

Overview

Honda's Business Domains

Principal Businesses Segments

Motorcycles

Honda offers a broad lineup from commuter models, which herald motorization in many regions around the globe and are loved by people the world over, to sports models that give people a taste of the joy of riding dynamics.

The Honda Super Cub continues to be an ultra long seller as a leading commuter model for nearly six decades. It continues to offer daily mobility to many users around the world, with cumulative global production topping 97 million units.

In 2016, Honda revamped the CBR1000RR, offering Honda's interpretation of a modern super sports motorcycle. In addition, the Honda X-ADV, which combines the high-level strength of adventure models and the convenience of commuter models and aims to carve out a new category, was launched in April 2017.

In this way, Honda continues to lead the industry as a top motorcycle manufacturer.



CBR1000RR SP



Wave110



Civic Sedan



HR-V

Automobiles

Honda has started production of the new NSX at a dedicated plant in North America. This car, boasting exceptional performance and quality, is assembled solely by associates who are master technicians and builders. This has only been made possible thanks to a history spanning 34 years in automobile production in North America. Honda infused the NSX with state-of-the-art technology based on a desire to convey the joy of driving in today's world. This spirit is one of the enduring features of Honda that people feel when they get behind the wheel of any one of our cars.

From the N-BOX mini-vehicle sold in Japan through global best-sellers the Civic and HR-V/Vezel to the Ridgeline pickup truck in North America, Honda has a full lineup of automobiles.

In addition, the Acura is being marketed in the United States and China as Honda's luxury brand. The Acura, with the brand slogan of "Precision Crafted Performance" since its inception 30 years ago, boasts models befitting the slogan, notably with the aforementioned NSX.

Power Products

Honda has been providing annually a total of six million power products to customers in more than 150 countries and regions based on a diverse range of items that feature Honda's general purpose engines, including tillers, generators, snow throwers, lawnmowers, pumps and outboard engines. Further, through development and commercialization of electrification of products, Honda continues to offer new values that are useful in various facets of people's daily lives, such as an innovative robotic lawnmower, Miimo, and a portable battery inverter power source, the LiB-AID E500.

The Company is also leasing the Honda Walking Assist Device, an assistive device for use in the training of walking. The device has been developed based on the theory of human walking, which Honda has accumulated through its robotics technology.

Looking ahead, Honda intends to continue to deliver products useful in everyday life to people across the world and spread the joy of helping others by maximizing and pursuing the potential of internal combustion engine and electrification technologies.



Miimo



Honda Walking Assist Device

Creating New Businesses

3

Aircraft and aircraft engines

Honda began delivery of the HondaJet to the world at the end of 2015 as a new proposal for personal mobility. Based on Honda's proprietary technology, including Over-The-Wing Engine Mount (OTWEM), HondaJet provides a top-class mobility experience in the sky. Sales started in North, Central and South America as well as Europe, and the aircraft has been very well received by the market. Honda also started taking orders in Southeast Asia in May 2017.

Honda has also developed an aircraft turbofan engine in collaboration with General Electric (GE), which is ranked number one in the aviation industry. Honda Aero, Inc. was established to produce the GE Honda HF120, while GE Honda Aero Engines LLC was established as a 50-50 joint venture with GE to sell the engine. The HF120 is a lightweight, compact, high-efficiency and high-performance turbofan engine with high thrust. Armed with these superior characteristics, sales of the HF120 engine will be expanded to include other aircraft manufacturers by leveraging the success of the HondaJet.



