

Honda Motorcycle Business Briefing

January 28 (Tue) , 2025 11:00-12:00

Honda Motor Co., Ltd.

Executive Officer,

Chief Officer, Motorcycle and Power Products Operations

Head, Motorcycle Business Unit

Minoru Kato

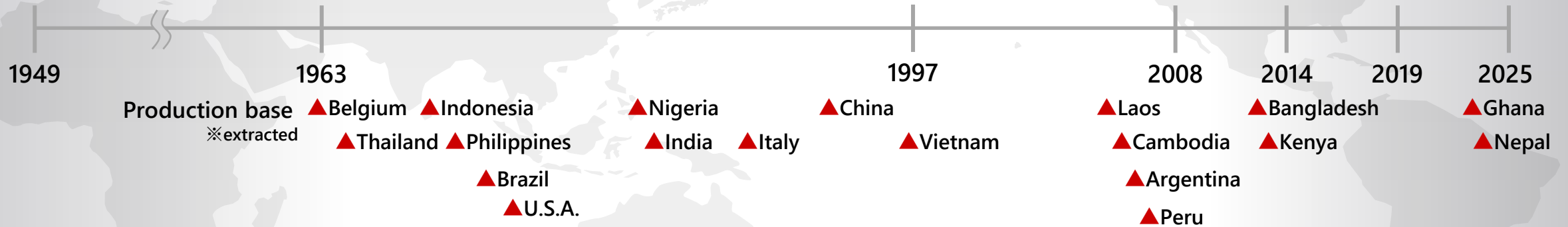
To Honda,
motorcycles are the origin of
its monozukuri and business



1949 Dream D-Type



Honda's fundamental philosophy: Producing where there is demand



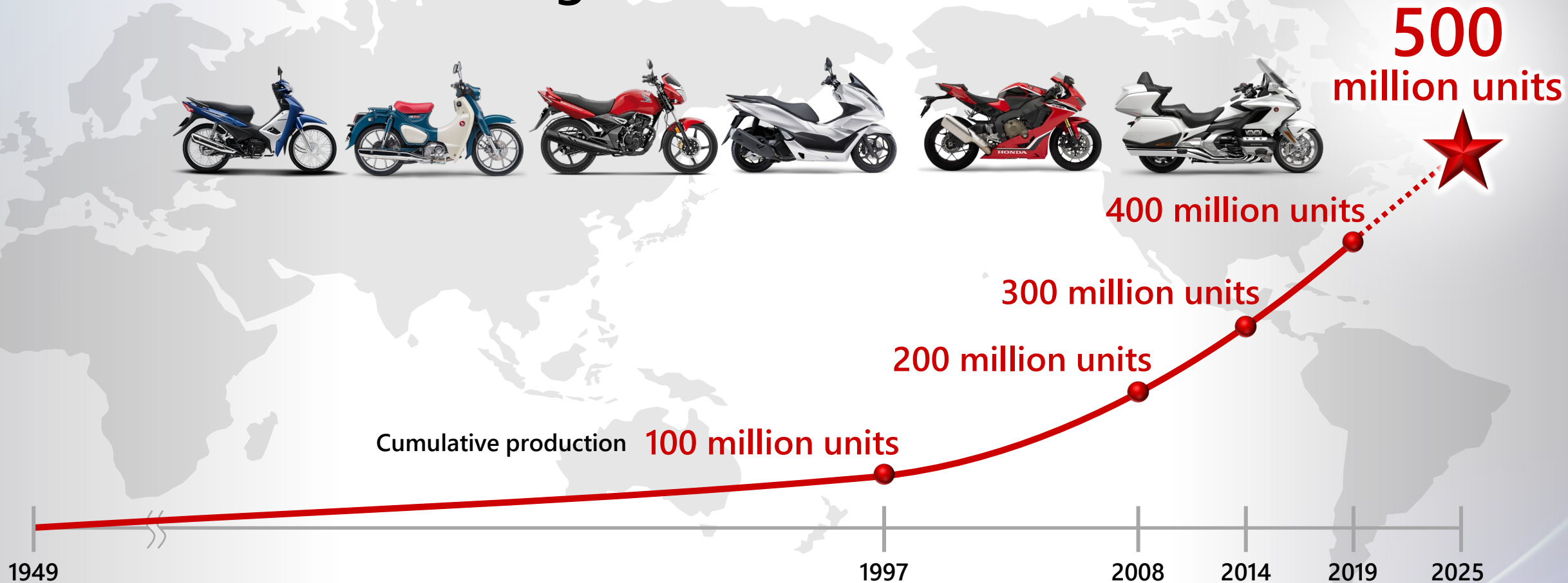
Global production capacity of over 20 million units at 37 locations in 23 countries
Delivery to customers through more than 30,000 dealers

