Overview of Honda

**Business Domains**

**Principal Businesses Segments**

**Motorcycles**

Motorcycles represent the origin of both Honda’s “mono-zukuri (the art of manufacturing)” and business. Under the philosophy of “building products close to the customer,” Honda has practiced mono-zukuri rooted in each country and region. The Company now sells more than 20 million motorcycles each year worldwide, and in December 2019 reached cumulative global production of 400 million units. Honda provides the joy of mobility and a fun riding experience with its diverse array of models: the Super Cub, which has been sold in more than 130 countries and is the most widely used motorcycle in the world; commuter models providing a means of transportation for people’s daily lives; and super sports models that offer the excitement of riding a MotoGP-class motorcycle on public roads.

As a way to respond to the growing global concerns about environmental issues, Honda has also released the Benly e: series of electric motorized scooters. In this way, Honda remains committed to meeting the expectations of customers worldwide and opening up new frontiers for the motorcycle market, thus becoming a driving force in the global motorcycle industry.

**Automobiles**

“Let’s change the landscape of the automobile industry.” Honda’s automobile business began under this slogan in 1963 and has now grown to sales of about 5 million vehicles globally each year. To enrich the lives of its customers, Honda seeks to provide automobiles and services that are secure, stress-free and uniquely Honda and that support the freedom of mobility for all.

Honda has been working to achieve the target of electrifying two-thirds of its global automobile sales by 2030. Recent initiatives include the release of the Honda e electric vehicle, designed for a society that is connected via energy. This model is equipped with Honda Personal Assistant, a stress-free voice recognition service. Another example is the adoption of a two-motor hybrid system, which had previously been used on medium-sized vehicles, in the Jazz/Fit compact model.

Additionally, Honda has been actively engaged in research and developing automated driving technologies to improve the performance of its Honda Sensing, a safety and driver-assistance system, as part of its ongoing efforts to realize a collision-free mobile society.
Life Creation

As part of its Power Products Business, Honda has provided a diverse range of items, including general-purpose engines, tillers, generators, snow throwers, lawnmowers, pumps and outboard engines. Cumulative global production of power products reached 150 million units in September 2019, and to date customers in more than 50 countries have selected Honda’s products.

Recently, Honda announced a professional-use, electrified power unit offering the same levels of reliability and installation compatibility as the GX series of engines, which are regarded as the world standard power source for various types of commercial-grade work equipment. For general customers, Honda now offers a cordless lawnmower and has been rapidly expanding its lineup of electrified products that are easier to use, quiet to operate and environmentally friendly.

In April 2019, Honda changed the name of the Power Products Business to the Life Creation Business, to expand its domain to include energy and other new businesses for the future. In the energy field, Honda will push ahead with vehicle-to-grid* (V2G) field tests to use electric vehicles (EV) as a temporary electric storage and discharge device to help stabilize power supply. By doing so, Honda seeks to realize an enriched and sustainable society.

*A system to connect EVs and other plug-in vehicles to the power grid and use electricity stored in their batteries to adjust the grid’s demand and supply balance.

Aircraft and Aircraft Engines

The development of aircraft and aircraft engines has been an important R&D theme since the establishment in 1986 of the Wako Center, which engages in research on basic technologies, and a dream since the founding of Honda itself. The resulting HondaJet is noteworthy for its main wing airfoil and fuselage nose shape, which features Honda’s original Natural Laminar Flow (NLF) to reduce aerodynamic drag, as well as its revolutionary Over-The-Wing Engine Mount (OTWEM) design. A proof-of-concept version of the HondaJet, fitted with the HF118, a high-efficiency turbofan engine originally and wholly designed by Honda, made its first flight in 2003 and demonstrated the highest flight performance in its class. Subsequently, Honda established Honda Aircraft Company in the U.S. state of North Carolina to develop and manufacture the HondaJet. Separately from this, Honda also worked on the engine for the aircraft. In collaboration with General Electric (GE), Honda began developing and manufacturing the GE Honda HF120 production model engine. A production version of the HondaJet finally reached the market in 2015, followed by the release of an upgraded version, the HondaJet Elite, in 2018.

The HondaJet is a fusion of its beautiful and unique fuselage design, innovative aerodynamic and structural technologies and highly efficient engine. The fusion has led to excellent fuel efficiency, high flight performance, a more spacious cabin (about 30% larger than that of other companies’ equivalent models), less noise and greater maneuverability. These and other features earned high marks, and as a result, the HondaJet became the most delivered aircraft* in the very light jet category for the third consecutive year since 2017.

*Survey by the General Aviation Manufacturers Association (GAMA).