1, which provides greater flexibility and improves quality and overall efficiency. The new process results in less paint wastage and less paint sludge sent to landfills.
- Established in December 2009, Honda Akademie in Germany is a training facility where sales, service and all Honda associates from various countries have opportunities to learn the latest technologies and the philosophy of Honda. This facility has 686 Honda Soltec solar cell modules to reduce CO₂ emissions by 58 tons annually while supplying 88,000 kilowatt hours of electricity.

Safety

- Honda was presented with one of the first Euro NCAP Advanced awards at the 2010 Paris Motor Show for the development and application of its advanced Collision Mitigation Brake System (CMBS).
- The Accord, Civic and Jazz, along with the Insight and CR-Z hybrid models, have each earned a maximum 5-star rating under Europe's New Car Assessment Program (Euro NCAP), which adopted more stringent standards in February 2009. The Insight achieved the second-highest score of any new vehicle tested in 2009 and was named "the safest hybrid vehicle" in Europe.

Development

- Honda's research and development functions are carried out by Honda R&D Europe with major centers in Germany and the UK.

Production

- Honda of the UK Manufacturing Ltd (HUM) is a fully integrated car manufacturing facility, producing the total car; engine casting, engine assembly, pressing, welding, painting and frame assembly all on one site.
- Located in Swindon, UK, HUM has an annual capacity of 250,000 vehicles and has been manufacturing vehicles since 1992. In 2008, the 2 millionth car was produced.
- HUM produces the Civic, CR-V and Jazz models and employs 3,500 associates.
- Motorcycle production in the region has been centralized in Atessa, Italy. Honda's factory in Montesa, Spain, supplies high-quality component parts for both car and motorcycle production.

Europe/Middle East/Africa

Major Europe/Middle East/Africa Subsidiaries

Location	Company	Established
Austria	Honda Austria GmbH <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	March 1982
Belgium	Honda Europe NV <i>Responsibilities:</i> Distribution of Honda parts and products.	April 1978
	Honda Belgium NV <i>Responsibilities:</i> Manufacture of automobile parts. Distribution of automobiles, motorcycles and power products.	September 1962
Czech Republic	Honda Czech Republic Ltd. <i>Responsibilities:</i> Import and distribution of automobiles and motorcycles.	August 1993
France	Honda Motor Europe (South) S.A. <i>Responsibilities:</i> Coordination of regional operations and import and distribution of Honda products.	May 1964
	Honda Power Equipment S.A. <i>Responsibilities:</i> Import, manufacture and distribution of power products.	June 1985
Germany	Honda Motor Europe (North) GmbH <i>Responsibilities:</i> Coordination of regional operations and import and distribution of Honda products.	June 1961
	Honda R&D Europe (Deutschland) <i>Responsibilities:</i> Research and development for Europe.	April 1998
Hungary	Honda Hungary KFT. <i>Responsibilities:</i> Import and distribution of automobiles and motorcycles.	December 1993

Location	Company	Established
Italy	Honda Italia Industriale S.p.A. <i>Responsibilities:</i> Import, manufacture and distribution of motorcycles and power products.	September 1971
	Honda Automobili Italia S.p.A. <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	July 1990
Netherlands	Honda Nederland B.V. <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	March 1995
Portugal	Honda Portugal S.A. <i>Responsibilities:</i> Import and distribution of:	April 2006 (as a subsidiary)
	Motorcycles Automobiles Power products	March 1986 June 1989 June 1992
Poland	Honda Poland, Sp. z o.o. <i>Responsibilities:</i> Import and distribution of automobiles.	December 1982
Russia	Honda Motor RUS LLC <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	February 2004
Slovakia	Honda Slovakia, Spol., S.R.O. <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	May 1994
South Africa	Honda Motor Southern Africa (Pty.) Ltd. <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	July 2000
Spain	Montesa Honda S.A. <i>Responsibilities:</i> Import, manufacture and distribution of motorcycles.	May 1980
	Honda Automoviles España S.A. <i>Responsibilities:</i> Import and distribution of automobiles.	March 1998

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Europe/Middle East/Africa

Major Europe/Middle East/Africa Subsidiaries

Location	Company	Established
Sweden	Honda Nordic AB	February 1974
	<i>Responsibilities:</i> Import and distribution of power products.	
Switzerland	Honda (Suisse) S.A.	March 1974
	<i>Responsibilities:</i> Import and distribution of motorcycles and power products.	
	Honda Automobiles (Suisse) S.A.	February 1974
	<i>Responsibilities:</i> Import and distribution of automobiles.	
Turkey	Honda Türkiye A.S.	April 1992
	<i>Responsibilities:</i> Manufacture of automobiles and import and distribution of automobiles and motorcycles.	
U.K.	Honda Motor Europe Ltd.	September 1965
	<i>Responsibilities:</i> Coordination of operations in Europe and import and distribution of Honda products.	
	Honda of U.K. Mfg. Ltd.	February 1985
	<i>Responsibilities:</i> Manufacture of automobiles and automobile engines.	
	Honda Engineering Europe Ltd.	May 1990
	<i>Responsibilities:</i> Development of manufacturing tools and equipment for European production operations.	
	Honda Trading Europe Ltd.	April 1990
	<i>Responsibilities:</i> Import/export of automobiles parts and raw materials.	
	Honda R&D Europe (U.K.) Ltd.	December 1992
	<i>Responsibilities:</i> Research and development for Europe.	
	Honda Finance Europe PLC.	December 1996
	<i>Responsibilities:</i> Financing for the sale of Honda products.	

Location	Company	Established
Ukraine	Honda Ukraine LLC	May 2006
	<i>Responsibilities:</i> Import and wholesale distribution of automobiles, power products and parts.	
Nigeria	Honda Mfg. (Nigeria), Ltd.	July 1979
	<i>Responsibilities:</i> Manufacture of motorcycles and import and distribution of motorcycles and power products.	
U.A.E.	Honda Gulf Fze.	March 1994
	<i>Responsibilities:</i> Distribution of parts for automobile, motorcycle and power products.	

Europe/Middle East/Africa Manufacturing Facilities

Location	Company	Products	Started
U.K.	Honda of the U.K. Ltd.	Automobile engines	1989
		Automobiles	1992
France	Honda France Manufacturing S.A.S.	Power products	1986
Italy	Honda Italia Industriale S.p.A.	Motorcycles, motorcycle engines	1976
		General-purpose engines	1995
Spain	Montesa Honda S.A.*	Motorcycle components	1986
Nigeria	Honda Manufacturing (Nigeria) Ltd.	Motorcycles	1981
Turkey	Honda Türkiye A.S.	Automobiles	1997

*Joint venture.

Japan

Operations Overview

The continued growth of Honda's six-region global strategy resulted in two separate and distinct roles for Honda's Japan operations — meeting the needs of local customers and strengthening the growing autonomy of its regional operations. This includes the development of new product and production technologies that advance Honda's ability to deliver products with high levels of quality, fuel efficiency and value for its customers worldwide.

A key part of this effort is the advancement of electromotive technologies, including hybrid, battery electric, plug-in hybrid and fuel cell electric vehicles, along with new energy production and distribution systems such as solar cells, hydrogen refueling systems and co-generation technology. The development and integration of these technologies serves as a core part of Honda's effort to create new value in the environmental arena and reduce CO₂ emissions that contribute to global climate change.

Sales/Product

- Honda automobile sales in Japan were impacted heavily by the two natural catastrophes in Japan and Thailand in 2011. New vehicle registrations of 503,490 Honda vehicles were down 22 percent from the previous year, following three consecutive year-over-year increases. The Fit and Freed were the second and sixth best-selling models in Japan in 2011 with sales of 207,886 and 67,736 units, respectively. The Life was the industry's sixth best-selling car among mini-vehicles for calendar year 2011, with sales of 67,582 units.
- In 2011, motorcycle sales in Japan rose 12 percent to 219,181, while sales of power products rose 5 percent to 389,441 units.
- New models introduced in 2011 include the Fit Shuttle and Fit Shuttle Hybrid compact cars, the Freed Hybrid minivan and Freed Spike Hybrid tall wagon, the new CR-V and the N Box "mini-minivan," the first model of the new N Series.

Production

- In the face of a global trend toward smaller vehicles, as well as increasing environmental awareness by consumers, Honda increased its focus on advanced manufacturing technologies for environmentally responsible products and small vehicles, as well as efficient production of products sold in Japan and strengthening its support for plants outside of Japan.
- In July 2010, Honda announced it will begin mini-vehicle production at its Suzuka Factory in 2012. Though this initiative, Honda will establish manufacturing technologies that contribute to the effort to reduce the bodyweight and cost of Honda's next-generation models produced locally and around the world.
- Completion of a new state-of-the-art auto plant in the Yorii, Saitama prefecture is slated for 2013. The plant is expected to serve as a "leader plant" for the creation and dissemination of new, state-of-the-art production technologies aimed at improving Honda's global manufacturing efficiency and flexibility. In order to mature advanced technologies, the Yorii plant will begin with small-volume production of environmentally responsible vehicles which require highly sophisticated technologies, gradually increasing production and, ultimately, sharing these technology advances with other Honda operations around the world to help support the global growth of Honda.
- A new engine plant in Ogawa, Saitama prefecture, began Phase 1 operations in 2009, involving casting and machining of engine components for plants in Japan and overseas.

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Japan

- In August 2010, Honda began production of automobile transmissions at its new Hamamatsu factory, increasing production capacity from 700,000 to 800,000 automatic and continuously variable transmissions annually. As a “leader plant” for global transmission production, the Hamamatsu factory will further strengthen its function to evolve and share advanced production technologies with Honda plants around the world.
- In order to further advance technologies and know-how in the production of motorcycles of all sizes, Honda consolidated both domestic motorcycle production and global mid-size to large motorcycle production at its new Kumamoto factory from May of 2009.
- In September 2011, The Carbon Disclosure Project (CDP) recognized Honda for its comprehensive information disclosure. Honda was one of only 52 companies in the CDP’s “Carbon Disclosure Leadership Index,” and received the highest score among all Japanese companies in the annual survey.
- Honda started leasing its EV-neo electric scooter to customers in Japan in December 2010. The company is targeting annual lease sales of 1,000 units.
- In July 2010, Honda announced plans to begin real-world demonstration testing of next-generation electrically powered personal mobility products, including electric vehicles, plug-in hybrid vehicles, electric scooters and electric carts, to be conducted jointly with the Kumamoto and Saitama prefectures in Japan. The demonstration program is part of the Honda Electric Mobility Network, a comprehensive approach to the development and deployment of advanced electromotive technologies for motorcycles, automobiles and power products.

Environment

- In June 2011, Honda announced the Honda Environmental Vision: Realizing “the Joy and Freedom of Mobility” and “a Sustainable Society where People Can Enjoy Life.” Toward the realization of this vision, Honda also introduced a global environmental slogan — “Blue Skies for Our Children.” Honda will continue its company-wide effort to realize its environmental vision. In keeping with this vision, the company announced a new voluntary target to reduce global CO₂ emissions from the use of its motorcycles, power products and automobiles by 30 percent by the end of 2020, compared to 2000 levels.
- In April 2012, Honda unveiled the Honda Smart Home System (HSHS). The HSHS was installed in a home in the Saitama Prefecture along with Honda CIGS (copper, indium, gallium and selenium) solar cells, a home battery unit, a co-generation system and the Smart e Mix Manager, the core of the HSHS system, which optimally controls electricity supplied from the grid and generated by each energy device in the system.
- In November 2011, Honda announced its next-generation “Earth Dreams Technology,” applied to powertrains technology to enhance both driving performance and fuel efficiency through improvements to the efficiency of internal combustion engine components, including engine and transmission, as well as electric-powered motor technology.
- Honda Soltec, a wholly owned subsidiary of Honda Motor Co., Ltd., began sales of thin-film solar cells for residential use in 2007 and for industrial use in 2008. In August 2010, the company began sales of two new residential-use solar cell modules with output of 130W and 120W, respectively. In January 2011, the company announced plans to release a new, more compact and efficient solar cell module increases in energy conversion efficiency, from 11.6 percent to 13.0 percent, making it the world’s most efficient CIGS-based solar cell, with roughly two-thirds the surface area of the previous module.
- Striving to realize a low carbon society, Honda has been installing solar power generation systems at Honda operations in Japan. The combined capacity of solar power generation systems installed to date has reached 3.5 megawatts, the largest in Japan among all automakers operating. In February 2012, the company completed installation of a 9-kilowatt solar array at a Honda dealership in Tokyo, kicking off its effort to install 1 megawatts of solar power at Honda dealerships in Japan by March 31, 2014.