Honda's fundamental philosophy: Producing where there is demand



Record unit sales in 37 countries and regions

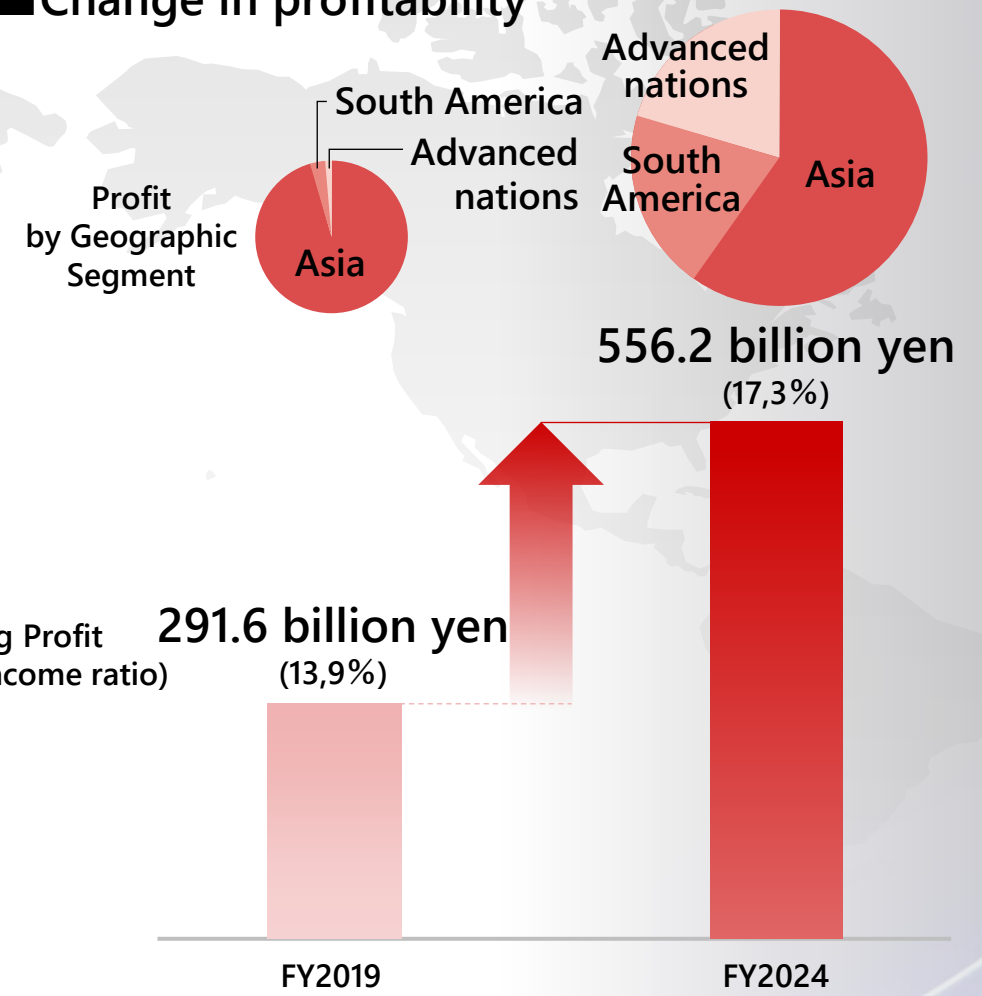
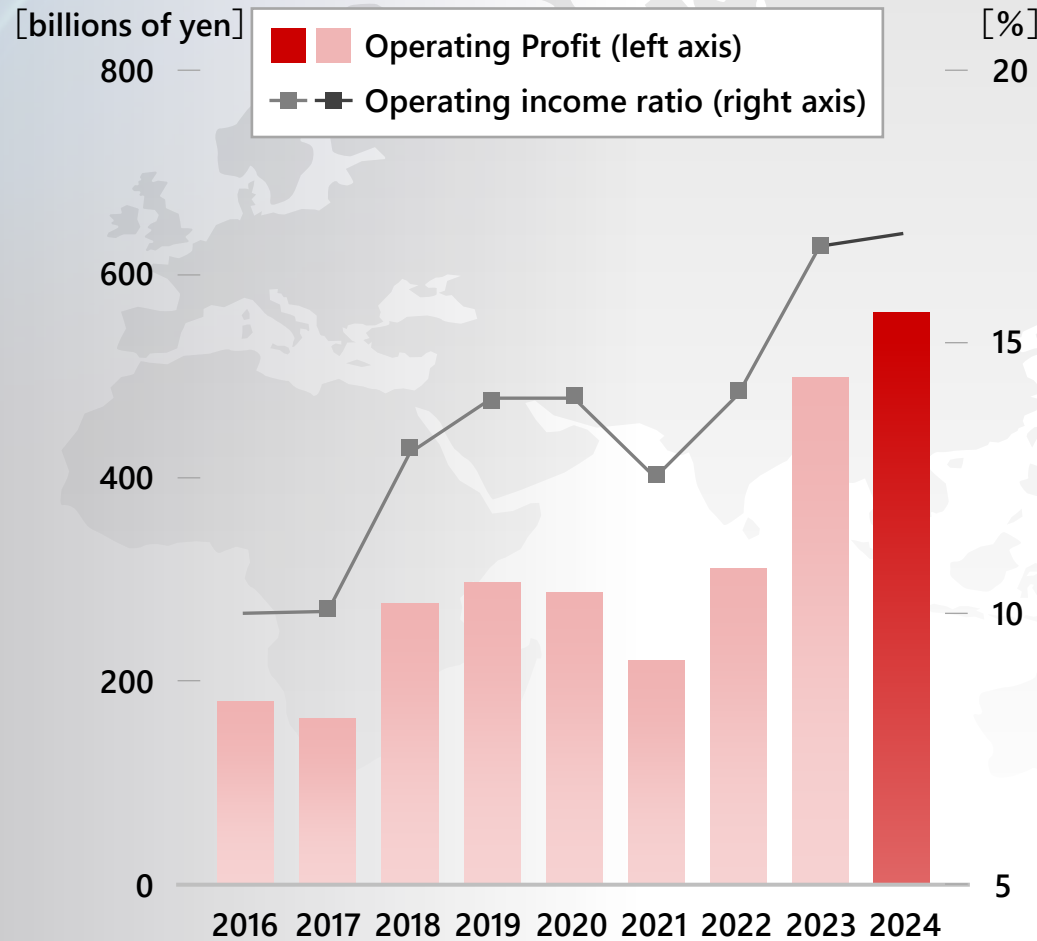
Honda's fundamental philosophy: Producing where there is demand



