

Honda Motor de Argentina S.A. (Headquarters: Campana, Buenos Aires, Argentina; President: Keiji Inoue), Honda's subsidiary in Argentina, announced the following today at 8:00 a.m. (local time).

### **Honda Establishes New Subsidiary in Argentina Dedicated to Capital Management Services**

Honda Motor de Argentina S.A. (HAR), which is responsible for the manufacturing and sales of motorcycles, as well as the sales of automobiles and power products in Argentina, has established a new company, Honda Plan Argentina (HPA). The new company aims to provide capital management services through "Saving Plans," which enable the planned, installment-based purchase of motorcycles.

Consumers increasingly view durable goods as tangible assets that help preserve value over time, making this approach a mainstream financial planning practice. Among these, Honda motorcycles are highly regarded by customers not merely as a means of transportation, but as tangible assets that retain their value over the long term, thanks to their outstanding durability and reliability.

The "Saving Plans" offered by HPA is a capital management service where customers form groups and make monthly contribution in accordance with the plan's terms, allowing them to purchase Honda motorcycle products systematically while minimizing interest burdens. By using the participants' monthly contributions as a funding pool, motorcycles are sequentially delivered through a lottery or advance-payment bidding system. This allows customers to safely acquire mobility while mitigating the risks of economic fluctuations.

Having grown alongside Argentina for 48 years, Honda will continue to provide value and joy to people's mobility, daily lives, and local communities through services like this.

#### **■ Comment from Masaichi Kobayashi, President of Honda Plan Argentina**

"The way we move is undergoing a profound transformation, and the way we finance mobility is evolving in the same direction. Today, consumers are looking for more than the acquisition of an asset; they value easier access and cost predictability. In this context, providing suitable capital management services is fundamental to supporting customers in making conscious and sustainable choices, enabling a long-term relationship with our company."

#### **■ About Honda Plan Argentina**

Establishment: 2026, January 21st

Headquarters: Buenos Aires, Argentina

Capital: 5 million US dollars (USD)

Investment Ratio: Honda South America 60%, Honda Motor de Argentina S.A. 40%

Representative: Masaichi Kobayashi, President

Business: Provision of capital management services