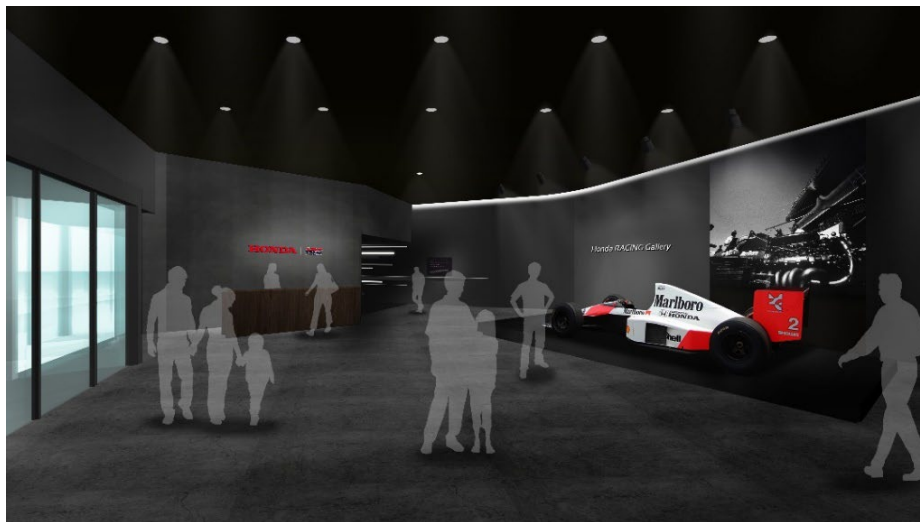


Honda to Open “Honda RACING Gallery” at Suzuka Circuit as a Center for Honda Motorsports Communications

TOKYO, Japan, March 21, 2024 – Honda Motor Co., Ltd. today unveiled details about the new Honda RACING Gallery, a facility Honda has established at Suzuka Circuit primarily as a showcase for the succession of Honda F1 machines. The Gallery will serve as a center for Honda communications about its motorsports activities, including the introduction of challenges Honda has taken on to become “number one in the world,” as well as various race technologies. The Gallery will open on April 5, 2024^{*1}, the first day of the Japanese Grand Prix^{*2} of the FIA^{*3} Formula One World Championship (F1) to be held at the Suzuka Circuit in Mie Prefecture, Japan.



Honda RACING Gallery official website:
<https://global.honda/jp/racinggallery/> (Japanese only)

Hoping to see it become a center for Honda communications about its motorsport’s activities, the Honda RACING Gallery was designed as a facility where visitors can “experience” Honda’s determination to win and technologies amassed through racing activities. The exhibits include successive generations of Honda race machines, engines and power units that actually competed in races, mostly in F1 races for which this year marks the 60th anniversary of Honda’s very first competition in a F1 race^{*4}.

The Gallery is designed with black as a basic color tone and places spotlights on each machine on display, enabling the visitors to see and feel the functional beauty of racing machines filled with the cutting-edge technologies of each era.

^{*1} Advance reservation (free of charge) is required from Friday, April 5 through Sunday, April 7, 2024. The Gallery visitor needs to present a ticket to the F1 Japanese Grand Prix for admission. Advanced reservations can be made at the following website starting March 29, 2024.

URL: <https://www.suzukacircuit.jp/park/attraction/gallery/>

^{*2} The F1 MSC Cruises Japanese Grand Prix

^{*3} Fédération Internationale de l'Automobile

^{*4} The 60th anniversary of the Germany Grand Prix held in August 1964, the very first F1 race Honda competed.

Honda has been introducing its products and corporate activities, as well as the thoughts and passion put into them, from historical, global and motorsports perspectives at multiple exhibit and hands-on experience facilities. This includes Honda Welcome Plaza Aoyama (Minato-ku, Tokyo) and the Honda Collection Hall (in Motegi, Tochigi).

Honda will continue to offer high-quality brand experiences and communication opportunities at all points of contact with its customers, striving to make Honda a brand that will continue to be beloved by customers and fans around the world.