Japan

Major Japan Subsidiaries

Company	Established
Honda Motor Co., Ltd.	September 1948
<i>Responsibilities:</i> Manufacture, sale, lease and repair of automobiles, motorcycles and power products.	
Honda Finance Co., Ltd.	April 1966
<i>Responsibilities:</i> Financing for the sale and leasing of Honda products.	
Honda Trading Corporation	March 1972
<i>Responsibilities:</i> Import and export of parts for Honda products.	
Honda R&D Co., Ltd.	July 1960
<i>Responsibilities:</i> Technical research and development work for Honda products.	
Honda Engineering Co., Ltd.	Sept 1970
<i>Responsibilities:</i> Manufacture and sales of machine tools, equipment and production techniques, including plant layout.	
Honda Access Corp.	August 1976
<i>Responsibilities:</i> Manufacture and sales of Honda special accessories for motorcycles, automobiles and power products.	
Mobilityland Corporation	June 2006
Two corporations were merged in June 2006 under Mobilityland Corporation.	
• Suzuka Circuit	1962
• Twin Ring Motegi	1997
<i>Responsibilities:</i> Operation of amusement parks and racing circuits.	
Honda Soltec Co., Ltd.	December 2006
<i>Responsibilities:</i> Manufacture and sales of Honda thin-film solar cells.	

Honda R&D Co., Ltd.

Company	Established
Automobile R&D Center (Wako)	July 1960
<i>Responsibilities:</i> Design, prototype fabrication and testing of automobile engines. Comprehensive development of new materials and electronics. Interior and exterior design of automobiles.	
Automobile R&D Center (Tochigi)	April 1982
<i>Responsibilities:</i> Research, design and development of automobiles.	
Motorcycle R&D Center	November 1973
<i>Responsibilities:</i> Research, design and development of motorcycles.	
Power Product R&D Center	May 1979
<i>Responsibilities:</i> Research, design and development of power products.	
Fundamental Technology	January 1991
<i>Responsibilities:</i> Technical research for the future, including environmental technology, electronics, bio-technology and new materials.	
Aircraft Engine R&D Center	July 2004
<i>Responsibilities:</i> Research, design and development of aviation engines.	
Automobile R&D Center (Tochigi Proving Ground)	April 1979
<i>Responsibilities:</i> Testing of automobiles, motorcycles and power products.	
Automobile R&D Center (Takasu Proving Ground)	May 1996
<i>Responsibilities:</i> Testing of Honda products, including cold-weather testing.	

Japan

Major Japan Manufacturing Facilities

Facility	Products	Started	Size (sq. meters)	Capacity
Saitama Factory	Accord, Legend, Odyssey, CR-V, StepWGN, Inspire, Freed, Stream, Fit and other	May 1964	452,000	530,000 autos
Suzuka Factory	Fit, Fit Hybrid, Fit Shuttle, Fit Shuttle Hybrid, Insight, CR-Z, and other	April 1960	573,000	530,000 autos
Hamamatsu Factory	Automatic automobile transmissions	April 1954	26,500	800,000 transmissions
Kumamoto Factory	Motorcycles, ATVs, power products	Jan 1976	64,000	360,000 units
Tochigi Factory	Engine and chassis parts	Dec 1970	58,000	
Yokkaichi Factory	Acty Truck, Acty Van, Life, Vamos, Vamos Hobio, Zest	Aug 1995	58,000	240,000 autos
Ogawa Plant	Automobile Engines	April 2009	195,000	200,000 engines

Asia/Oceania

Operations Overview

Honda's motorcycle and automobile operations in Asia/Oceania rebounded quickly from the economic recession and have resumed solid growth. Honda's increased involvement in its sales and production operations in the region has the company making more efficient use of these resources as part of a regional and global component supply network.

Motorcycle

- Honda's motorcycle production capacity in the Asia Oceania region has reached 12.3 million units. The production bases in Asia Oceania region are expected to expand further capacity with the vigorous motorcycle demand on the back of economic growths, besides as export base globally. Honda continues expanding the Joy of Customer, from the commuter (small size) types that play an essential role in daily life of customer to motorcycles with high pleasure that are equipped with advanced technology to satisfy the global widespread needs of customers.

Thailand

- In Thailand, Honda has been the best-selling motorcycle brand for 22 consecutive years and in 2011 accounted for more than 64 percent of the 1.28 million motorcycles sold in the country.
- All new Honda motorcycle models sold in Thailand now feature PGM-FI technology for enhanced fuel efficiency, lower exhaust emissions and greater engine performance.
- In June 2009, Thai Honda Manufacturing began exporting motorcycle engine component parts sets, PGM-FI units and other components to Japan, including 110cc 4-stroke engines for the Honda Super Cub 110.

- Following in the footsteps of the 2009 launch of the PCX 125cc scooter, produced and sold by Thai Honda and AP Honda Co., Ltd., in November 2010, Honda launched the new CBR250R, the first full-fledged road sports model in Thailand. The CBR250R is produced by Thai Honda Manufacturing Co., Ltd, and was launched as a global model for export to a wide range of countries such as the ASEAN countries, Japan, Europe, North America and Australia.
- In April 2012, Honda also launched a new CBR250R on/off-road model produced by Thai Honda Manufacturing, the CRF250L, which offers an agile ride in a wide range of riding environments, from urban to off-road riding as a global model for export.
- AP Honda Co., Ltd started to sell Click 125i, the new 125-cc sports scooter in January 2012. The Click 125i is the first model to be equipped with eSP, Honda's newly developed 125-cc global engine for scooters, which boasts improved durability, quietness, and high fuel efficiency.

Vietnam

- Vietnam is the world's fourth largest motorcycle market at 3.33 million units in 2011. HVN has posted 15 years of consecutive sales growth reaching 61 percent market share in 2011.
- Honda Vietnam Co., Ltd (HVN), a Honda motorcycle and automobile sales and production joint venture, began motorcycle production in 1997 and by 2011 reached total annual capacity of 2 million units. A third motorcycle plant, in the Ha Nam Province, with investment of \$120 million and annual capacity of 500,000 units, became operational in the latter half of 2012. HVN makes the Honda Super Dream, Wave, Click, Air Blade and Lead models.

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Asia/Oceania

Malaysia

- Industry-wide sales of motorcycles in Malaysia reached 517,823 units in 2011 with Honda taking 45 percent of the market.
- Boon Siew Honda Sdn Bhd (BSH), a motorcycle production and sales joint venture between Oriental Holdings Berhad and Honda Motor Co., Ltd., announced plans to build a new high-quality and high-efficiency motorcycle production plant that will result in the transfer of production from the existing plant in order to continue fulfilling growing demand in the motorcycle market in Malaysia. The new plant, with an annual capacity of 350,000 units, is scheduled to come on line in the first half of 2013.

Indonesia

- Indonesia is the world's third-largest motorcycle market, after China and India, with industry-wide sales of up 10 percent to 8.10 million units in 2011. Joint venture company P.T. Astra Honda Motor (AHJ) recorded all-time record sales of 4.27 million Honda motorcycles in 2011.
- Honda began motorcycle production in Indonesia in 1971 with cumulative production surpassing 30 million units in 2011. AHJ started production in January 2011 and operates three plants with a total annual production capacity of 4.4 million units, the second largest among all Honda subsidiaries and affiliates worldwide. In March 2012, the company announced plans for a fourth plant to produce 1.1 million scooter models annually.
- AHJ announced in November 2011 that it would install Honda's PGM-FI electronically controlled fuel injection system on all motorcycle models produced in Indonesia by the end of 2013 to stricter exhaust gas emissions regulations taking effect in Indonesia.

India

- India is the world's second-largest motorcycle market, behind China. Honda Motorcycle & Scooter India (Pvt.) Ltd. (HMSI), Honda's wholly owned motorcycle production and sales subsidiary in India, has steadily grown its sales to more than 1.8 million units, or 14 percent of India's two-wheeler market, in 2011.
- In order to fulfill the diversifying needs of customers in the growing market of India, HMSI is enhancing its product lineup with the 2011 introduction of the 125cc CB Shine, along with the CBR150 and CB250R, the Dio 110cc scooter, and the VT1300 CX and CBR1000RR Fireblade big bikes, and the 2012 introduction of the highly anticipated 110cc Dream Yuga.
- HMSI began operations at its second motorcycle plant in early 2012. Production capacity at the plant, initially set at 600,000 units, was doubled to 1.2 million. HMSI in May 2011 announced plans for the construction of a third plant, also with a capacity of 1.2 million units, to begin operations in the first half of 2013. HMSI expanded its first plant from 1.25 to 1.55 million units in 2009 and to 1.65 million units in 2010. Total motorcycle production capacity will exceed 4 million units across all three plants.
- Research and development of motorcycles and power equipment products is done by Honda R&D (India) Private Ltd., a wholly owned subsidiary of Honda Motor Co., Inc.

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Asia/Oceania

Automobile

- Automobile sales in the region fell 24 percent in 2011 to 301,410 units, from an all-time record 395,510 units in 2010. Automobile production in Asia during the same period fell 35 percent from the previous year to 255,907 units.

Thailand

- Honda Automobile (Thailand) Co., Ltd. in March 2012 resumed production of automobiles nearly six months after the suspension of operations due to damage from the Thailand floods. The company's two automobile plants in the region, producing the Honda City and BRIO, have an annual capacity of 240,000 vehicles.
- Honda introduced the new small-sized BRIO vehicle in Thailand in March 2011. The BRIO was developed as a commuter vehicle which is easy to use, even in urban areas, and qualifies under the Thai government Eco-car program. Based on Honda's "man maximum, machine minimum," philosophy, the BRIO features an easy-to-handle compact body and spacious cabin with outstanding fuel economy and a starting price of less than 400,000 baht.

India

- In September 2012, Honda Siel Cars India (HSCI) changed its name to Honda Cars India Ltd (HCIL), following the divestment of Usha International Ltd. from the company.
- HSCI introduced the BRIO premium hatchback in April 2011 as a key new entry in the growing India car market. The company is aiming to double the number of customers in India to one million in the next five years.
- HSCI's Greater Noida plant, on the outskirts of Delhi, can produce 100,000 vehicles per year. Its second automobile plant, in the state of Rajasthan, supplies body panels and engine components to HSCI's Greater Noida automobile plant. HSCI also added an R&D function in India to focus on development of local components suited to the Indian market.

Indonesia

- Joint venture company P.T. Honda Prospect Motor (HPM) began automobile production in 2009 with the Honda Freed multi-purpose vehicle. The plant, in the suburbs of Jakarta, has an annual capacity of 60,000 vehicles.
- In March 2012, HPM announced plans to begin producing the Honda BRIO small vehicle at a second automobile plant with an annual capacity of 120,000 units. HPM will begin importing the BRIO from Thailand in 2012 before beginning local production before the end of 2013. HPM will also strengthen local parts sourcing, increasing local content from 50 percent to approximately 80 percent. Total production capacity in Indonesia will rise to 180,000 vehicles per year.
- Honda automobile sales in Indonesia, which were up 148 percent in 2010, fell significantly in 2011 due to production disruptions resulting from the Japan earthquake and Thailand flooding. HPM introduced the Thailand-made Jazz and Accord models in 2011 and new City model 2012. The company is targeting sales of 210,000 units per year by the end of 2015.

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Asia/Oceania

Power Products

- Thailand is Honda's largest power products export base, producing more than 2.2 million units in 2011 for export to global markets, including Honda's North America, Europe and Asia/Oceania regions.
- Thai Honda Manufacturing Co. is now exporting mid- and large-size engines to more than 80 countries. The plant also produces the 360-degree inclinable mini 25cc and 35cc engines, which are used for power brush cutters, mini-tillers and portable backpack sprayers.
- In 2006, Thai Honda Manufacturing began production and export to the U.S. of power equipment engines which meet the California Air Resources Board's Tier-3 emission standards, the most demanding in the world.
- Honda Sael Power Products Limited (HSPP) in India, with over 1,500 dealers and 15 offices across the country (as of April 2012), celebrated its 25th anniversary in October 2010, with cumulative sales surpassing the two-million unit mark in September 2010. HSPP is the first power products manufacturing company in India to be awarded ISO 9001:2000 certification for quality assurance systems and ISO 14001 certification for environment management.

Global Supply Network

- Honda is enhancing the function and responsibility of its Asian operations to serve as export hubs for products, components and transmissions within the region and globally.
- Thailand is positioned as the regional production base for the supply of stamped parts, body panels and engines, while Indonesia produces cylinder blocks and heads, automatic transmissions and engine valve sets. Malaysia produces constant velocity joints, bumpers and instrument panels; and the Philippines makes engine parts and manual gear transmissions.