Motorcycle business highly profitable

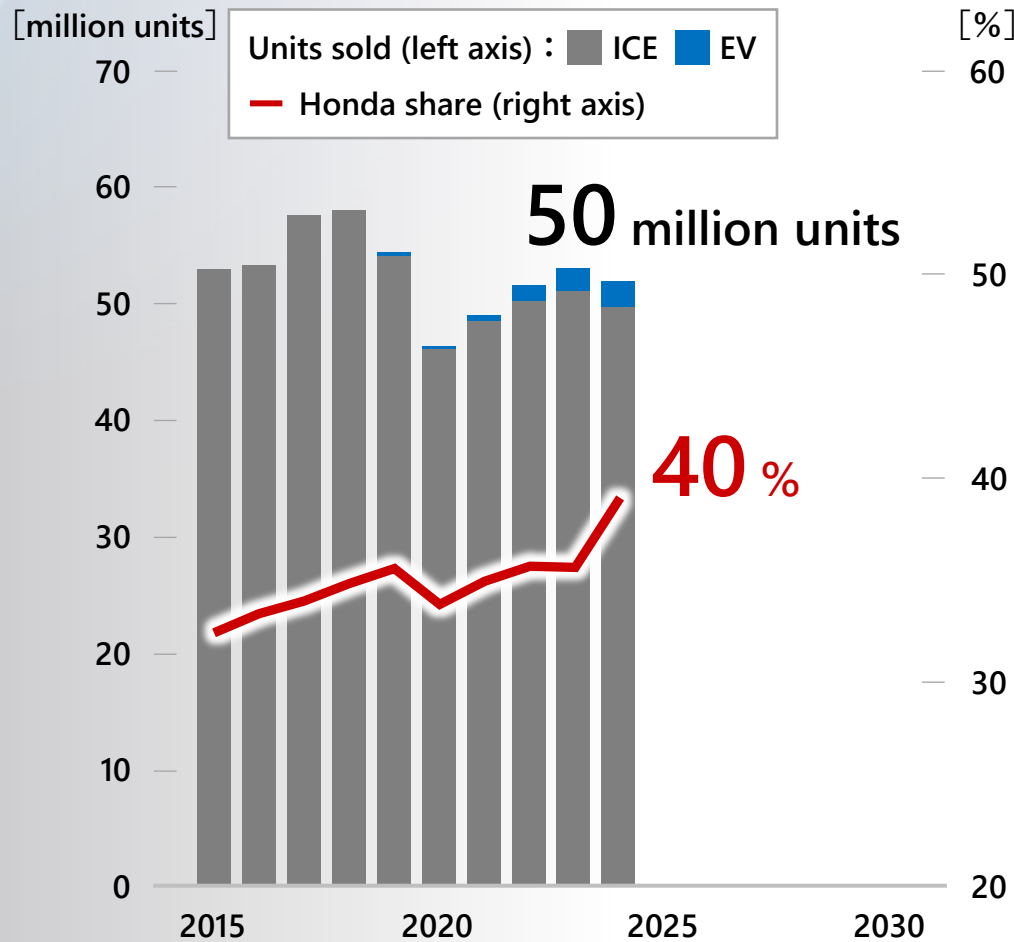
■ Revenue Trends

■ Change in profitability

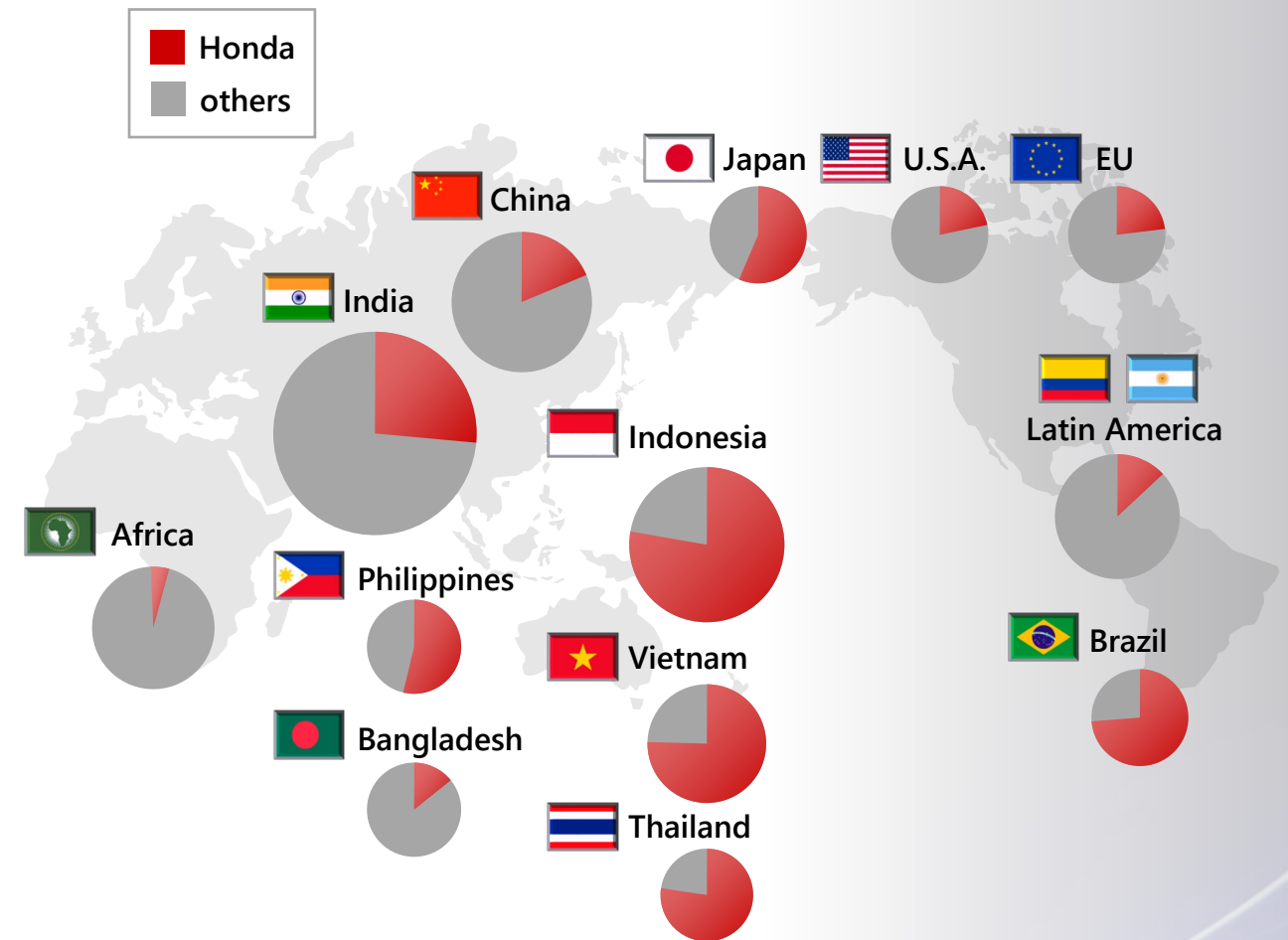


Current motorcycle market and future outlook

