

### **Accord Celebrates 50th Anniversary - Special exhibit at the Honda Collection Hall and commemorative merchandise to be released -**

The globally sold Honda Accord celebrates its 50th anniversary today since the debut of its first-generation model in 1976. To commemorate the milestone, Honda will hold a special exhibit at the Honda Collection Hall located within Mobility Resort Motegi and release exclusive 50th anniversary merchandise. In addition, a special video looking back on successive Accord generations will be released on Honda's official social media channels and website at the end of May.



Accord 50th anniversary logo

#### **<The History of Accord >**

Since its introduction in 1976, Accord has continued to evolve as a global model through the pursuit of a wide range of values, including environmental performance, driving performance, and safety. Developed with global markets in mind, the first-generation model was exported to the United States from the beginning. In 1982, Honda became the first Japanese automaker to begin automobile production in the United States, and Accord continued to evolve through localized development and production rooted in the North American market.

Over successive generations, Accord expanded its presence into Asia and Europe, growing into one of Honda's core global models and supporting Honda's globalization efforts. The third-, fifth-, and seventh-generation models received the Japan Car of the Year award, while the tenth-generation model earned North American Car of the Year honors, reflecting strong recognition in markets around the world.

In addition to environmental technologies represented by the CVCC engine introduced in the first-generation model, Accord has continuously pursued advancements across a broad range of areas, including driving performance, comfort, safety, and environmental performance. It has also introduced technologies ahead of their time, including the world's first in-vehicle navigation system and, more recently, Honda SENSING 360+.

Having delivered more than 25 million units to customers across over 160 countries and regions worldwide, Accord will continue evolving as one of Honda's signature global models.

## < Accord 50th Anniversary Special Programs >

### ■ Honda Collection Hall 50th Anniversary Special Exhibit

A special exhibit featuring historic models alongside panels tracing the evolution of successive Accord generations will be held at the Honda Collection Hall (Mobility Resort Motegi) through June 30.

Honda Collection Hall official website: <https://www.mr-motegi.jp/eng/>



### ■ Commemorative Merchandise

Original merchandise featuring the 50th anniversary logo and designs inspired by the first-generation Accord—including T-shirts, caps, mugs, and keyholders—will be available through the Honda Goods Amazon Brand Store, the official online shop for Suzuka Circuit and Mobility Resort Motegi, as well as at stores within both locations (Shipping is limited to Japan only).

Suzuka Circuit / Mobility Resort Motegi online shop: <https://goods.mobilitystation.jp/> (Japanese)

Honda Goods Amazon Brand Store: [Amazon.co.jp: Honda Goods](https://www.amazon.co.jp/?ref=ast_brandstore) (Japanese)



In collaboration with Kyoto-based leather accessories brand COTOCUL, Honda will offer leather goods made from recycled Accord seat cover materials through the COTOCUL official online store (Shipping is limited to Japan only).

COTOCUL official online shop: <https://cotocul.com/> (Japanese)



#### ■ Special Video and Related Content

A special video commemorating Accord's 50th anniversary and an article highlighting its history will be released. The special video will be released on official Honda social media channels, and the article will be published on "Honda Stories", both on May 26.

Honda official social media (Instagram): <https://www.instagram.com/hondajp/>

Honda Stories: <https://global.honda/en/stories/>