Research and Development

- Honda R&D Asia Pacific Co. (Thailand) was established in 2005, and in 2009 it opened a new R&D Center in Bangkok. It operates as a regional automobile R&D center, covering broad research and development activities including product planning, product research, design, development and testing to meet the unique and evolving needs of customers across the Asia and Oceania region.

Asia/Oceania

Major Asia/Oceania Subsidiaries

Location	Company	Established
India	Honda Motorcycles & Scooter India (Private) Ltd.	November 1999
	<i>Responsibilities:</i> Manufacture and distribution of motorcycles.	
	Honda Cars India Ltd. (formerly Honda Siel Cars India Ltd.)	May 1995
Indonesia	Honda Siel Power Products Ltd.	May 1985
	<i>Responsibilities:</i> Manufacture and distribution of power products.	
	P.T. Astra Honda Motor	December 2000
Korea	P.T. Honda Prospect Motor	March 1977
	<i>Responsibilities:</i> Manufacture and distribution of automobiles.	
	PT. Honda Power Products Indonesia	June 2006
Malaysia	Honda Korea Co., Ltd.	October 2001
	<i>Responsibilities:</i> Import and distribution of power products.	
	Boon Siew Honda Sdn. Bhd	September 2008
Pakistan	Honda Malaysia Sdn Bhd	November 2000
	<i>Responsibilities:</i> Import, manufacture and distribution of motorcycles.	
	Atlas Honda Ltd.	October 1962
Philippines	Honda Atlas Cars (Pakistan) Ltd.	November 1982
	<i>Responsibilities:</i> Manufacture and distribution of motorcycles.	
	Honda Atlas Power Product (private) Ltd.	April 1998
Taiwan	<i>Responsibilities:</i> Manufacture and distribution of automobiles.	
	Honda Philippines Inc.	June 1973
	Honda Cars Philippines Inc.	October 1990
Vietnam	<i>Responsibilities:</i> Manufacture and distribution of automobiles.	
	Honda Vietnam Co., Ltd.	March 1996
	<i>Responsibilities:</i> Import, manufacture and distribution of motorcycles.	
Australia	Honda Australia Pty., Ltd.	February 1969
	<i>Responsibilities:</i> Import and distribution of automobiles.	
	Honda Australia Motorcycle and Power Equipment Pty., Ltd.	February 1987
New Zealand	<i>Responsibilities:</i> Manufacture and distribution of power products; distribution of motorcycles.	
	Honda New Zealand Ltd.	June 1988
	<i>Responsibilities:</i> Import and distribution of automobiles.	

Location	Company	Established
Thailand	Asian Honda Motor Co., Ltd.	October 1964
	<i>Responsibilities:</i> Coordination of operations of subsidiaries in the Asia and Oceania region and import, export and distribution of Honda products.	
	Thai Honda Manufacturing Co., Ltd.	April 1965
Vietnam	<i>Responsibilities:</i> Manufacture of motorcycles and power products.	
	Honda Automobile (Thailand) Co., Ltd.	December 2000
	<i>Responsibilities:</i> Manufacture and distribution of automobiles.	
Australia	A.P. Honda Co., Ltd.	March 1986
	<i>Responsibilities:</i> Distribution of motorcycles.	
	Honda R&D Southeast Asia Co., Ltd.	November 1997
New Zealand	<i>Responsibilities:</i> Research and development of motorcycles for ASEAN region.	
	Honda Engineering Asia Co., Ltd.	January 1999
	<i>Responsibilities:</i> Development of manufacturing tools and equipment for ASEAN region production facilities.	
Australia	Honda R&D Asia Pacific Co., Ltd.	December 2005
	<i>Responsibilities:</i> Research and development of automobiles for Asia and Oceania markets.	
	Honda Vietnam Co., Ltd.	March 1996
Australia	<i>Responsibilities:</i> Manufacture and distribution of motorcycles and automobiles.	
	Honda Australia Pty., Ltd.	February 1969
	<i>Responsibilities:</i> Import and distribution of automobiles.	
New Zealand	Honda Australia Motorcycle and Power Equipment Pty., Ltd.	February 1987
	<i>Responsibilities:</i> Manufacture and distribution of power products; distribution of motorcycles.	
	Honda New Zealand Ltd.	June 1988
Australia	<i>Responsibilities:</i> Import and distribution of automobiles.	

Asia/Oceania

Asia/Oceania Manufacturing Facilities

Location	Company	Products	Started
India	Honda Motorcycle & Scooter India (Private) Ltd.	Motorcycles	2001
	Honda Cars India Ltd. (formerly Honda Siel Cars India Ltd.*)	Automobiles	1997
	Honda Siel Power Products Ltd.*	Power products	1988
	Honda Motor India Pvt. Ltd.	Parts	2006
Indonesia	P.T. Astra Honda Motor*	Motorcycles	2001
	P.T. Honda Prospect Motor*	Automobiles, automobile engines	1978
Malaysia	Boon Siew Honda Sdn. Bhd	Motorcycles	2008
	Honda Malaysia Sdn Bhd*	Automobiles	2003
	HICOM Honda Mfg. Malaysia Sdn Bhd*	Motorcycle engines	1985
Pakistan	Atlas Honda Ltd.*	Motorcycles	1964
	Honda Atlas Cars (Pakistan) Ltd.*	Automobiles	1994
Taiwan	Honda Taiwan Co., Ltd.	Automobiles	2002

* Joint venture.

Location	Company	Products	Started
Thailand	Thai Honda Mfg. Co., Ltd.*	Motorcycles, power products	1967
	Honda Automobile (Thailand) Co., Ltd.	Automobiles	2000
Vietnam	Honda Vietnam Co., Ltd.*	Motorcycles	1997
		Automobiles	2006
Australia	Honda Australia Motorcycle and Power Equipment Pty., Ltd.	Power products	1991

* Joint venture.

China

Operations Overview

Honda has been at the forefront in introducing new concepts to the Chinese auto industry, including establishment of a unique automotive brand for China, the first full-scale export of passenger cars from China to Europe, and the establishment of China's first dedicated auto dealer network with integrated sales, service and parts supply capabilities.

Honda Motor (China) Investment Co., Ltd. (HMCI), a wholly owned Honda subsidiary, has consolidated regional headquarters functions and is responsible for developing Honda's overall business strategy in China. This includes facilitating the integration of Honda's growing operations in China into the concept of sharing the company's global resources.

In April 2012, Honda Motor (China) Investment Co., Ltd., announced plans to further grow its business in China, including the introduction of 10 new or redesigned models between 2013 and 2015, the shift to Honda's "Earth Dreams" powertrain series, and the expansion of its hybrid vehicle lineup. The company also will strengthen the Acura brand in China with the introduction of new models, including the ILX small sedan and the RDX luxury SUV, along with the introduction of models equipped with new, small-sized engines that are increasingly popular with Chinese consumers.

Motorcycle

- Honda motorcycle sales rose 12 percent to 1.3 million units in 2011.
- Sundiro Honda Motorcycle Co., Ltd., Honda's motorcycle production and sales joint venture, celebrated its 10th anniversary in October 2011. Cumulative production of motorcycles by Sundiro Honda surpassed the 7-million-unit mark in 2011.

- HMCI established a branch in Shanghai, focusing on motorcycle business. The Shanghai branch is responsible for the development of Honda's entire motorcycle business and product strategies in China, as well as for supporting marketing, service, quality and procurement for Honda's motorcycle subsidiaries in the country.
- Honda exported 48,000 China-made motorcycles to Japan, Africa, the Middle East and Asia/Oceania countries in 2011.

Automobile

- Guangzhou Honda Automobile Co., Ltd. (GHAC) in April 2008 announced the establishment of a proprietary automotive brand, Li Nian (Everus) with GHAC handling each step of the new model process, including design, production and sales. In April 2010, the company began sales of its new Li Nian S1 compact sedan, the first mass-produced model of the Li Nian brand.
- At the 2011 Shanghai motor show, Honda announced plans to introduce the Insight, Fit and CR-Z hybrid models, joining the Civic Hybrid in the Chinese market. Insight will be sold through Dongfeng Honda, while the CR-Z and Fit hybrid models will be through Guangzhou Honda. The vehicle will initially be supplied from Japan, as the company makes plans to localize production of these vehicles in China in the future.
- Honda and the city of Guangzhou and Guangzhou Automobile Group Co., Ltd. started demonstration testing of Honda Fit electric vehicles in November 2011 to verify the market potential and ideal infrastructure for widespread use of EVs in China. Moreover, Honda is aiming to begin production of EVs in China in 2012.

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China

- Guangzhou Honda (GHAC) began auto production in China with the Accord in 1999 and now produces the Odyssey minivan, Crosstour, City and Fit. A second auto production line began operations in September 2006, increasing total production to 360,000 units. In April 2012, GHAC announced plans to build a third production line on the property of its existing ZengCheng Plant. The new line will have an initial capacity of 120,000 vehicles when production begins in 2014, raising GHAC's total product capacity to 600,000 units. GHAC plans to double capacity at the plant to 240,000 vehicles per year in the future.
- Dongfeng Honda produces the Civic, CR-V, Elysion and Spirior models at its plant in Wuhan, Hubei Province. The company produced its one-millionth automobile in July 2011 and is expanding production at its first plant from 200,000 to 240,000 units annually. In November 2010, the company broke ground for a second automobile plant, scheduled to begin operations July 2012, with annual production capacity of 120,000 units.
- In April 2012, the company introduced its first originally developed model, SIMO, a new middle-class sedan developed by the Dongfeng Honda R&D Center. The CIMO based on the eighth-generation Civic platform and uses a 1.8-liter *i*-VTEC engine.
- Honda set a new yearly production record of 676,515 China-made automobiles in 2010, up 12.4 percent from the previous year. After the completion of the third line for GHAC and the second plant at Dongfeng Honda, Honda's total annual production capacity in China will reach 1.01 million units in 2014. In addition to the capacity expansion, Honda will further localize R&D capabilities in China.
- Acura brand automobiles were introduced for the first time in China in 2006, the first use of the Acura brand mark outside of North America. HMCi imports Acura products and markets them through a dedicated Acura dealer network, including the Acura RL, TL and MDX. In 2012 Honda introduced the Acura ZDX to the Chinese market and announced plans to further expand the Acura lineup with the addition of the ILX sedan and RDX sport-utility vehicle, along with the introduction of models equipped with new, small-sized engines.

Power Products

- Honda announced plans in July 2010 to become the first Japanese company to produce mini-tillers in China, to support the growing mechanization of agriculture in the country.
- Honda began producing power products in China in 1994 through the joint venture company Honda-Mindong Generator Co., Ltd. In 2002, Jialing-Honda, a joint venture company, started production of power products including general-purpose engines, water pumps and lawn mowers.
- In 2001, Honda began exporting a China-made generator model to Japan. The export of general-purpose engines from Jialing-Honda Motors Co., Ltd., in Chongqing, to markets including Europe and Australia began in 2003.

China

Major China Subsidiaries

Company	Established
Wuyang-Honda Motors (Guangzhou) Co., Ltd. <i>Responsibilities:</i> Manufacture and distribution of motorcycles.	July 1992
Jialang-Honda Motors Co., Ltd. <i>Responsibilities:</i> Manufacture of power products.	January 1993
Honda Motor (China) Co., Ltd. <i>Responsibilities:</i> Import and distribution of automobiles, motorcycles and power products.	February 1993
Honda-Mindong Generator Co., Ltd. <i>Responsibilities:</i> Manufacture and distribution of power products.	October 1994
Guangzhou Honda Automobile Co., Ltd. <i>Responsibilities:</i> Manufacture and distribution of automobiles.	July 1998
Dongfeng Honda Engine Co., Ltd. <i>Responsibilities:</i> Manufacture of automobile engines.	May 1998
Sundiro Honda Motorcycle Co., Ltd. <i>Responsibilities:</i> Manufacture and distribution of motorcycles.	September 2001
Honda Motorcycle R&D China Co., Ltd. <i>Responsibilities:</i> Research and development of motorcycles.	February 2002
Dongfeng Honda Automobile Co., Ltd. <i>Responsibilities:</i> Manufacture and distribution of automobiles.	July 2003
Honda Auto Parts Manufacturing Co., Ltd. <i>Responsibilities:</i> Manufacture of automobile transmissions.	October 2005
Honda Engineering China Co., Ltd. <i>Responsibilities:</i> Development and production of manufacturing tools and equipment for production facilities in China.	July 2006

China Manufacturing Facilities

Facility	Products	Began Production
Jailing-Honda Motor Co., Ltd.	Power products	1994
Guangzhou Honda Automobile Co., Ltd.	Automobiles	1999
Donfeng Honda Engine Co., Ltd.	Automobile engines	1999
Wuyang-Honda Motors (Guangzhou) Co., Ltd.	Motorcycles	1992
Honda-Mindong Generator Co., Ltd.	Power products	1995
Sundiro Honda Motorcycle Co., Ltd.	Motorcycles	2001
Dongfeng Honda Automobile Co., Ltd.	Automobiles	2004
Honda Automobile (China) Co., Ltd.	Automobiles	2005

Chronology

Note: North American highlights in bold.