■ Global demand and Honda share

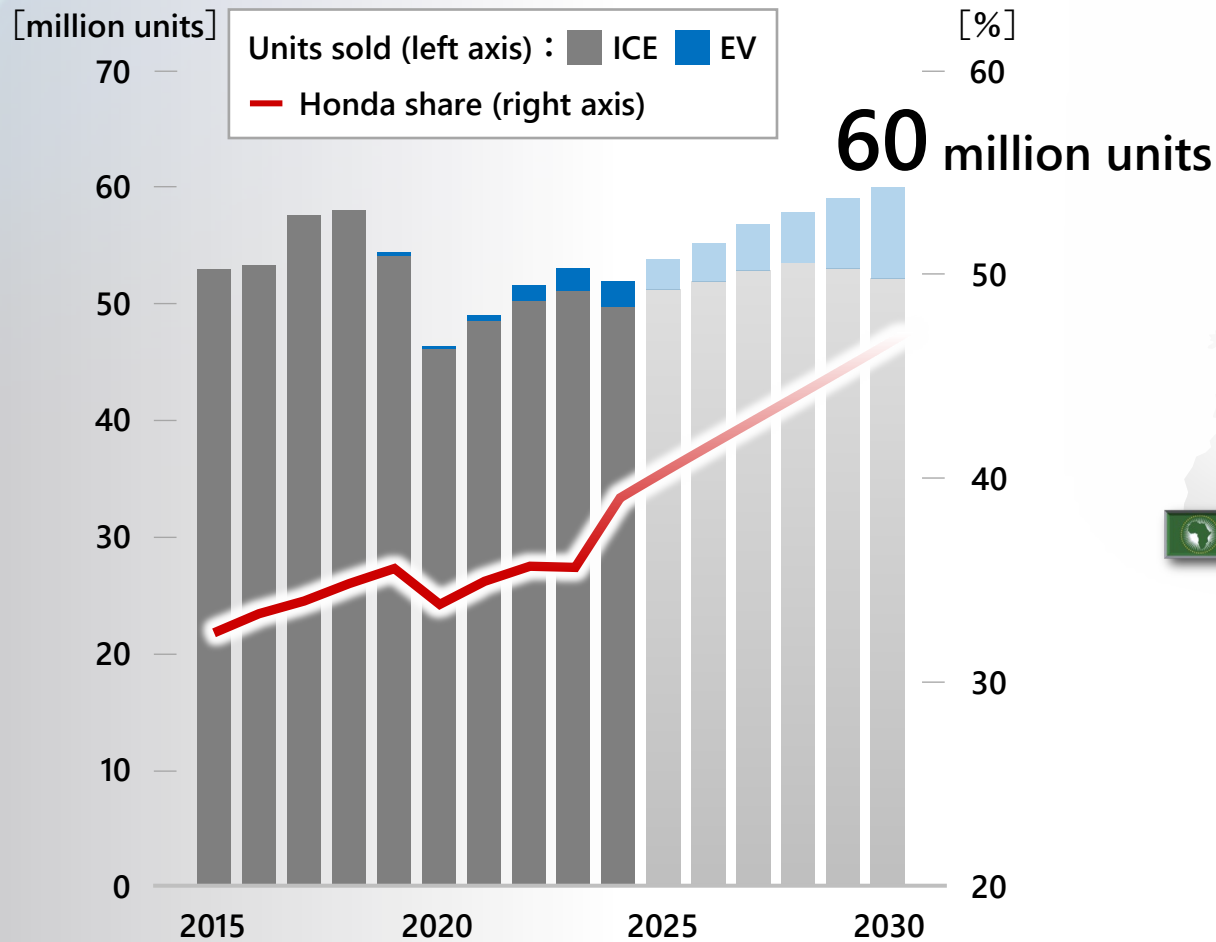


■ Honda share map

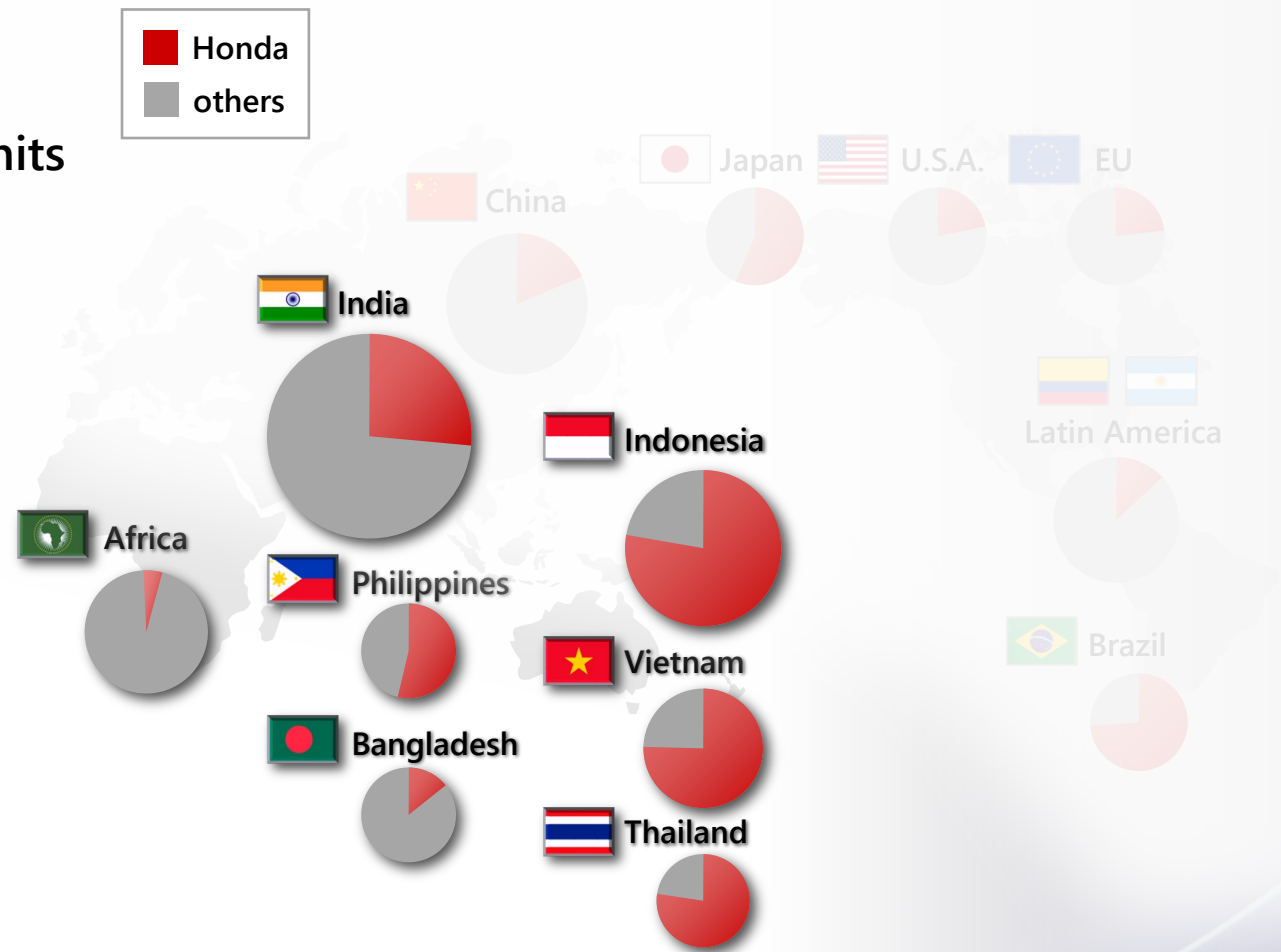


Current motorcycle market and future outlook

■ Global demand and Honda share

