

### **Honda Establishes New Digital Service Company in India**

TOKYO, Japan, May 14, 2026 – Honda Motor Co., Ltd. today announced the establishment of Honda Digital Innovation India Private Ltd. (HDII), a new Honda subsidiary in India, which will provide digital services to expand customer touchpoints and create new mobility experiences for Honda customers in India, which will be an important future growth market for Honda.

India, where further market growth is expected in the years ahead, is a strategically important market where Honda already has a long-standing foundation for its motorcycle and automobile businesses. Building on such a foundation, Honda strives to grow together with the Indian market by taking root in the local community and co-creating with the people, industries and innovation ecosystem of India.

Honda established HDII for the purpose of utilizing digital technologies based on the overwhelming volume of customer touchpoints and data Honda has already amassed in India through its motorcycle and automobile businesses. In doing so, Honda strives to enhance the value Honda offers to customers through its mobility products and services, and to further expand its business in India.

With HDII, Honda will build a digital platform, through which Honda offers solutions for mobility-related challenges people face in India, while also striving to create a mobility ecosystem unique to Honda, that integrates Honda motorcycles, automobiles and digital services.

#### **<Key initiatives of the new company >**

##### **■ Expansion of customer touchpoints through the creation of a digital customer experience**

By utilizing the customer touchpoints from Honda motorcycle and automobile businesses, HDII will further advance digital marketing activities currently being conducted independently by Honda motorcycle and automobile businesses. This will contribute to the expansion of customer touchpoints and offering of seamless, digital experiences for customers, which will lead to sales expansion.

### ■ Utilization of data to create a mobility ecosystem unique to Honda

By connecting Honda motorcycles, automobiles and digital services and by offering the value of customer experiences deeply rooted in the daily lives of customers in India, HDII and Honda will strive to create a mobility ecosystem, which not only contributes to the sales expansion of individual products, but extends Honda business into the areas of services that support the entirety of people's mobility in India.

### ■ Innovation and contribution to the industry through local co-creation

Through HDII, Honda will pursue co-creation with India's globally recognized AI technologies and abundant digital talents. Specifically, Honda will expand the existing services currently offered through Honda motorcycle and automobile businesses in India into a new digital service application, while also pursuing the co-development of digital solutions for Honda. Through these initiatives, Honda will strive to contribute to the advancement of Indian industries through the utilization of digital technologies.

### <About HDII >

Company name: Honda Digital Innovation India Private Ltd.  
Established: April 10, 2026  
Head office location: Bengaluru, Karnataka, India  
Capital: 300 million Indian rupees  
Capitalization ratio: 100% Honda Motor Co., Ltd.  
Representative: Toshiyuki Yanagisawa, CEO