

Honda to Discontinue Automobile Sales in South Korea

TOKYO, Japan, April 23, 2026 – Honda Motor Co., Ltd. today announced that, at the end of 2026, it will discontinue the automobile sales operations of Honda Korea Co., Ltd., a Honda motorcycle and automobile sales subsidiary headquartered in Seoul, the Republic of Korea (South Korea).

In light of changes in the environment surrounding the global and South Korean automobile markets, and after thorough consideration from the perspective of concentrating corporate resources to strengthen its mid- to long-term competitiveness, Honda decided to discontinue its automobile sales operations in South Korea. Even after the discontinuation of automobile sales, Honda will continue to provide after-sales services, including vehicle servicing and maintenance, parts supply, and warranty support, to customers of Honda vehicles in the South Korean market.

While continuing to position its motorcycle business as the core of its operations, Honda Korea will further strengthen its business by continuing to offer compelling products and further enhancing services and experiences for its customers in South Korea.

■ About Honda Korea Co., Ltd.

Established:	October, 2001 (originally Honda Motorcycle Korea Co., Ltd.)
Start of motorcycle sales:	May 2002
Start of automobile sales:	May 2004
Head office location:	Seoul
Capital:	12 billion won
Capital investment:	100% Honda Motor Co., Ltd.
Representative:	Jihong Lee, President
Business:	Import sales and after-sale services for motorcycles and automobiles
Key motorcycle products:	PCX125, Super Cub, FORZA350, ADV350, FORZA750, CBR600RR
Key automobile products:	ACCORD, CR-V
Employment:	84 associates (as of April 2026)