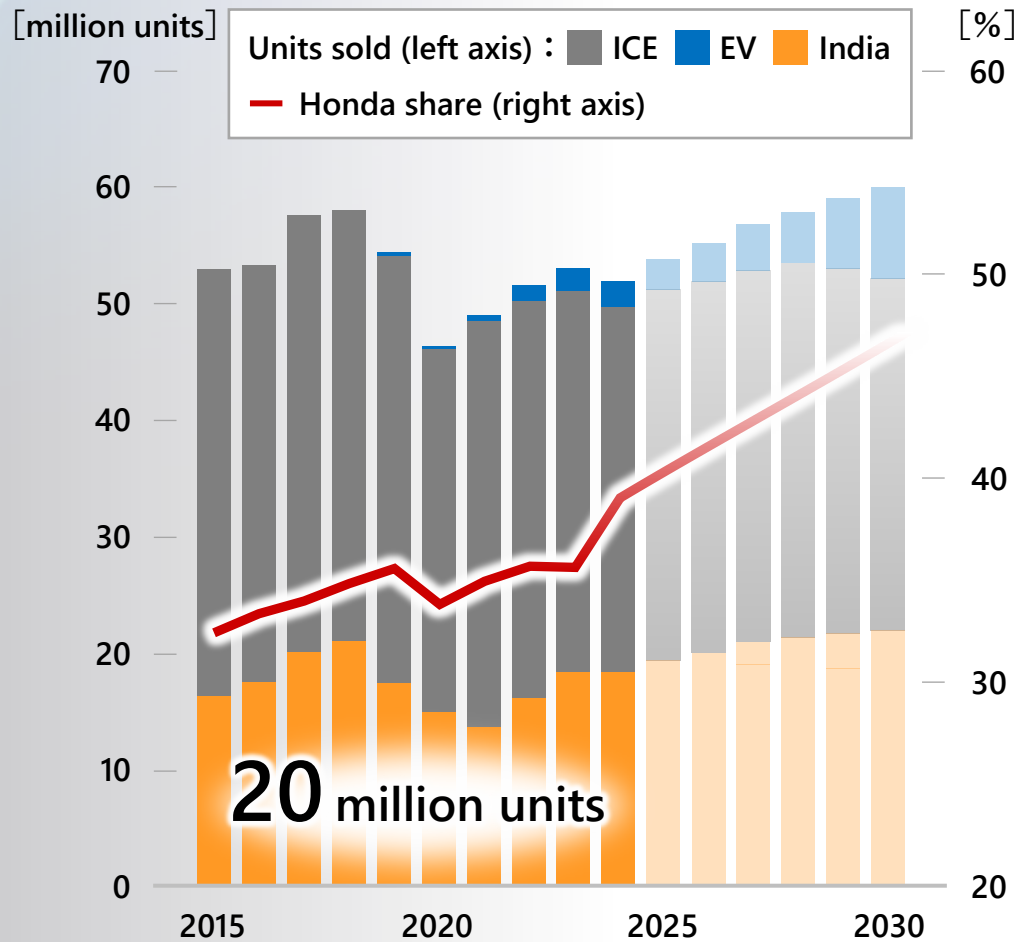


■ Honda share map



Growth countries

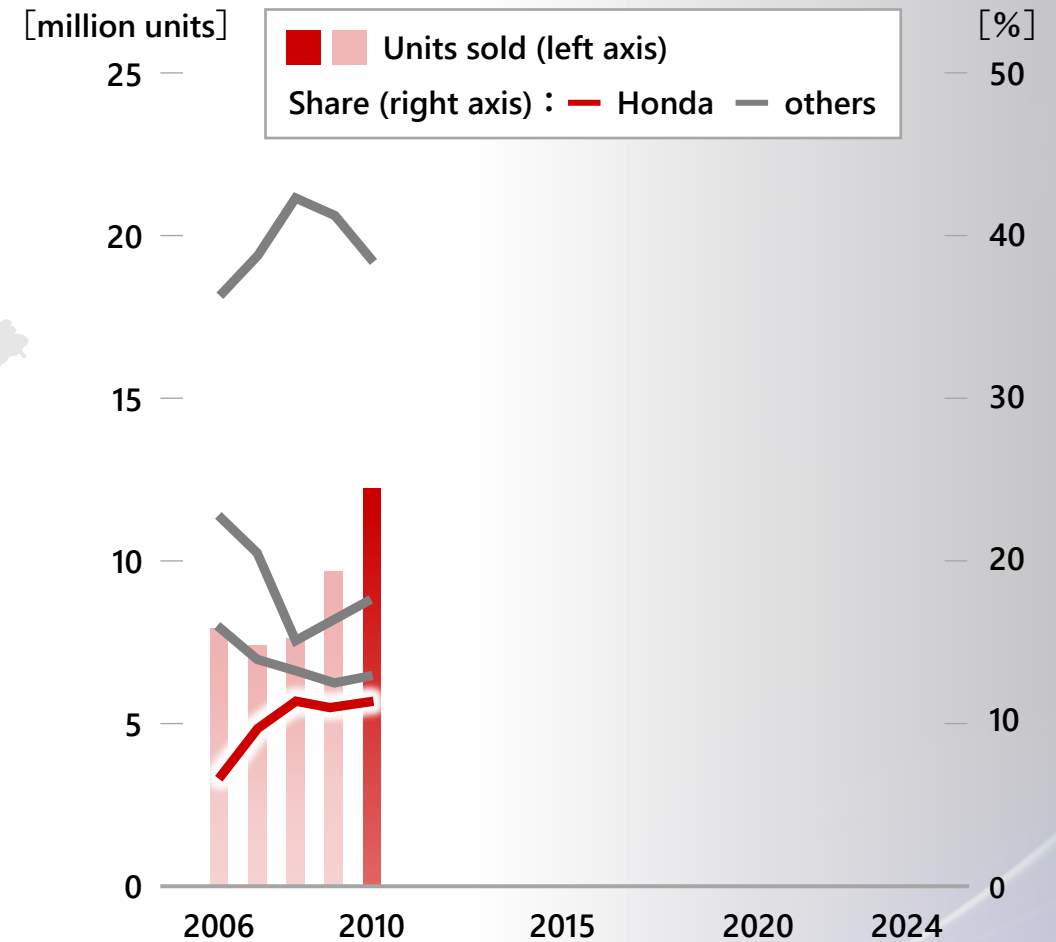
■ Global demand and Honda share



India



■ India motorcycle market (ICE + EV)