2012

August	<ul style="list-style-type: none"> • On August 20, the Marysville, Ohio, auto plant begins mass production of the ninth-generation 2013 Accord, as the plant approaches 30 years of manufacturing Honda automobiles in America. • The 2012 Acura TL is one of the first two vehicles to earn a Good rating from the Insurance Institute for Highway Safety (IIHS) in its new rigorous frontal small overlap barrier test. • In remarks at the Center for Auto Research (CAR) Automotive Management Seminars, Honda R&D Americas' president, Erik Berkman, announces that HRA will lead development of the next-generation Civic Sedan and Civic Coupe models for North America and global markets. 	June	<ul style="list-style-type: none"> • The Honda and Acura brands earn their highest-ever scores in J.D. Power & Associates' 2012 Initial Quality Study, as Honda is ranked #1 among non-luxury automobile brands for the second consecutive year. The 2012 CR-V earns the highest rating in the compact crossover segment, while the Marysville, Ohio, and Suzuka, Japan, auto plants receive Silver and Platinum plant quality awards, respectively. • The Honda FIT EV receives a EPA jurisdiction limited to U.S. combined adjusted EPA fuel-economy rating of 118 MPGe, and a consumption rating of 29 kilowatts hours per 100 miles, the most efficient ratings for any electric vehicle from a major automaker. • The Central Atlantic regional office of American Honda Finance Corporation (AHFC) in Charlotte, N.C. becomes the twelfth Honda facility in North America to earn LEED® certification from the U.S. Green Building Council, the most of any automaker operating in the region.
July	<ul style="list-style-type: none"> • American Honda begins leasing the Fit EV all-electric commuter vehicle to customers in Southern California and Oregon. • Honda of South Carolina (HSC) produces its two-millionth engine since the start of production at its Timmonsville, S.C. plant in 1998. • Honda plants in Indiana and Alabama announced expansion plans: Honda Manufacturing of Indiana (HMIN) will invest \$40 million and hire 300 associates to boost capacity by 50,000 vehicles per year and add production of the Civic Hybrid in 2013; Honda Manufacturing of Alabama (HMA) will invest \$115 million and hire 50 new associates to increase production by 40,000 vehicles per year and add production of the Acura MDX in 2013. • American Honda announces new HondaLink™ in-vehicle connectivity system, featuring the first OEM application of Aha® radio, to debut on the 2013 Accord and Crosstour models. 	May	<ul style="list-style-type: none"> • Acura begins sales of its new ILX sedan, the new gateway vehicle for the Acura brand and the first Acura product with an available hybrid powertrain. • Honda-powered cars capture first and second place in the 2012 Indianapolis 500, with Dario Franchitti of the Target Chip Ganassi race team earning his third Indy win. It is the third win for Honda in an Indy 500 race with engine competition. • Honda Aircraft company announces numerous advancements in its progress toward certification and delivery of HondaJet, including the first flight of its fourth FAA-conforming aircraft; new avionics capabilities; and the start of manufacturing of the first full-motion, Level D flight simulator, to be installed at the company's Greensboro, N.C. HondaJet Training Center. • The compact and innovative Honda UNI-CUB, featuring the world's first omni-directional driving wheel system (Honda Omni Traction Drive System) is unveiled in Japan, along with plans to conduct demonstration testing of the new personal mobility device beginning in June 2012.

Chronology

Note: North American highlights in bold.

2012 (Continued)

April	<ul style="list-style-type: none"> • Honda Manufacturing of Indiana (HMIN) begins production of the Acura ILX and ILX Hybrid sedans on the same line as the Civic Sedan and Civic Natural Gas. The ILX is the first Acura to be produced in Indiana and the first Honda or Acura hybrid vehicle to be produced in North America. • American Honda launches its first-ever “green dealer” program for U.S. Honda and Acura dealers. The Honda and Acura Environmental Leadership Awards are given to dealers who quantifiably reduce their environmental impact, beginning with at least a 10 percent reduction in total energy use. • Honda is named the Best Value Brand and Most Trusted Brand in the 2012 Kelly Blue Book Brand Image Awards. • The Acura RLX Concept is unveiled at the New York International Auto Show, where it is announced that Acura’s new flagship sedan will feature the first application of Acura Sport Hybrid SH-AWD®, mated to a 370-horsepower V6 engine and expected to earn a combined EPA fuel economy rating of 30 mpg. • American Honda announces plans to aggressively apply new visibility-enhancing technologies on its automobiles, including rearview cameras, to be applied to more than 97 percent of all model year 2013 U.S. Honda models, along with Expanded View Driver’s Mirror and LaneWatch™ blind-stop display, which will debut on the 2013 Accord and Crosstour. • Honda unveils a house in the Saitama prefecture of Japan equipped with the Honda Smart Home System (HSHS). Through the development of the HSHS, Honda aims to release products that cut household emissions in half (from 2000 levels) by 2015. • Honda Motor Co., Ltd. and the Japan Metals & Chemicals Co., Ltd. jointly announced the establishment of the world’s first process to extract rare earth metals from various used Honda parts in an actual mass-production process. 	March	<ul style="list-style-type: none"> • The East Liberty, Ohio, auto plant begins production of the Acura RDX luxury crossover SUV just months following the December 2011 launch of the 2012 Honda CR-V. The plant is undergoing construction on a \$166 million, 155,000-square-foot expansion for the addition of new door and instrument panel subassembly lines. • Honda de Mexico, S.A. de C.V. (HDM) lays the foundation stone for the construction of the new automobile plant in Celaya, Guanajuato. The ceremonies are attended by Felipe Calderon Hinojosa, the president of Mexico, and Takanobu Ito, president & CEO of Honda Motor Co., Ltd.
		February	<ul style="list-style-type: none"> • Honda announces major changes to its North American management structure. Tetsuo Iwamura is promoted to executive vice president and executive officer and to the Board as representative director of Honda Motor Co., Inc., retaining his responsibilities as president of American Honda Motor Co., and head of Honda’s North American regional operations. Erik Berkman is named president of Honda R&D Americas, Inc. (HRA). HRA associate, Art St. Cyr, replaces Berkman as vice president of Corporate Planning and Logistics for American Honda and president of Honda Performance Development. Brian Newman is named president of Honda South Carolina (HSC), and Charles Ernst is named Chief Engineer of the Powertrain Function at Honda’s Ohio-based North American Engineering center.
		January	<ul style="list-style-type: none"> • Honda introduces 2013 Accord Coupe Concept at the North American International Auto Show, announcing plans to apply new ‘Earth Dreams’ powertrain technology and new safety features, including Lane Departure Warning and Forward Collision Warning, to the ninth generation Accord lineup. • Acura introduces the NSX Concept and ILX Concept, along with a prototype 2013 RDX at the North American International Auto Show.

Chronology

2011

- November
- **Honda debuts the 2013 Fit EV and 2012 Honda CR-V at the 2011 Los Angeles Auto Show, announcing plans to begin leasing the Fit EV battery-electric commuter vehicle to customers in California and Oregon in the summer of 2012, expanding to six East Coast markets in early 2013.**
 - **The 2012 Civic Natural Gas named Green Car of the Year at the 2011 Los Angeles Auto Show.**
 - **American Honda completes the installation of an 800-cell Honda CIGS solar array at Honda Performance Development in Santa Clarita, Calif.**
 - **Honda Manufacturing of Alabama marks its 10th anniversary of production, announcing plans to invest \$84 million and add 140 new jobs to increase production capacity by 40,000 units to 340,000 vehicles and V6 engines per year in 2013.**
- October
- **Honda Manufacturing of Indiana adds a second shift of production, increasing production capacity to 200,000 vehicles per year.**
 - **Honda’s East Liberty Auto Plant produces its 4-millionth vehicle, a 2011 Honda CR-V.**

- September
- **American Honda launches 2012 Civic Natural Gas, the fourth generation natural gas-powered Civic, expanding its U.S. retail network to 200 Honda dealers in 36 states.**
 - **Honda certified its tenth and eleventh facilities in North America to LEED green-building standards, the most of any automaker in the region. They are Honda Engineering North America’s Anna, Ohio facility and the new Markham, Ontario headquarters of Honda Canada.**
 - **Honda earns the highest score among all Japanese companies in the Carbon Disclosure Project’s 2011 “Carbon Disclosure Leadership Index” (CLDI), which rates the world’s 500 largest companies on their strategies and corporate governance to address climate change and the reduce greenhouse gas emissions.**
- August
- **Honda announces plans to build its eighth auto plant in North America, a new \$800 million, 200,000-unit factory in Celaya, Guanajuato, Mexico, slated to begin production of Honda subcompact vehicles in 2014.**

Chronology

Note: North American highlights in bold.

2011 (Continued)

June	<ul style="list-style-type: none"> • American Honda as a corporation earned the top score in the 2011 J.D. Power Initial Quality Survey, including a best-ever result for the Honda brand, the top-ranked non-luxury brand in 2011 (No. 2 overall), an overall third-place finish for Acura, along with seven of eleven segment-leading models, a Platinum Award for the company's Greensburg, Ind. plant, and a Silver Award for its East Liberty, Ohio plant. • Honda introduces "Blue Skies for our Children" environmental logo and slogan, along with new environmental vision, which calls for realizing "the Joy and Freedom of Mobility" and "a Sustainable Society where People Can Enjoy Life." • Having achieved its 2010 goals for the reduction of product CO₂ emissions, Honda announces new global CO₂ reduction goals, including a 30 percent reduction in CO₂ from its automobile, motorcycle and power equipment products, compared to the 2000 baseline, by 2020. 	April	<ul style="list-style-type: none"> • American Honda debuts the all-new 2012 Civic lineup for the U.S., including a Coupe, Sedan, Si Coupe and Sedan, Hybrid and natural gas-powered Civic Natural Gas, at the New York International Auto Show. • The first FAA-conforming HondaJet reaches its maximum operating altitude of 43,000 feet and a maximum speed of 425KTAS (489 mph) at 30,000 feet during flight testing in Greensboro, N.C. • Guangqi Honda introduces the Li Nian S1 sedan, the first mass produced model of Guangqi Honda's original automotive brand, Li Nian, the first original brand established by an automobile joint venture in China. • Honda Motor president Takanobu Ito, appearing at the 2011 Shanghai motor show, announces plans to sell three new hybrid models in China — the Insight, to be sold by Dongfeng Honda; and the Fit Hybrid and CR-Z, to be sold by Guangqi Honda. Mr. Ito also announces Honda's intentions to produce all three hybrid models in China and to begin testing of Honda EV technology with the city of Guangzhou.
July	<ul style="list-style-type: none"> • Honda achieves its goal of less than 1 percent waste sent to landfills for all manufacturing plants in North America. As of April 1, 2011, 10 of 14 plants were operating with absolutely zero waste to landfills and total landfill waste was less than one-half of one percent of total waste from manufacturing operations in the region. 	March	<ul style="list-style-type: none"> • Honda Automobile (Thailand) Co., Ltd. introduces the Honda BRIO small car for the Thailand market. With a starting price of 399,900 baht, the model is expected to raise the bar for eco-cars in terms of packaging, design, comfort and fuel efficiency.
		January	<ul style="list-style-type: none"> • The 2011 Odyssey becomes the first minivan to earn both a "Top Safety Pick" rating from the IIHS and a five-star Overall Vehicle Score from the NHTSA under new, more stringent crash safety ratings protocols. • Honda debuts the 2012 Civic Si and Sedan concept vehicles at the North American International Auto Show in Detroit.

Chronology

Note: North American highlights in bold.