<Overview of the Honda RACING Gallery exhibition areas>

■ Main Hall (Area for the permanent exhibit, 1F)

After entering the Gallery, visitors walk through the “speed tunnel” that generates a sense of speed and excited anticipation, before entering the main hall, which is designed as a black-toned space with no outside light, so that the colors and shapes of race machines stand out under the spotlights.

On display in the center of the main hall are the two F1 machines that came together transcending time: the Honda RA272 which brought about the first ever F1 race win for Honda at the Mexican Grand Prix in 1965, and the Red Bull Racing Honda RB16B Max Verstappen drove to the World Drivers’ Championship in 2021. Looking at these two F1 machines side by side, visitors can sense the tremendous advancements made to F1 machines to date.

Moreover, a group of F1 machines that represent Honda F1 victories are exhibited at the back of the main hall, showcasing the history of Honda challenges and victories in F1 racing. The panel behind each machine has a large display with a number that leads to the story of the machine, enabling visitors to enjoy the “story of victory.”

Also on display are the Honda F1 engines and power units of the past, which were developed and perfected in the pursuit of becoming the world’s number one in each era. Visitors can see the essence of technological excellence in each item.



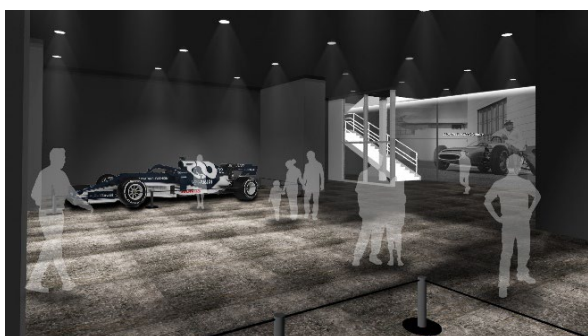
■ **Special exhibit area (B1)**

In the special exhibit area on the B1 floor, race machines associated with a specific race held at the Suzuka Circuit will be exhibited. The F1 Japanese Grand Prix Special Exhibit will start on the opening day, Friday, April 5, 2024. Special exhibits of race machines for various other races, including SUPER GT, Japanese Super Formula Championship (SF) and Suzuka 8 Hours Endurance Road Race, are also being planned for the future.

<About the F1 Japanese Grand Prix Special Exhibit>

Dates: From April 5, 2024 through mid-June 2024

Overview: In commemoration of the F1 Japanese Grand Prix, the special exhibit will highlight Japanese F1 drivers who have fought for victory together with Honda. The exhibit will showcase the F1 machines, as well as other items such as the venerated helmets of F1 drivers.



■ **List of items on display*5**

Permanent exhibit						
Category	Item	Year	Exhibit area			
F1 machines	McLaren Honda MP4/5	1989	Main Hall	1F		
	Honda RA272	1965				
	Honda RA300	1967				
	Williams Honda FW11B	1987				
	McLaren Honda MP4/4	1988				
	McLaren Honda MP4/6	1991				
	Honda RA106	2006				
	Scuderia AlphaTauri Honda AT01	2020				
	Red Bull Racing Honda RB16B	2021				
F1 engines	RA168E	1988	Main Hall	1F		
	RA109E	1989				
	RA806E	2006				
F1 power units	RA621H	2021	Main Hall	1F		
The F1 Japanese Grand Prix Special Exhibit						
F1 machine	Lotus Honda 100T	1988			Special exhibit area	B1F
	SUPER AGURI Honda SA07	2007				
	Scuderia AlphaTauri Honda AT02	2021				

*5 Items on display may be subject to change due to circumstances. Please check the official website for the latest information.

<About Honda RACING Gallery>

- Location: Suzuka Circuit (7992 Ino-cho, Suzuka, Mie Prefecture, Japan)
- Business hours: 10:00 am - 5:00 pm (subject to change by season)
- Entry price: Free
(Entrance and parking fees to Suzuka Circuit are required separately.)