Growth countries



ACTIVA



Dio



Shine



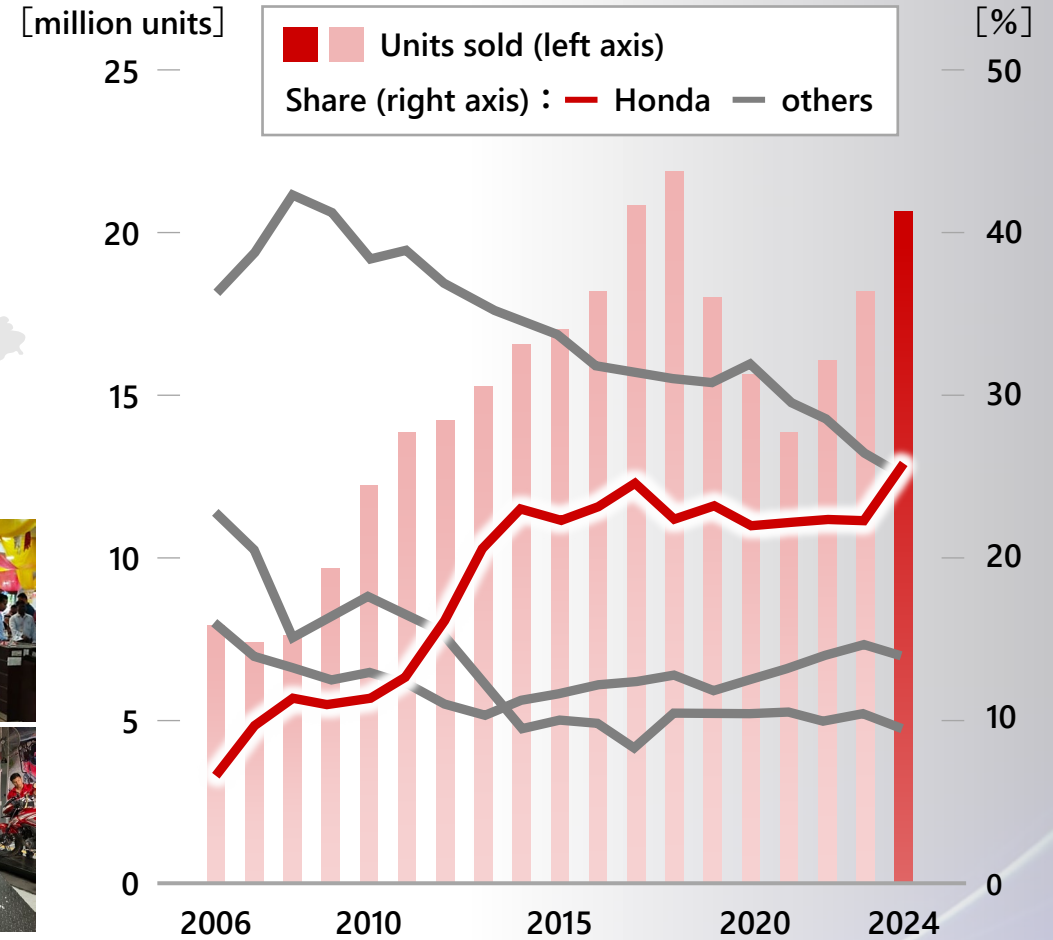
SP



India



India motorcycle market (ICE + EV)



Growth countries



India

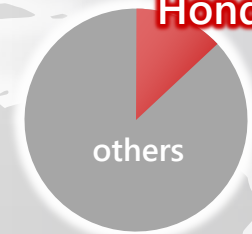


Improved competitiveness in development, procurement, and production in India



Latin America

Honda



Brazil

Honda

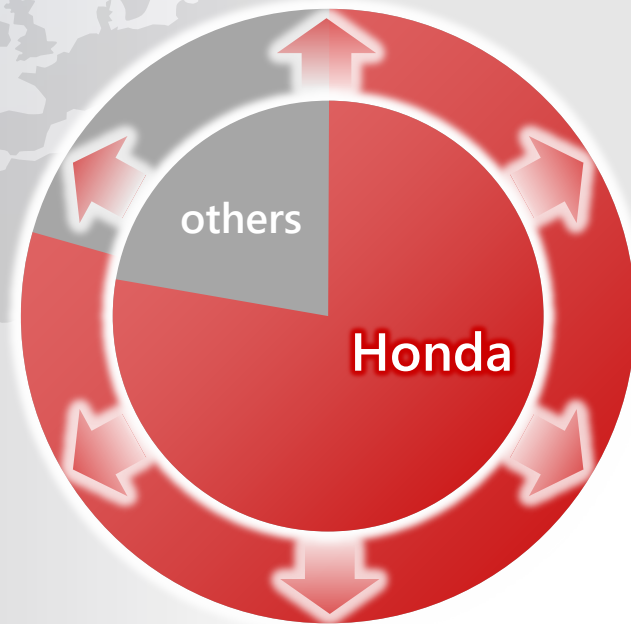


Expanding business by exporting to Latin America where customer needs are similar