2010

December	<ul style="list-style-type: none"> • American Honda launches Honda Electric Vehicle Demonstration Program with the first public test drive of a Fit EV prototype and an Accord test vehicle outfitted with Honda's new two-motor plug-in hybrid system. City of Torrance Mayor Frank Scotto and American Honda president & CEO Tetsuo Iwamura share the first drive. • Honda Transmission Mfg., Inc. begins \$70 million, 200,000-square-foot expansion, including the addition of a third assembly line, along with and additional \$25 million in upgrades to improve plant flexibility. • Honda Aircraft Company, Inc. completes the first flight of an FAA-conforming HondaJet, on Dec. 20 at 3:31 p.m. EST in Greensboro, N.C., marking a significant step forward in the final phase of the HondaJet development and FAA-certification program. • Honda begins lease sales of the EV-neo electric scooter to customers in Japan. • Honda begins demonstration tests of next-generation, electrically powered personal mobility products with the Saitama and Kumamoto prefectures as the next step in its Honda Electric Mobility Network initiative. 	October	<ul style="list-style-type: none"> • Honda is named "America's Greenest Automaker" for the fifth consecutive time by the Union of Concerned Scientists. • Sales of the Honda Fit subcompact car reach 1.5 million units in Japan and 3.5 million units worldwide. • The ASIMO humanoid robot celebrates its 10th anniversary on Oct. 31, 2010, in Japan.
November	<ul style="list-style-type: none"> • Honda global CEO Takanobu Ito introduces the Fit EV Concept electric vehicle and Honda plug-in hybrid vehicle platform at the 2010 Los Angeles Auto Show. • The 2011 Accord is the first automobile to earn a five-star rating for Overall Vehicle Score and each of three combined ratings categories — frontal, side and rollover — under the NHTSA's modified New Car Assessment (NCAP) crash safety rating program for the 2011 model year and beyond. • The 2011 Accord and Fit are named to <i>Car and Driver</i> magazine's "10-Best Cars" list. It is Accord's 25th appearance in 29 years, the most of any vehicle in the award's history, and the fifth consecutive award for the Fit. • The CR-Z sporty hybrid coupe is named Japan Car of the Year for 2010-2011. • The BRIO Prototype, a prototype of Honda's new small vehicle for Asian markets, makes its world debut at the 27th Thailand International Motor Expo in Bangkok. 	September	<ul style="list-style-type: none"> • The Hybrid Jazz makes its world debut at the Paris Motor Show. Packaging the IMA battery in the rear floor of the vehicle maintains the Jazz's large interior space and folding "magic seat" capability. • Honda Manufacturing of Alabama, Inc., begins production of the fourth generation, U.S.-designed and developed Honda Odyssey minivan on Sept. 1 (U.S. on-sale date of Sept. 30). Two days later, the plant celebrates production of its 2-millionth automobile (and V-6 engine), a 2011 Honda Pilot. • Honda Soltec introduces two new residential-use solar cell modules in Japan.
		August	<ul style="list-style-type: none"> • All-new Honda CR-Z sport hybrid coupe introduced in the U.S. and Canada. • An all-new transmission plant at the Hamamatsu Factory, Honda's global "leader plant" for advanced transmission production, begins manufacturing operations. • Honda Soltec begins sales in Japan of new 120W and 130W residential-use solar cell modules, each achieving an 11.6 percent conversion rate, the highest among CIGS-based solar cells being sold in Japan.
		July	<ul style="list-style-type: none"> • The Marysville Auto Plant produces its 10-millionth automobile, an Accord Sedan, on July 20. • The Anna Engine Plant, Honda's largest automobile engine plant, celebrates 25 years of engine production in Ohio, on July 21. Cumulative engine production exceeds 17 million, with cumulative capital investment of \$1.7 billion.
		June	<ul style="list-style-type: none"> • Honda Power Equipment surpasses 30 million products shipped to domestic dealers and distributors since it began offering engines, tillers and generators to U.S. customers in 1972.

Chronology

Note: North American highlights in bold.

2010 (Continued)

April	<ul style="list-style-type: none">• Oklahoma becomes the fourth retail market for the natural gas-powered Civic GX.	January	<ul style="list-style-type: none">• American Honda debuts the U.S. production version of the CR-Z two-seat sporty hybrid car at the North American International Auto Show.
March	<ul style="list-style-type: none">• Acura debuts its 2011 TSX Sport Wagon at the New York International Auto Show.• Honda subsidiary Honda Motorcycle and Scooter India announces plans to build a new 60,000-unit plant in Rajasthan, India, as it expands production at its existing plant in Haryana from 1.25 to 1.6 million units.• Honda unveils the four-seat EV-N and three-wheeled 3R-C battery-electric urban transport concepts at the 2010 Geneva Motor Show.		<ul style="list-style-type: none">• Honda R&D Americas, Inc. begins operation of next-generation solar-powered hydrogen station prototype in Torrance, Calif. The new, more compact system eliminates the compressor function while providing enough hydrogen via an 8-hour fill, to accommodate daily commuting in a fuel cell electric vehicle.
February	<ul style="list-style-type: none">• Honda of America Mfg. begins operations at its new Marysville parts consolidation center, supporting the efficient delivery of parts to the Marysville Auto Plant while reducing fuel consumption and CO₂ emissions from parts shipments.• Honda Manufacturing of Indiana celebrates production of its 100,000th Civic since the start of manufacturing in October 2008.• American Honda debuts 2011 Honda Odyssey Concept at the Chicago International Auto Show as a precursor to the U.S.-designed, developed and manufactured 2011 Odyssey, the fourth generation of Honda's popular minivan.• Honda earns the No. 1 spot on the American Council for an Energy-Efficient Economy (ACEEE) "Greenest Vehicles of 2010" list for the tenth straight year. The top-rated Civic GX earned its seventh consecutive first-place ranking and is joined by the Civic Hybrid, Insight and Fit on the ACEEE's list top-12 greenest vehicles for 2010.• Honda Performance Development (HPD) begins deliveries of modified 1.5-liter Fit engines for competition in the SCCA Formula F series, the entry level of open-wheel racing in America.• The all-new Honda CR-Z (Compact Renaissance-Zero) sporty hybrid coupe is launched in Japan.		

Chronology

Note: North American highlights in bold.

2009

December	<ul style="list-style-type: none"> • Honda Motor Co. sets new all-time records for automobile production in China and Asia. 	April	<ul style="list-style-type: none"> • The FCX Clarity fuel cell electric vehicle is named 2009 World Green Car by journalists from Asia, Europe and North America.
November	<ul style="list-style-type: none"> • American Honda earns the highest fleet-average fuel economy among all U.S. automotive marketing groups as determined by the U.S. EPA in its MY2008 report on U.S. fuel economy trends. 	March	<ul style="list-style-type: none"> • The 2009 Acura TL earns a five-star safety rating from the NHTSA* for front and side impacts, making Acura the first automotive nameplate to earn both a top government crash safety rating and a "Top Safety Pick" crash safety rating from the IIHS for every vehicle in its line-up. • American Honda begins sales of the new Insight as the most affordable hybrid car in America. • American Honda becomes the first automaker to introduce a Class 8 diesel-electric hybrid truck into its U.S. fleet of trucks for the distribution of service parts. • Honda R&D Co. (Japan) in conjunction with Advanced Telecommunications Research Institute International (ATR) and Shimadzu Corporation introduce Brain Machine Interface (BMI) technology which enables control of a robot by human thought alone. • Honda and GS Yuasa establish a joint venture called Blue Energy Co., Ltd., for the development, sales and production of advanced lithium-ion batteries for hybrid vehicles.
October	<ul style="list-style-type: none"> • Honda R&D Asia Pacific Co. establishes new R&D center in Bangkok, Thailand, for the development of products and technologies that support the unique needs of customers in Honda's Asia/Oceania region. 	February	<ul style="list-style-type: none"> • Production of the Honda Ridgeline truck begins at Honda Manufacturing of Alabama, making it the exclusive production source for the Honda Pilot, Odyssey and Ridgeline light trucks. • Cumulative global sales of Honda hybrid vehicles reach 300,000 units. • Honda Motor Co. announces plans for the establishment of a new R&D facility in Chiba prefecture, Japan, to work toward the establishment of bio-ethanol production technology. • The new Honda City is named Indian Car of the Year for 2009 by top automotive journalists in India.
July	<ul style="list-style-type: none"> • Honda Manufacturing of Alabama begins production of passenger cars (Accord V6 Sedans) after eight years of light truck production. • Takanobu Ito becomes the seventh president & CEO of Honda Motor Co., Ltd. • The new Ogawa engine plant began Phase 1 production activity including casting and machining processes and supply of engine components for auto plants in Japan and other regions. 	January	<ul style="list-style-type: none"> • Honda produces its 20-millionth automobile in North America as cumulative production of engines in North America exceeds 18.4 million units and production of transmissions tops 13 million units. • American Honda debuts the radically styled 2010 Honda Fury, a chopper-style custom bike designed by Honda R&D Americas, at the New York International Motorcycle Show.
June	<ul style="list-style-type: none"> • Honda of America Mfg.'s East Liberty Plant receives the Gold award for the highest quality in North America in J.D. Power and Associates' 2009 survey of new-vehicle quality (IQS). • Honda commemorates 50 years of operations in America, marking the incorporation of American Honda Motor Co., Inc., on June 11, 1959. • Acura begins U.S. sales of the redesigned 2010 TSX sports sedan. • Marysville, Ohio, motorcycle plant ceases production after 26 years, as global production of certain large motorcycles is consolidated at Honda's new factory in Kumamoto, Japan. 		
May	<ul style="list-style-type: none"> • Acura debuts the prototype ZDX 4-door luxury sports coupe at the New York International Auto Show as the first all-new Acura model designed entirely within the confines of the Acura Design Studio in Torrance, Calif. • Honda Manufacturing of Indiana begins limited production of the natural gas-powered Civic GX sedan in Greensburg, Ind., alongside the gasoline-powered Civic Sedan. • The Honda Insight becomes Japan's best-selling vehicle in May, the first hybrid car to earn the distinction. 		

* Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SAB's).

Chronology

Note: North American highlights in bold.

2008

December	<ul style="list-style-type: none"> • Honda reaches a record 24.665 million customers worldwide in 2008, including record worldwide sales of autos and motorcycles, along with all-time record global production of 3.957 million automobiles. 	July	<ul style="list-style-type: none"> • Honda Transmission Mfg. of America in Russells Point, Ohio, produces its 10-millionth transmission since the start of U.S. transmission manufacturing in 1997. • Production of Honda motorcycles in Vietnam reaches 5 million units.
November	<ul style="list-style-type: none"> • Honda Motor Co. unveils new Walking Assist Device with Bodyweight Support system, developed in part from its research into the dynamics of human motion that led to creation of the ASIMO humanoid robot. 	June	<ul style="list-style-type: none"> • Honda begins mass production of all-new FCX Clarity fuel cell electric vehicle (FCEV) in Japan and introduces first five U.S. customers for the new vehicle, which sets a new standard for design and advanced technology in an FCEV. • American Honda fully deploys the first automaker-operated fleet of more fuel-efficient Auto-Max® railcars. • Cumulative automobile production in Brazil reaches 500,000 units since the start of production in 1997. • Honda Sael Cars India introduces the Civic Hybrid as India's first gas-electric hybrid automobile.
October	<ul style="list-style-type: none"> • Honda Power Equipment Mfg. produces its 20-millionth product since the start of operations in August 1984. • Honda Manufacturing of Indiana begins production of Civic Sedans in its new \$550 million auto plant in Greensburg, Ind. • Cumulative global production of Honda motorcycles reaches 200 million units. • Honda Soltec Co. begins sales in Japan of Honda-developed thin-film solar cells. • Thai Honda achieves cumulative production of 10 million units since production began in 1987. 	May	<ul style="list-style-type: none"> • Honda introduces all-new, second-generation Pilot that was designed, developed and engineered in the U.S. by Honda R&D Americas and is produced exclusively by Honda Manufacturing of Alabama. • Honda Aircraft Company begins European sales of HondaJet, including the announcement of plans for an exclusive regional sales and service network in the U.K., Germany and Spain.
September	<ul style="list-style-type: none"> • Acura launches the 2009 TL sedan with the most powerful engine in Acura history. It is the third generation of TL designed, developed and manufactured in the U.S. • The 2009 Pilot earns five-star (front and side impact) and "Top Safety Pick" crash safety ratings from the NHTSA* and IIHS, respectively. • Honda of Canada Mfg. begins production of 4-cylinder engines at new \$154 million automobile engine plant in Alliston, Ontario. • Honda introduces POLAR III third-generation pedestrian crash test dummy with the aim of reducing lower back and upper leg injuries common in vehicle-pedestrian collisions. 	April	<ul style="list-style-type: none"> • Cumulative global production of the Cub series motorcycle reaches 60 million units. • Honda opens a new motorcycle plant at the Kumamoto Factory in Japan. The new plant will become Honda's global lead plant for motorcycle production and will take over responsibility for producing large-size motorcycles.
August	<ul style="list-style-type: none"> • American Honda launches redesigned 2009 Honda Fit. • Acura announces plans to compete in the LMP1 class of the 2009 American Le Mans race series. 	March	<ul style="list-style-type: none"> • Honda Aircraft Company expands sales of HondaJet throughout North America by beginning sales in Canada and Mexico.
		February	<ul style="list-style-type: none"> • Honda of the UK Manufacturing produces its two-millionth car since the start of auto production in October 1992.

* Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SAB's).

Chronology

Note: North American highlights in bold.

2007

December	<ul style="list-style-type: none">• American Honda posts 11th consecutive year of record sales and 14th consecutive year-over-year sales increase.• Honda's annual auto production in the U.S. exceeds one-million units for the first time ever in 2007, as total North American auto production reaches a new all-time record of 1.432 million units.• Honda UK sells more than 100,000 Honda vehicles for the first time, in 2007.	August	• American Honda launches the eighth-generation Accord.
		July	• Cumulative global sales of the Fit/Jazz small car exceed 2 million units.
		June	<ul style="list-style-type: none">• Honda Aircraft Company breaks ground on new \$100 million U.S. headquarters and HondaJet R&D facility in Greensboro, N.C.• Honda introduced more advanced Variable Cylinder Management™ (VCM™) with the ability to run on three, four or six cylinders for an up to 11 percent improvement in fuel efficiency versus the previous system.
		May	<ul style="list-style-type: none">• Honda R&D America's opened its new Acura Design Studio in Torrance, Calif., assuming a central role in the research and styling design of future Acura production models.• Honda's Anna, Ohio, engine plant produces its 15-millionth engine since the start of production in 1985.
		April	<ul style="list-style-type: none">• Honda is named America's "Greenest Automaker" in 2007 for the fourth consecutive time by the Union of Concerned Scientists.• American Honda and Climate Energy LLC begin retail sales of the freewatt™ micro-combined heat and power (MCHP) co-generation device in the northeastern U.S.
		March	• Acura enters the American Le Mans endurance sports car racing series in the LMP2 class with a 3.4-liter V8 engine supplied by Honda Performance Development (HPD). Acura teams take first, second and fourth places in their debut at the prestigious 12-hours of Sebring road race. The programs marks Acura's first-ever factory racing effort and HPD's first full engine design and development program.
		February	• Acura RDX named Canadian Utility Vehicle of the Year.
November	<ul style="list-style-type: none">• The hydrogen-powered FCX Clarity makes its U.S. debut at the Los Angeles Auto Show as American Honda announces plans to begin leasing Honda's next-generation fuel cell electric vehicle in summer 2008.• Operation of the fourth-generation hydrogen Home Energy Station begins at Honda R&D America's Torrance, Calif., headquarters.• Honda celebrates 25 years of building automobiles in America.• 2008 Acura RDX and MDX earn "Top Safety Pick" ratings from the IIHS.• Honda Aero breaks ground on its new headquarters and jet engine plant in Burlington, N.C.• Honda Soltec opens new solar cell production plant in Kumamoto, Japan.• Honda of the UK Manufacturing makes its one-millionth Civic since the start of Civic production on September 19, 1994.• Honda Automobile Thailand Co. makes its one-millionth car since the beginning of auto production in 1984.• Cumulative auto production in Mexico reaches 200,000 units since the beginning of auto production in 1995.• Production of motorcycles in Indonesia reaches 20 million units.		
October	<ul style="list-style-type: none">• Thai Honda Manufacturing Co. surpasses the 10-million mark for production of Honda power products.• Honda of South Carolina Mfg. produces its 2 millionth all-terrain vehicle (ATV).		

Chronology

Note: North American highlights in bold.

2006

December	<ul style="list-style-type: none"> • Honda R&D Americas opens new Advanced Design Studio in Pasadena, Calif. • Honda Soltec Co., Ltd. established to oversee production and sales of Honda-developed CIGS solar panels in Japan. • Honda Motor Co. announces plans to build new engine plant in Japan (in Ogawa, Saitama prefecture). 	June	<ul style="list-style-type: none"> • Honda Fit earns five-star U.S. government* rating for frontal crash safety. • Honda announces development of plant-based biofabric for use in automotive interiors.
November	<ul style="list-style-type: none"> • 2007 Honda Pilot and CR-V earn IIHS “Top Safety Pick” rating. • Honda Manufacturing of Alabama celebrates 5th anniversary and reaches one-million unit automobile production milestone. • Honda announces plans to begin production of motorcycles in Peru. 	May	<ul style="list-style-type: none"> • Global sales of Honda Power Products reaches 70 million units. • Honda sets voluntary global targets for 5 percent reductions in product and production CO₂ emissions from 2005 levels by 2010. • Honda announces plans to advance toward its “2010 Vision” for North American automobile operations including the construction of a new U.S. auto plant and new Canadian engine plant, expansion of engine and transmission production in Ohio and Georgia, and the addition of a new, more affordable hybrid car. • Honda Motor Co. announces plan to build a new auto plant in Yorii, Japan, near Honda’s existing Saitama factory, to advance the flexibility and efficiency of Honda manufacturing operations and to share those advancements with Honda plants worldwide. • Honda Precision Parts of Georgia begins producing automatic transmissions in Tallapoosa, Ga., as part of Honda’s broader North American Powertrain Strategy.
October	<ul style="list-style-type: none"> • Honda Aircraft Company begins U.S. sales of HondaJet at NBAA in Orlando, Fla. • Retail sales of natural gas-powered Civic GX expanded from California to New York State. 	February	<ul style="list-style-type: none"> • 2006 Civic and Ridgeline capture Canadian Car and Truck of the Year Awards from Automotive Journalist Association of Canada (AJAC). • Honda Power Equipment shipped its 20-millionth power product to U.S. dealers.
August	<ul style="list-style-type: none"> • Acura launches new RDX sport-utility vehicle with Acura’s first-ever turbocharged engine. • Honda of Canada Mfg. celebrates 20th anniversary and four-millionth unit production milestones. • Honda and Research Institute of Innovative Technology for the Earth (RITE) announce breakthrough “Honda-RITE” ethanol production process. • American Honda fulfills October 2003 “Safety for Everyone” commitment to apply a core suite of advanced safety features to all U.S. Honda and Acura models. 	January	<ul style="list-style-type: none"> • Honda Civic and Ridgeline sweep North American Car and Truck of the Year awards.
July	<ul style="list-style-type: none"> • Honda announces plans to commercialize HondaJet at EAA AirVenture in Oshkosh, Wis. • Honda earns 100th open-wheel race victory in North America. • First U.S.-made Acura TL sedans exported to China. • Honda begins motorcycle production in Argentina. 		

* Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov).

Chronology

Note: North American highlights in bold.

2005

December	<ul style="list-style-type: none"> • Honda Ridgeline truck named 2006 Motor Trend magazine Truck of the Year. • 2006 Civic becomes first compact car to earn a “Top Safety Pick-Gold” rating from the Insurance Institute for Highway Safety (IIHS). • Honda Motor Co. announces plans to introduce the Acura brand in Japan in fall 2008 and to integrate its three existing domestic sales channels — Primo, Verno and Clio — into one Honda channel in March 2006. • New ASIMO robot debuts with dramatically improved running capability and enhanced ability to act in sync with people. • Honda Motor Co. announces plans to begin mass production in 2007 of Honda-developed thin film solar cell. • Honda Super Cub production reaches 50-million-unit milestone since its 1958 debut. 	August	<ul style="list-style-type: none"> • HondaJet makes its worldwide public debut, July 29, at the Experimental Aircraft Association (EAA) Air Venture in Oshkosh, Wis. • Honda Motor (China) Investment Co. (HMCI) announces plans to launch the Acura brand in China with the introduction of the Acura RL in spring 2006, to be marketed through a dedicated Acura dealer network.
November	<ul style="list-style-type: none"> • Honda Civic named 2006 Motor Trend magazine Car of the Year. • Honda R&D Americas introduces Home Energy Station III, the third-generation of its experimental hydrogen refueling device developed in partnership with Plug Power, Inc. • Honda announces plans to establish R&D operations in Thailand with the creation of Honda R&D Asia Pacific, Ltd., a subsidiary of Honda R&D Co., Ltd. 	July	<ul style="list-style-type: none"> • Honda leases 2005 FCX to world’s first individual customer for a hydrogen-powered fuel cell vehicle, the Spallino family of Redondo Beach, Calif. • Honda announces commitment to include U.S. government crash test “star ratings” on the window labels of all 2006 Honda and Acura vehicles, a first for any automaker.
October	<ul style="list-style-type: none"> • Honda announces plans to establish transmission manufacturing operations in China with the creation of Honda Auto Parts Manufacturing Co., Ltd., the company’s fourth major automatic transmission plant in the world. 	June	<ul style="list-style-type: none"> • Honda Automobile (China) Co. (CHAC) begins export of the Jazz compact passenger car to Europe. CHAC is the first auto plant in China dedicated to export production.
September	<ul style="list-style-type: none"> • Honda announces plan to introduce world’s first airbag technology for a production motorcycle on the 2006 Honda Gold Wing motorcycle. • Honda introduces ASV-3 advanced safety vehicle equipped with Inter-Vehicle communications technology. 	May	<ul style="list-style-type: none"> • The 2006 Honda Ridgeline becomes the first 4-door pickup to earn the NHTSA’s highest crash test rating for frontal and side impacts. • Cumulative worldwide sales of Honda hybrid vehicles reaches 100,000 units.
		April	<ul style="list-style-type: none"> • Honda introduces Phill™ natural gas home refueling appliance in conjunction with Fuelmaker Corp. to help promote sales of cleaner-burning CNG vehicles like the Honda Civic GX.
		January	<ul style="list-style-type: none"> • American Honda and Disneyland® Resort form 10-year strategic business alliance.

Chronology

Note: North American highlights in bold.

2004

December	<ul style="list-style-type: none">• Honda reveals technologies for next-generation ASIMO humanoid robot, including the ability to run and process information more quickly in real-world environments.• Honda introduces V6 Accord Hybrid in the U.S. as Honda's third hybrid model.	July	<ul style="list-style-type: none">• Honda establishes a new U.S. subsidiary, Honda Aero, Inc., to focus on the aviation engine business in the U.S. Also, Honda establishes the Wako Nishi R&D Center in Japan, dedicated to the research and development of aviation engines.• The 2005 Honda FCX powered by Honda's original fuel cell stack (capable of starting in sub-zero temperatures) is certified for commercial use by both the U.S. Environmental Protection Agency and the California Air Resources Board.
November	<ul style="list-style-type: none">• All new Legend wins the Japan Car of the Year Award for 2004-2005 and Most Advanced Technology Award.• Honda leases two 2005 FCX fuel cell vehicles, featuring the ability to start and operate in sub-freezing temperatures, to the state of New York, the first customer for a fuel cell vehicle in the Northeastern U.S.	May	<ul style="list-style-type: none">• Honda Korea Co. begins the import and sales of automobiles in South Korea with the Accord Sedan.• Buddy Rice earns Honda's first victory in the Indianapolis 500®.
October	<ul style="list-style-type: none">• GE Honda Aero Engines LLC is established to pursue the launch of Honda's HF118 turbofan engine in the light business jet market.	April	<ul style="list-style-type: none">• Honda Manufacturing of Alabama begins production on its second assembly line, doubling light truck and V-6 engine production capacity to 300,000 units per year.• Honda establishes a new subsidiary, Honda Motor RUS LLC, in Russia to strengthen its local motorcycle, automobile and power product sales operations.• Dongfeng Honda Automobile (Wuhan) Co. begins local production of the CR-V in Wuhan, Hubei Province in China.
September	<ul style="list-style-type: none">• Honda of America Mfg. celebrates its 25th anniversary for local production in America.• Guangzhou Honda begins production of the Fit for the China domestic market.	March	<ul style="list-style-type: none">• Thai Honda Manufacturing Co. produces 10-millionth motorcycle.
August	<ul style="list-style-type: none">• Honda claims its first Indy Racing League (IRL) manufacturers' title (Honda-powered drivers go on to win 14 of 16 races for the season).• Honda develops a scooter powered by its original Honda FC Stack, capable of starting in sub-freezing temperatures.	February	<ul style="list-style-type: none">• Honda and General Electric Co. announce the formation of a strategic alliance to produce a new turbofan jet engine for light business jets.
		January	<ul style="list-style-type: none">• Honda Motor (China) Investment Co., Inc., responsible for developing Honda's overall business strategy in China, is established.

Chronology

Note: North American highlights in bold.

