

October 3, 1991

HONDA INVESTS IN SWEDISH DISTRIBUTOR

Honda Motor Co., Ltd., has invested in Svenska Honda Bilimport AB, an exclusive distributor of Honda automobiles in Sweden, in order to apply more effective sales strategy in the market.

In 1990, around 230,000 passenger cars were sold in Sweden.

It is a largest passenger car market in Scandinavian region. It is also the largest for Honda as well, so this investment will better position Honda to step up its marketing effort.

Svenska Honda first approached Honda Motor Company Ltd., on the subject last May. Since the proposal was consistent with Honda's strategy of expanding automobiles sales in the market, the two parties then began negotiation eventually agreeing on having Honda Motor Co., Ltd., acquire a 50% share of Svenska Honda. In late September, the Swedish government approved the proposed venture.