Growth countries



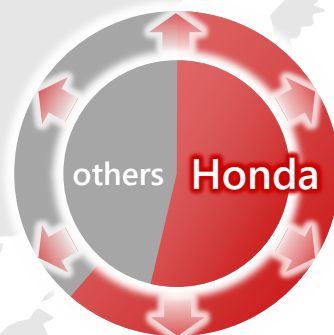
Indonesia



6.2 million units ▶ **7 million units**
※FY2024 overall demand ※forecast

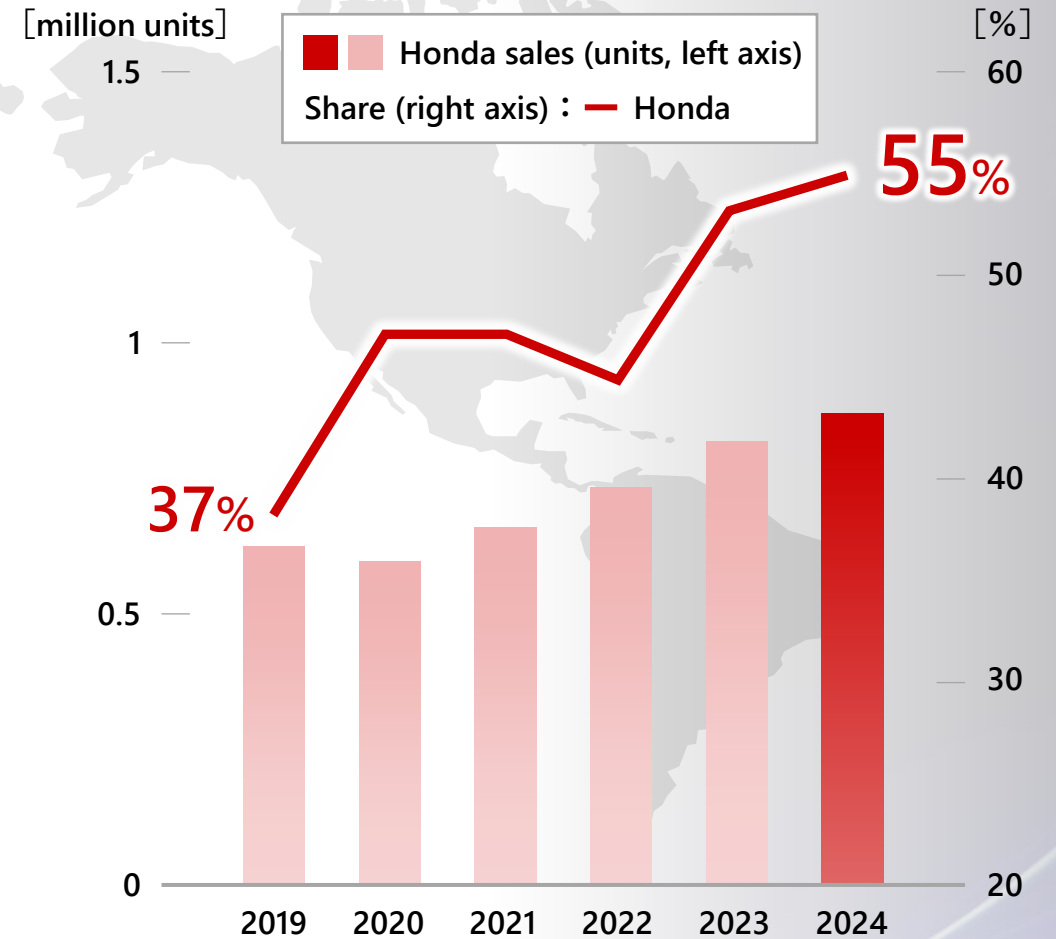


Philippines



CLICK125

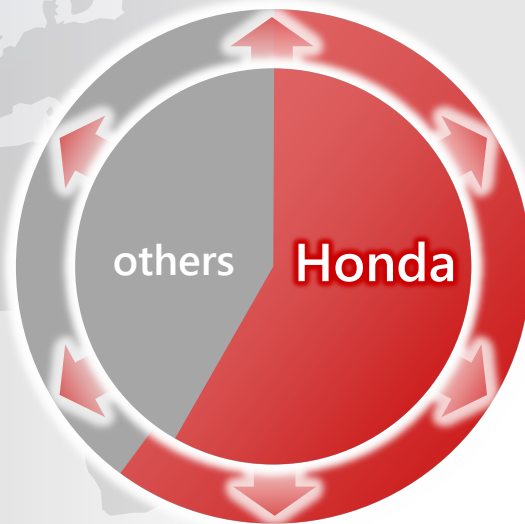
Philippines motorcycle market (ICE + EV)



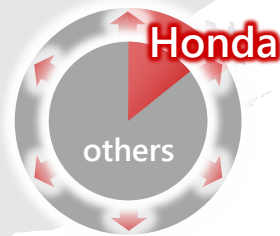
Growth countries



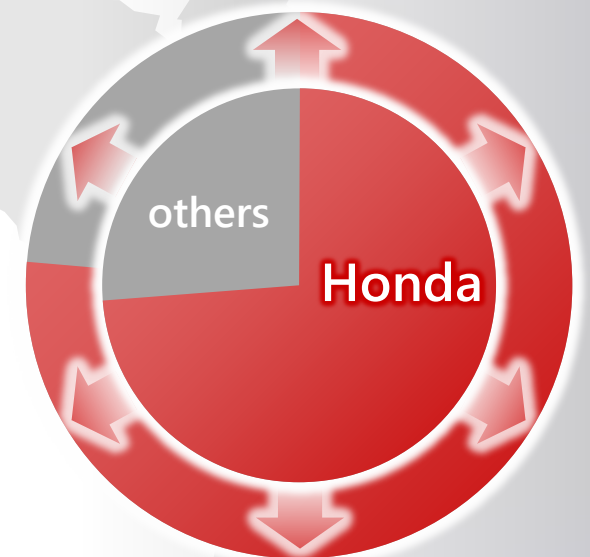
Pakistan



Bangladesh



Brazil

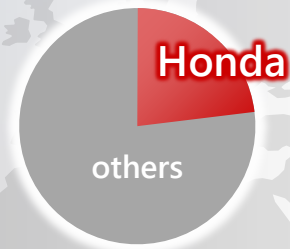


Further promote business growth by leveraging strengths in sales and service, procurement, and production

Large model / European business



EU



2024: No.1 share in
five major
European nations



CB650R



CBR1000RR-R
FIREBLADE



CRF1100L
Africa Twin



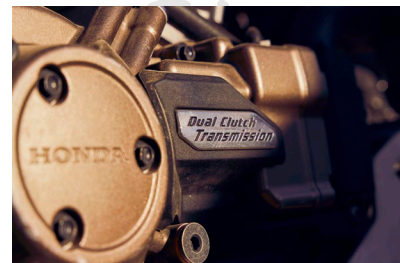
Rebel 1100



CB750 HORNET



XL750 TRANSALP



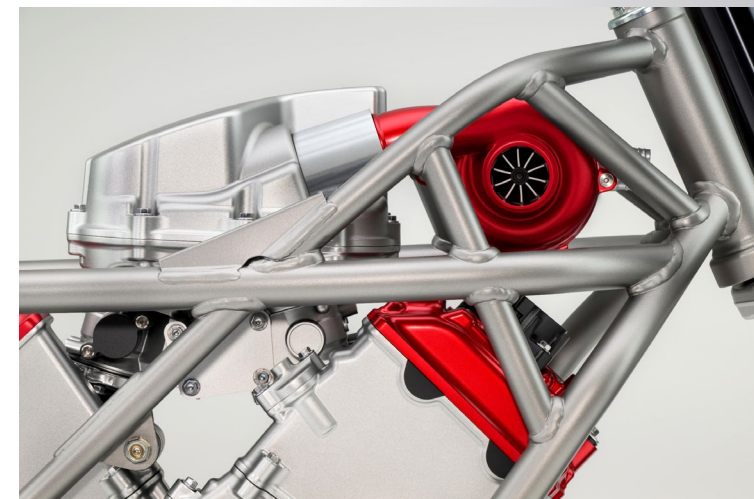
Honda DCT
Dual Clutch Transmission



Honda E-Clutch

New challenges with ICE

World's first V3 engine with electric supercharger for motorcycles



Realizing riding pleasure and environmental performance

Motorcycle motorsports activities



MotoGP



MXGP



TrialGP



Suzuka 8 hour Endurance
Road Race (EWC)



Dakar Rally



AMA SMX

Honda Motor Co., Ltd.

Operating Executive,

**Head, Motorcycle and Power Products Electrification Business Unit,
Electrification Business Development Operations**

Daiki Mihara

Honda Electric Motorcycle Strategy

Sales target (Honda Group unit sales)	In 2030	4 million units	Investment amount	By 2030	Approx. 500 billion yen
Total number of electric models	By 2030	Approx. 30 models	Profit target (Operating profit margin)	By 2030	More than 5 %
Cost reduction target for finished electric motorcycle	By 2030	Approx. 50 %reduction		In 2030s	More than 10 %

Vision for Electric Motorcycle Business

- To offer experiences that make the daily lives and travel time more enjoyable for all people
- To offer peace of mind and comfort in various situations in people's ever-evolving daily lives and mobility society

Strengths of Honda

Offering a full lineup of motorcycle products

Development, production and procurement capability amassed through ICE motorcycle business

Electric models featuring the fundamental functionality of motorcycles - accelerating/ cruising, turning and stopping – as well as connectivity

Offering integrated online and offline customer touchpoints through utilization of a sales network with 30,000 dealership locations.