2003

December	<ul style="list-style-type: none"> • The HondaJet, new experimental compact business jet equipped with Honda-developed HF118 jet engines, completes initial flight tests in Greensboro, N.C. • Honda of South Carolina Mfg. produces its one millionth all-terrain vehicle (ATV). 	August	<ul style="list-style-type: none"> • Honda's cumulative worldwide production of automobiles reaches 50 million units.
November	<ul style="list-style-type: none"> • Honda's cumulative auto production in the U.S. reaches 10 million units. 	July	<ul style="list-style-type: none"> • Honda becomes the world's first automaker to supply a fuel cell vehicle to a private corporation, Iwatani International Corporation.
October	<ul style="list-style-type: none"> • American Honda Motor announces "Safety for Everyone" commitment to apply advanced safety technologies such as the Advanced Compatibility Engineering (ACE) body frame and side curtain airbags to the full range of Honda and Acura products over the next several years. • Honda R&D Americas debuts an all-new Automotive Safety Research Facility in Ohio, featuring advanced crash safety testing laboratories. • Honda announces the development of the Honda FC Stack next-generation fuel cell stack that delivers high performance, yet operates at temperatures as low as -20°C (-4°F). • Honda develops world's first electronically controlled fuel injection system (PGM-FI) for a 4-stroke 50cc scooter. 	June	<ul style="list-style-type: none"> • Honda debuts Variable Cylinder Management™ (VCM™) V6 3.0-liter i-VTEC engine, on the Japan-market Honda Inspire, which employs only three cylinders during cruising and at low engine loads. • Civic Hybrid becomes the first-ever hybrid vehicle to earn certification as an Advanced Technology Partial Zero- Emissions Vehicle (AT-PZEV) from the California Air Resources Board (CARB). • Takeo Fukui becomes sixth president & CEO of Honda Motor Co., Ltd.
September	<ul style="list-style-type: none"> • American Honda cumulative auto sales reach 20 million vehicles, as well as 50 million units for the total number of Honda products (auto, power sports and power equipment) delivered to American customers since August 1959. • Honda introduces new Advanced Compatibility Engineering™ (ACE™) body structure that both enhances self-protection and reduces aggressivity in vehicle-to-vehicle collisions. 	May	<ul style="list-style-type: none"> • Honda develops the world's first Collision Mitigation Brake System (CMBS), which predicts rear-end collisions and assists brake operation to reduce impact on occupants and vehicle damage.
		April	<ul style="list-style-type: none"> • Honda establishes 6th region in China as part of global structure that also includes regional operations in North America, South America, Europe/Middle East/Africa, Asia/Oceania and Japan.
		March	<ul style="list-style-type: none"> • Honda joins Indy Racing League (IRL) open wheel racing series for 2003 season. • Worldwide cumulative production of Civic series reaches 15 million units. • Honda announces joint market feasibility study with Teledyne Continental Motors, Inc. for a next-generation piston aviation engine developed by Honda.
		January	<ul style="list-style-type: none"> • Honda Power Equipment Mfg. in North Carolina announces \$30 million expansion to increase general-purpose engine production to 1.5 million units.

Chronology

Note: North American highlights in bold.

2002

December	<ul style="list-style-type: none">• American Honda introduces the new Element light truck to its U.S. vehicle lineup.• Honda Fit finishes 2002 as best-selling car in Japan, a first for Honda. Fit also goes on sale in Europe as “Jazz” model.• Honda’s China auto plant announces plan to increase production capacity to 240,000 units in 2004, with a corresponding increase in engine production.• Honda South Carolina Mfg. begins production of Honda AquaTrax personal watercraft (PWC).• Honda’s FCX fuel cell vehicle delivered to first customers in Japan and U.S. simultaneously.	August	<ul style="list-style-type: none">• Honda introduce a new rapid- and wide-deploying side curtain air bag technology that protects both front and rear passengers — the all-new 2003 Accord was the first model to receive the new technology.
		July	<ul style="list-style-type: none">• Honda FCX becomes first fuel cell vehicle in the world to earn certification from U.S. EPA and the state of California (CARB).• Honda launches new Today scooter as first China-made scooter sold in Japan.
		March	<ul style="list-style-type: none">• Honda begins Intelligent Community Vehicle System (ICVS), a new community transportation system in the Republic of Singapore.
		February	<ul style="list-style-type: none">• Honda introduces AquaTrax, company’s first personal watercraft.• Honda celebrates 25th anniversary of listing on the New York Stock Exchange (NYSE) as ASIMO humanoid robot rings opening bell for trading.
November	<ul style="list-style-type: none">• Japan version of all-new, sixth-generation Accord earns the 2002-03 Japan Car of the Year award, the 3rd straight year a Honda model earns the award.• U.S. production of Honda and Acura automobiles reaches 20-year milestone.	January	<ul style="list-style-type: none">• Honda launches new high performance BF175 outboard motor achieving low emissions exceeding year 2008 requirements in California (CARB).• Honda begins rental of ASIMO humanoid robots in Japan.• U.K. auto plant begins export of Civic Hatchback to North America.• Honda establishes motorcycle R&D center in China.
October	<ul style="list-style-type: none">• Honda models earn four of the top five places in the U.S. Department of Energy’s list of the most fuel efficient cars in America with the Insight hybrid as number one.		

Chronology

Note: North American highlights in bold.

2001

December	<ul style="list-style-type: none"> Honda introduces first mass-market gas-electric hybrid car with the introduction of the Civic Hybrid. Accord recaptures the best-selling car title in the U.S. in 2001.
November	<ul style="list-style-type: none"> Honda Manufacturing of Alabama begins production with Odyssey minivan. Fit earns the 2001-2002 Japan Car of the Year award. New joint venture company in China, Sundiro Honda Motorcycle starts production of jointly developed M-LIVING motorcycle. North American auto production reaches 10 million-unit milestone.
September	<ul style="list-style-type: none"> Gold Wing GL1800 named “motorcycle of the year” by Motorcyclist magazine, and is first production motorcycle certified to meet California’s strict 2008 emission standard. American Honda Motor Co. announces that all 2002 Honda and Acura cars and light trucks meet or exceed Low Emission Vehicle (LEV) emissions requirements.
July	<ul style="list-style-type: none"> Honda production operations in Thailand produce 10-millionth product — including automobiles, motorcycles and power products. Honda’s second U.K. auto plant begins production. Honda R&D Americas opens first solar-powered hydrogen production and fueling station in Southern California.
June	<ul style="list-style-type: none"> Honda launches Fit on all-new global small car platform — using all-new i-DSI (Dual & Sequential Ignition) engine.
May	<ul style="list-style-type: none"> Honda announces development of a new-generation 2-liter class diesel engine for the European market.
February	<ul style="list-style-type: none"> Honda Civic GX natural gas vehicle becomes first car certified as an Advanced Technology Partial Zero Emission Vehicle (AT-PZEV).
January	<ul style="list-style-type: none"> 2001 Acura MDX named North American Truck of the Year.

2000

- Honda introduces new humanoid robot, ASIMO.
- 2001 Civic Coupe is one of the first two automobiles and the first affordable small car to achieve 5-star crash safety ratings for both frontal and side impact from the NHTSA*.**
- Acura introduces MDX as the brand’s first U.S. designed and developed SUV.**
- Civic line-up earns the 2000-01 Japan Car of the Year Award.
- Honda earns 500th World Grand Prix motorcycle race.
- Honda earns 6th consecutive driver’s championship on CART auto racing series.**
- Honda begins testing FCX-V3 fuel cell vehicle through California Fuel Cell Partnership.**
- Cumulative production of Accord in the U.S. reaches 5 million units, and Civic reaches 2 million units.**
- Honda Power Equipment Mfg. \$16 million expansion triples general purpose engine capacity from 300,000 units to 1 million units annually.**
- 2001 Civic is introduced as first gasoline car to achieve Ultra-Low Emissions Vehicle (ULEV) emissions performance in all 50 states.**
- Honda introduces Polar II pedestrian crash test dummy with injury data measurement capability.
- Honda establishes 5th region in South America as part of global structure that includes regional operations in North America, Europe/Middle East/Africa, Asia/Oceania and Japan.
- Honda opens world’s first indoor car-to-car directional crash test safety facility in Tochigi, Japan.
- Honda begins third era of Formula One® Grand Prix auto racing participation.

* Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact air bags (SAB’s).

Chronology

Note: North American highlights in bold.

1999

- **Honda Insight becomes first gas-electric hybrid car sold in the U.S. and 2000 Accord is the first gasoline car to be marketed as a Super Ultra-Low Emissions Vehicle (SULEV), four years ahead of regulatory requirements.**
- Honda announces global powertrain production system calling for the integration of engine assembly operations closer to vehicle assembly.
- **Honda and GM establish powertrain cross-supply agreement in December in which GM will use a Honda V-6 Ultra Low Emission engine and transmission and Isuzu will supply Honda with diesel engines for the European market.**
- Honda announces innovation of auto plants in Japan to the flexible “New Manufacturing System” that will be installed in all of Honda’s major global auto plants by fall 2002.
- Honda announces new company-wide year 2005 targets for fuel-consumption and exhaust gas emissions for Honda motorcycles, automobiles and power products.
- Honda fuel cell prototype vehicles FCX-V1 and FCX-V2 are introduced.
- **American Honda passed the \$10 billion mark in exports of automobiles, motorcycles, power products and key components from North America.**
- Honda begins Intelligent Community Vehicle System (ICVS) called “Intellishare” at the University of California, Riverside using Honda’s EVPLUS electric vehicles.
- Honda announces next generation of 4-cylinder *i*-VTEC engines that offer new level of high fuel economy, low emissions and outstanding performance.
- Honda begins auto production in China with Accord sedan.

1998

- **American Honda passed the one-million mark in annual sales of Honda and Acura cars and light trucks for the first time in company history.**
- **The Honda Civic GX natural gas vehicle goes into production in Ohio with the cleanest internal combustion engine ever certified by the U.S. EPA.**
- **Honda of South Carolina Mfg. begins production of ATVs at new \$30 million plant in Timmonsville, S.C.**
- Civic 5-door, developed by Honda R&D Europe and built in the U.K., is introduced.
- Auto production begins in India.
- Hiroyuki Yoshino becomes fifth president & CEO of Honda Motor Co., Ltd.
- Honda Motor Co. celebrates 50th anniversary.
- **American Honda exports the 500,000th North American-built car.**
- Honda Interceptor named “Motorcycle of the Year” by Motorcyclist magazine.
- New second line at Honda of Canada Mfg. begins production of Honda’s first full-size Odyssey minivan — which goes on sale in the U.S. and Canada as a 1999 model.

Chronology

Note: North American highlights in bold.

1997

- Auto production begins in Brazil and Turkey.
- Motorcycle production begins in Vietnam.
- Cumulative global motorcycle production reaches 100 million units.
- Cumulative global power equipment production reaches 30 million units.
- Ultra-small 360-degree inclinable 4-stroke power equipment engine announced.
- Honda announces research project including two new turbofan jet engine prototypes for small aircraft and an experimental jet plane.
- Twin Ring Motegi motorsports complex begins operations.
- All-new 1998 Accord introduced with unique designs for the U.S. and Japan, but using the same flexible platform.
- **Civic and Accord Low Emission Vehicle (LEV) sales begin in all 50 states.**
- **1998 Accord is first gasoline car to meet CARB Ultra Low Emission Vehicle (ULEV) standards in California.**
- **Honda begins leasing the EV PLUS electric vehicle to customers in California.**
- J.D. Power and Associates awards its Platinum Prize for quality to the Marysville, Ohio Auto Plant and Gold Prize for quality to the Sayama Plant in Japan.
- The Acura RL is the first automobile introduced with an in-dash, satellite-linked navigation system.

1996

- Honda introduces first prototype humanoid robot, called P3.
- Honda Motor Co.'s Honda Dream solar car breaks speed and time records at the World Solar Challenge in Australia.
- **Honda captures all three major awards on the 1996 PPG IndyCar World Series racing circuit — top manufacturer, top rookie and top driver.**
- **Honda's Marysville, Ohio motorcycle plant produces its one-millionth vehicle (Gold Wing Aspencade).**
- **Honda Transmission Mfg. of America begins production of automobile transmissions in Russells Point, Ohio.**
- **Honda announces an accelerated "Strategy for the Americas" with a 50 percent expansion in U.S. automobile engine and automatic transmission production.**
- New Honda plant in Thailand begins production with City sedan designed exclusively for local Asian markets.
- Honda introduces Intelligent Community Vehicle System (ICVS) in Japan in which consumers share limited number of vehicles in conjunction with mass transit.
- **The Acura Division introduces the CL series, the first U.S.-designed, engineered and manufactured model offered by a luxury import nameplate.**

Chronology

Note: North American highlights in bold.