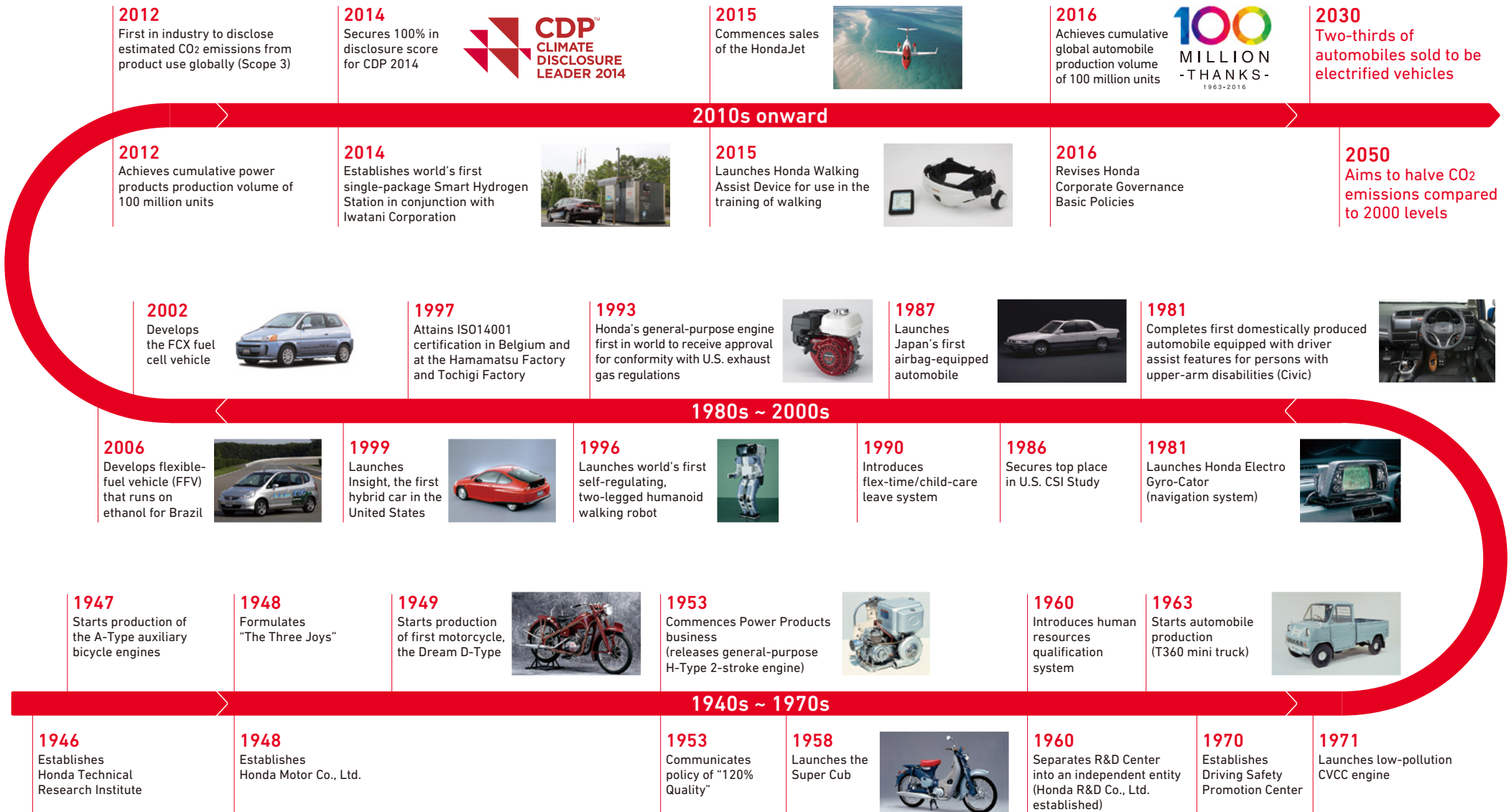
HondaJet



HF120 turbofan engine

Overview

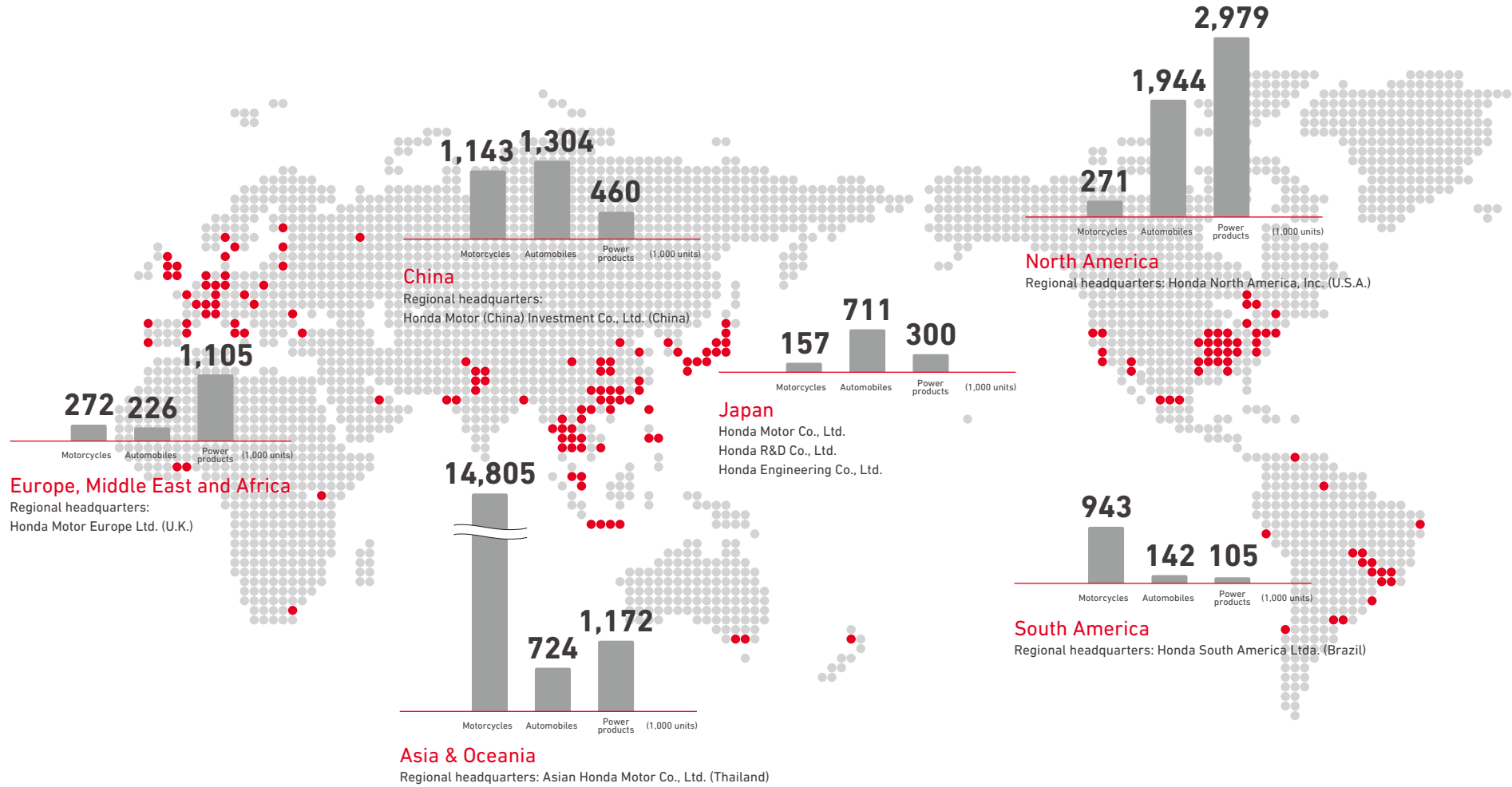
Honda's Value Creation History



Overview

Unit sales and principal operation bases

Joy of mobility to **28,000,000** people transcending national borders



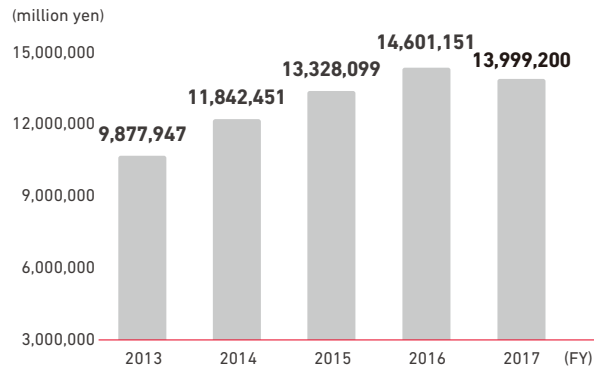
Company name: Honda Motor Co., Ltd.
 Established: September 1948
 President, CEO & Representative Director: Takahiro Hachigo
 Capital: 86,067 million yen (as of March 31, 2017)

*The graphs show unit sales (retail) of motorcycles, automobiles and power products (in units of 1,000) in each of the six regions. [April 2016 to March 2017]
 The symbol ● represents the approximate locations of Honda Group companies.