Progress in EV lineup expansion

October 2024
Indonesia



CUV e:

Swappable battery



ICON e:

Fixed battery

November 2024
India



ACTIVA e:

Swappable battery



QC1

Fixed battery

Progress in EV lineup expansion

Honda Mobile Power Pack e: expansion



EV Fun / EV Urban concept models

EICMA 2024 (November 2024, Milan, Italy)



EV Fun Concept

Honda

Electric motorcycle product brand

EV Fun / EV Urban concept models

EICMA 2024 (November 2024, Milan, Italy)



EV Urban Concept

Connecting with EV customers



ACTIVA e:



Battery replacement stations deployed in
Bengaluru, Delhi, and Mumbai

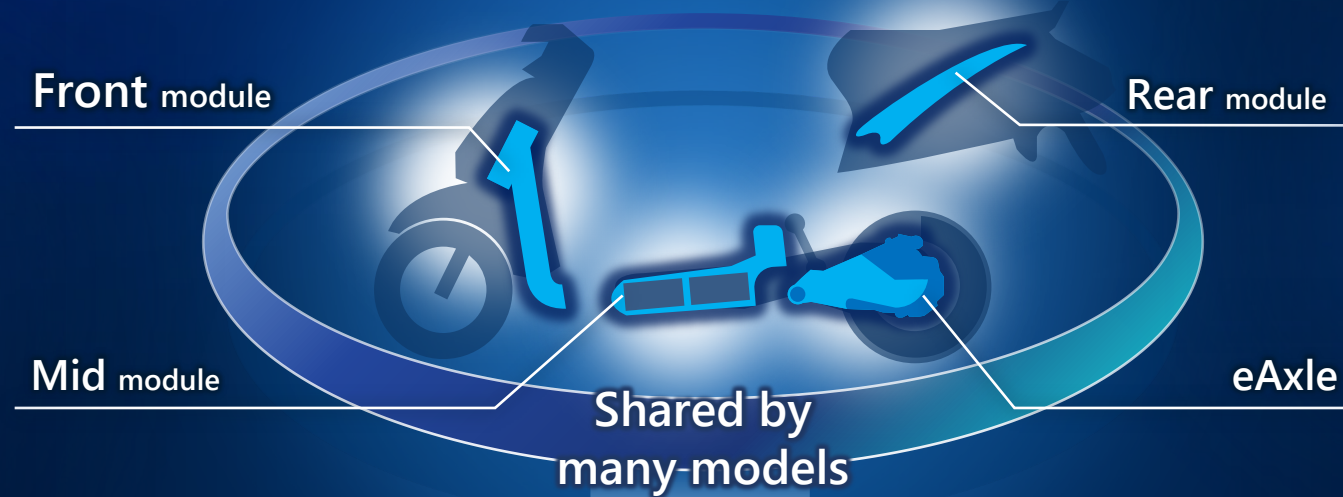
Connecting with EV customers



Service and parts provided utilizing existing industry's largest sales network

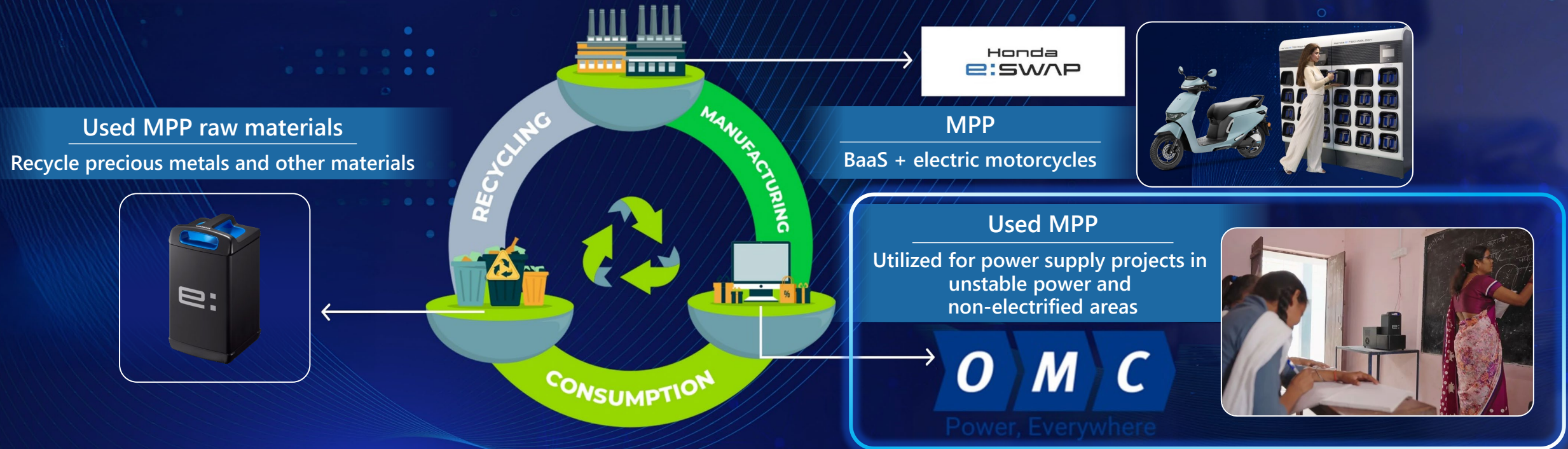
Developing EV monozukuri

2028: Start up dedicated electric motorcycle plant in India



Wide models produced by combining modules

Resource circulation initiatives



* MPP = Honda Mobile Power Pack e: * BaaS = Battery as a Service

Working to build a recycling-oriented/circular value chain

Foundation of Honda's value proposition



**Achieve safety to protect
precious life**



**Eliminate burden on Earth's
environment**

Safety initiatives

Safety education



Airbags



Advanced brakes



Lights

ICE evolution initiatives

CO₂ emissions reduction considering regional characteristics



Improved fuel economy and use of flex-fuels

De-carbonization initiatives

Honda Kumamoto Factory



Mega Solar



Lithium-ion storage battery facility
(Container system)

Virtually zero CO₂
emissions

**Carbon
Neutrality**

**Triple Action
to ZERO**

**Clean
Energy**

**Resource
Circulation**

100% use of carbon-
free energy

100% use of sustainable
materials

Moto Honda da



Manaus Plant (Brazil)

Large FUN models



Sustainable materials for resin parts

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT



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How we move you.
CREATE ► TRANSCEND, AUGMENT