1995

- **Automobile Magazine names the Honda Civic the 1996 Automobile of the Year.**
- The Honda Civic named 1995-96 Japan Car of the Year Award.
- Honda de Mexico begins production of automobiles for the Mexican market.
- **The U.S. EPA releases 1996 fuel economy rankings with four Honda models in the top ten.**
- **Honda Civic becomes first gasoline-powered vehicle to meet CARB's Low Emission Vehicle (LEV) standard.**
- Cumulative global auto production reaches 30 million units.
- **Honda produces its five-millionth car in North America.**
- **American Honda sells its 10-millionth Honda division car.**
- Honda introduces Multi Matic continuously variable automatic transmission (CVT).
- Cumulative global production of Civic reaches 10 million units.
- **Honda becomes the first manufacturer to develop a production-based gasoline engine certified as meeting Ultra Low Emission Vehicle (ULEV) exhaust levels.**

1994

- **American Honda exports its 100,000th U.S.-made vehicle for the year, making the Honda Accord the No. 1 export model from North America in 1994.**
- Honda introduces the 1995 Odyssey, its first minivan.
- **Acura sells its one-millionth vehicle in the U.S.**
- Honda Motor Co. establishes four-region global organization structure that gives greater autonomy and decision-making responsibility for four major regional operations: Americas, Europe/Middle East/Africa, Asia/Oceania and Japan. In a related move, Honda announces new "Automobile Strategy for the Americas."
- **Honda competes in the IndyCar World Series (later CART) for the first time.**
- **Honda Power Equipment Mfg. assembles its one-millionth lawn mower since the start of operations in August 1984.**
- **Cumulative sales of Honda and Acura automobiles in the U.S. reach 10 million units.**

1993

- Honda's solar car Dream wins the World Solar Challenge 1993 in Australia.
- **Honda R&D North America (HRA) unveils a \$25 million expansion of its research and development facilities in Ohio and opens new research and development center for power equipment products in Swepsonville, N.C.**
- **Honda of America Mfg. produces its two-millionth engine at the Anna Engine Plant in Ohio.**
- **Honda of America Mfg. produces its three-millionth car since beginning U.S. auto production in 1982.**
- **American Honda announces plans to participate in IndyCar World Series.**

Chronology

Note: North American highlights in bold.

1992

- **American Honda exports its 100,000th U.S.-made automobile.**
- **American Honda Education Corp. breaks ground for Eagle Rock School, an innovative high school and professional development center in Colorado.**
- Honda of U.K. Mfg. begins automobile production.
- Honda announces its first equity investment in China-based motorcycle production. Motorcycles had been produced through four technical collaboration agreements.
- Honda Europe Power Equipment S.A. is incorporated in Orleans, France, to centralize all power equipment manufacturing, sales and marketing functions in Europe.
- Honda produces its 20-millionth Super Cub motorcycle at its Kumamoto factory.
- Honda of America Mfg. builds its two-millionth automobile in Ohio.
- Honda Motor Co. produces 20-millionth automobile in Japan.

1991

- The Honda Civic named 1991-92 Japan Car of the Year Award.
- Honda introduces the new VTEC-E engine which combines Honda's Variable Valve Timing System (VTEC) with lean-burn technology.
- Honda Canada sells its one-millionth car, a Canadian-made Civic 3-door.
- Soichiro Honda, who founded Honda Motor Co., Ltd. in 1948, dies at the age of 84.
- **Honda of America Mfg. Motorcycle Plant in Marysville, Ohio, produces the 500,000th vehicle in its history — a Gold Wing Aspencade motorcycle.**
- **Honda of America Mfg. produces its one-millionth engine.**
- Honda Motor Co. begins selling Chrysler Jeep models in Japan (sales continue through 1998).

1990

- Soichiro Honda is awarded a FIA Gold Medal in Paris, France.
- **American Honda becomes first automaker with plans to offer standard driver and passenger airbags in all (Honda and Acura) models by the 1994 model year.**
- **Acura begins sales of NSX sports car, the world's first mass-produced aluminum-body automobile.**
- **American Honda moves Power Equipment Division from California to Atlanta, Georgia-area.**
- **Honda R&D America opens new California Proving Center in Mojave Desert.**
- Nobuhiko Kawamoto becomes fourth president & CEO of Honda Motor Co., Ltd.
- Honda Engineering Europe, Ltd. is established in the U.K. to coordinate Honda engineering activities in Europe.

1989

- **Honda Accord becomes the top-selling auto in the U.S. for the first time.**
- **Honda of America Mfg. begins production at second U.S. auto plant in East Liberty, Ohio, and produced its one-millionth automobile in Marysville, Ohio (a Civic Sedan).**
- Soichiro Honda inducted into the Automotive Hall of Fame in the U.S.
- Honda of U.K. Mfg. begins producing engines in its Swindon, U.K. plant.
- Honda Motor Europe Ltd. is established in U.K. to serve as Honda's European headquarters.
- **The East Liberty plant is the first auto plant in America to use more environmentally responsible waterborne basecoat paint.**

Chronology

Note: North American highlights in bold.

1988

- Honda-powered Formula One® cars win the Constructor's Championship, winning 15 of the 16 races.
- **Honda Engineering North America, Inc. is incorporated.**
- Honda announces development of high performance VTEC auto engine with variable valve timing.
- Honda reaches the 15 million mark in total car production in Japan.
- **Honda products rank 1-2-3 in the 1988 Motor Trend Import Car of the Year.**
- **Honda begins first export of U.S.-built automobiles to Japan with the Accord Coupe.**
- **American Honda opens first motorcycle Rider Education Center in Colton, Calif.**

1987

- Honda reaches 50-million mark in total motorcycle production in Japan — the first manufacturer in the world to do so.
- **Honda announces a five-part strategy to become an autonomous motor vehicle company in the U.S. including expansion of R&D and production engineering, a second U.S. auto plant, increased local parts sourcing, expansion of the engine plant and increase of auto exports from the U.S.**
- **Air bags introduced in the Acura Legend — for the first time in a Honda product.**
- **American Honda exports first U.S.-made vehicle, an Accord Sedan exported to Taiwan.**
- Honda de Mexico begins producing motorcycles and auto parts.
- **Acura becomes the top-selling import luxury brand in America.**

1986

- **Honda produces first auto engine at Anna, Ohio engine plant (1.5-liter Civic).**
- Honda-powered Formula One® cars win the Constructor's Championship for the first time (through 1991 for six consecutive years).
- **J.D. Power Customer Satisfaction Index rates Acura number one for the first time (through 1989 for four consecutive years).**
- **Honda of America Mfg. begins production on second assembly line at Marysville Auto Plant.**
- Honda of Canada Mfg. begins production in Alliston, Ontario (with Accord).
- **Acura sales network launched in the U.S. in March with sales of Legend and Integra 3- and 5-door models.**
- **Honda CRX-HF is the first mass-produced car to exceed 50 mpg EPA fuel economy rating.**

1985

- Honda de Mexico established.
- The Honda Accord/Vigor series receive the 1985-86 Japan Car of the Year Award.
- **Honda of America Mfg. begins production of motorcycle engines at new plant in Anna, Ohio, in July.**

1984

- **Honda Power Equipment Mfg. starts production of lawn mowers in Swepsonville, N.C.**
- **American Honda Motor Co. establishes American Honda Foundation for philanthropic contributions.**
- **Honda Research of America, Inc. (now Honda R&D Americas, Inc.) established in Torrance, Calif.**
- **American Honda announces plan for luxury automobile division (later named Acura).**

Chronology

Note: North American highlights in bold.

1983

- Tadashi Kume becomes third president & CEO of Honda Motor Co., Ltd.
- Honda re-enters Formula One® Grand Prix racing.
- Honda Motor Co. and the Rover Group sign agreement for joint design and development of a luxury passenger car.
- The Honda Civic/Ballade series named 1983-84 Japan Car of the Year Award.
- **Honda CR-X introduced as the first Honda automobile designed primarily for the U.S. market.**

1982

- **Honda of America Mfg. begins auto production in Ohio on Nov. 1 with the Accord.**
- **Car and Driver magazine names the Honda Accord to its list of the Ten Best Cars for the first time.**

1981

- **Honda of America Mfg. begins production of the Gold Wing.**
- **American Honda Finance Corp. is established.**

1980

- **Honda announces plans to construct a U.S. auto plant in Ohio.**

1979

- **Honda of America Mfg. starts motorcycle production in Marysville, Ohio, with the CR250M Elsinore.**
- Honda introduces the 4-door Accord sedan and Prelude coupe.
- Honda introduces its first lawn mower, the HR-21.

1978

- **Honda of America Mfg., Inc. is established in Ohio.**
- Cumulative global auto production reaches 5 million units.

1977

- **Civic CVCC ranks first in the first-ever fuel economy ranking by the U.S. Environmental Protection Agency (EPA).**

1975

- **Honda R&D Co. establishes a liaison office in Torrance, Calif. (later becomes Honda R&D Americas).**

1974

- **The Civic CVCC (Compound Vortex Controlled Combustion) engine is the first engine to comply with the 1975 Clean Air Act without a catalytic converter.**
- **Gold Wing GL1000 is introduced in the U.S.**
- Honda is the first Japanese automaker to issue consolidated financial statements.

1973

- Honda Motor Co. founder and president Soichiro Honda retires along with co-founder and executive vice president Takeo Fujisawa. Kiyoshi Kawashima becomes second president of Honda Motor Co., Ltd.
- **American Honda begins sales of Civic.**

1972

- **Honda Trading America Corp. established for the export of products from the U.S. to Japan.**

1971

- Honda announces CVCC (Compound Vortex Controlled Combustion) engine technology.
- **American Honda begins sales of outboard marine engines with the BF45 and BF75 4-stroke engines.**

1970

- American Honda begins sales of N600 automobile in continental U.S.
- Honda Engineering Co., Ltd. established in Japan — production engineering company.

Chronology

Note: North American highlights in bold.

1969-1960

1969	<ul style="list-style-type: none"> • American Honda begins sales of the N600 automobile in Hawaii. • Canadian Honda Motor Ltd. (now Honda Canada, Inc.) established in Toronto, Canada. • Honda begins automobile production in Taiwan and Malaysia through technical collaboration. • American Honda launches its first large motorcycle, the Dream CB750 Four.
1968	<ul style="list-style-type: none"> • American Honda sells one-millionth motorcycle in the U.S. • Honda withdraws from Formula One® racing to concentrate on production of commercial cars and development of low-emission technologies.
1967	<ul style="list-style-type: none"> • Production of automobiles starts at Suzuka factory. • Honda begins motorcycle production in Thailand.
1966	<ul style="list-style-type: none"> • Honda F-2 car establishes a record of 11 consecutive victories.
1965	<ul style="list-style-type: none"> • Honda Formula One® car wins first Grand Prix race in Mexican Grand Prix.
1964	<ul style="list-style-type: none"> • Honda begins participating in Formula One® Grand Prix racing.
1963	<ul style="list-style-type: none"> • American Honda's "You Meet the Nicest People on a Honda" advertising campaign helps revolutionize the American motorcycle industry. • American Honda moves its headquarters to Gardena, Calif. • Honda's first overseas plant Honda Benelux in Belgium starts production of "mopeds." • Honda issues EDR (European Depository Receipts) in Europe. • Honda markets first automobile S500 and lightweight truck T360 in Japan.
1962	<ul style="list-style-type: none"> • Honda issues ADRs (American Depository Receipts) in the U.S. • Motorcycle production begins in Taiwan through technical collaboration. • American Honda launches first power equipment product, the F190 mini-tiller.
1961	<ul style="list-style-type: none"> • Honda racing team wins Britain's Isle of Man TT Races in 125cc and 250cc classes.
1960	<ul style="list-style-type: none"> • Research and Development division is re-established as a separate company — Honda R&D Co., Ltd.

1959-1946

1959	<ul style="list-style-type: none"> • American Honda Motor Co., Inc. established as Honda's first overseas subsidiary on June 11. The Honda 50 (Super Cub), Dream and Benly motorcycles are the first products.
1958	<ul style="list-style-type: none"> • Honda launches Super Cub motorcycle in Japan, helping make Honda the sales leader.
1955	<ul style="list-style-type: none"> • Honda leads Japan in motorcycle production volume.
1954	<ul style="list-style-type: none"> • Honda declares intention to race in Isle of Man Tourist Trophy race in the U.K. (eventually participating for the first time in 1959).
1952	<ul style="list-style-type: none"> • Honda's first general-purpose engine (Type H) is produced.
1949	<ul style="list-style-type: none"> • Honda introduces first original motorcycle — 2-stroke Dream D-type.
1948	<ul style="list-style-type: none"> • Soichiro Honda incorporates Honda Technical Research Institute and renames it Honda Motor Co., Ltd., capitalized at one million yen.
1946	<ul style="list-style-type: none"> • Soichiro Honda establishes Honda Technical Research Institute in Hamamatsu, Shizuoka Prefecture, where he develops and produces internal combustion engines and machine tools.