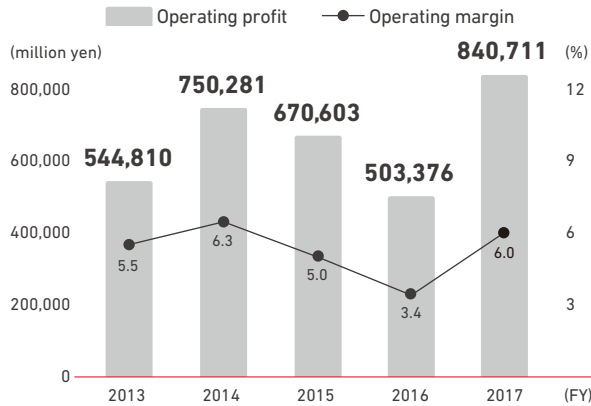
Overview

Financial Data

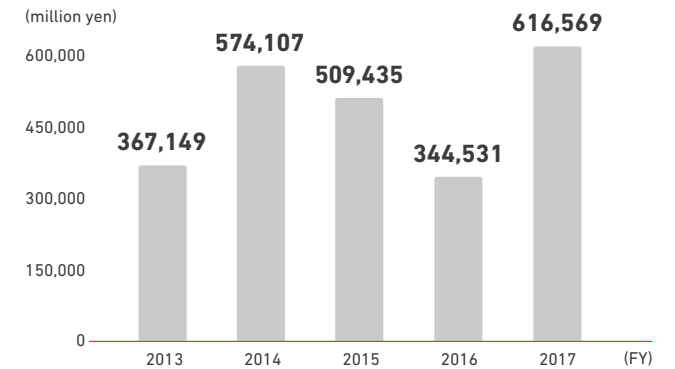
Sales revenue



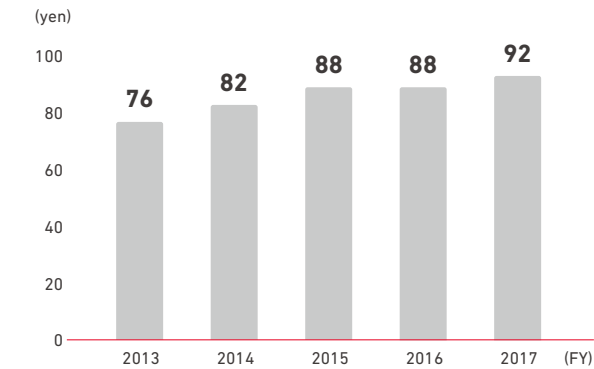
Operating profit/Operating margin



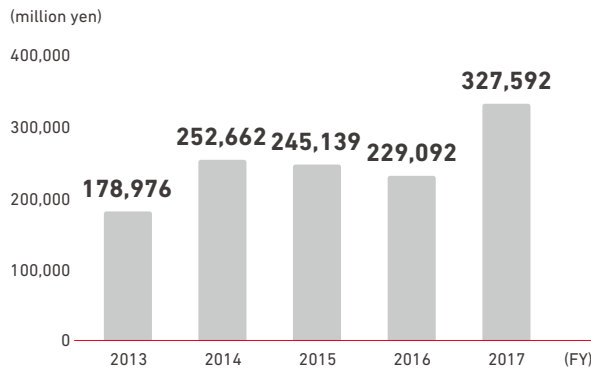
Profit for the year attributable to owners of the parent



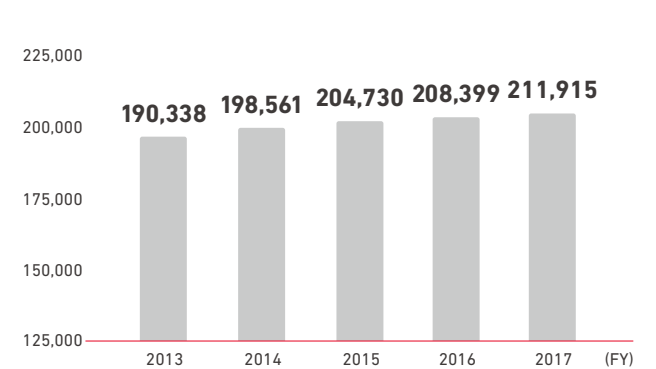
Dividend per share



Income tax expense



Number of employees



*Data collected in accordance with the criterion of USGAAP until FY2014 and IFRS in FY2015