



HONDA

2023-2024 | Corporate Profile

The Power of Dreams



To see joy
in people
is my joy.

Soichiro Honda





Soon after the end of World War II, Honda's founder, Soichiro Honda came up with an idea, to attach an engine to a bicycle, which was the primary means of transportation at the time. The bicycle engine he developed, while thinking about his wife's daily trek to go shopping, was well received and soon gained wide recognition.

"This would make everyone even happier."

The passion he poured into this small engine lives on in the Honda of today, and tomorrow.

Research & Development

Researching How People Feel

At the core of Honda's "art of making things" is the research of how people feel.

Honda thoroughly studies what people like, and what they desire.

Associates meet until new points of view or new values are uncovered, delving into human sensitivities that cannot be defined by data or words.

Embodying these inspirations and ideas, Honda continues to create products that bring joy to its customers.



What "Challenging in spite of Failure" means

"Failure is a lesson. As long as the cause is different, the number of failures is irrelevant."

Soichiro Honda's philosophy was that knowledge and technology gained through failure would be the trigger to realize new values.

His words have survived the times, and are the foundation of Honda's "Mono zukuri" (the art of making things) culture, through challenging without fear of failure.



Manufacturing



Building the "One and Only" for Everyone

Each and every product that leaves a Honda factory becomes something special to each customer.

Honda strives to produce many such

"one and only" products, as quickly as possible, at the highest quality, and with the greatest care.

Production lines are constantly optimized and various ingenuities are applied, to ensure that associates can work with vigor and enthusiasm.

Honda continues to build products in the hope that customers will love their "one and only" Honda for a long time.

The Passion Behind the White Uniform

At Honda R&D centers and factories, associates wear white uniforms that stain and smudge easily, from the philosophy that "good products come from a clean workplace." The white uniform also symbolizes the equality of all Honda associates, including the CEO. The white uniforms, worn at facilities in Japan and all over the world, represent Honda's passion to deliver high quality products.



Buttons covered to avoid scratching products

Mass-production automobile assembly line in Honda plant in Thailand



In the Customer's Hands, The Dream Continues

The sales associate's job is to deliver Honda products to the customer that embody the dreams of every associate involved.

But the passion to share the joy does not end there.

If Honda products can help make customers' everyday lives more enjoyable, the moment the customer takes delivery is when the new dream begins.



Repairing the Product and the Customers' Heart

In his youth, Soichiro Honda once fixed the only fire truck in the region, and was met with the gratitude of the community. This led Mr. Honda to realize that "It is not good enough to simply repair a machine, the repair is completed only when we help repair the customer's heart." Having empathy with customers' feelings leads to trust. This philosophy is an integral part of Honda sales and service operations.



1948

Honda Motor Co., Ltd. incorporated in Hamamatsu, Japan



1953

Honda enters Power Products business



1954

Honda declares entry in the Isle of Man TT Races, first victory in 1961



1958

Super Cub sales begin



1959

Honda establishes first overseas subsidiary in North America



1962

Honda completes construction of Suzuka Circuit, Japan's first international race track



1963

Honda begins first overseas production in Belgium



1963

Honda enters automobile market



1964

Honda enters Formula 1 racing, first win in 1965



1970

Driving Safety Promotion Center is established



1972

Honda announces low-emission CVCC engine, the first engine to comply with the 1970 U.S. Clean Air Act ("Muskie Law")



1981

Honda begins sales of world's first car navigation system



1982

Honda announces Japan's first Franz System vehicle operated by feet alone



1982

Honda becomes first Japanese manufacturer to produce automobiles in North America



1988

Honda achieves Formula 1 record-setting 15 wins out of 16 rounds



1997

Construction of Twin Ring Motegi completed



2000

Honda announces ASIMO humanoid robot



2002

Honda begins lease sales of FCX fuel cell vehicles, a world first



2002

Fit becomes the first Honda automobile to achieve No.1 domestic registered car sales in Japan



2005

Honda develops world's first motorcycle airbag system



2013

Saitama Factory's Yorii Plant begins operation as Honda's worldwide hub factory



2011

Honda publicly releases special Internavi traffic information maps to assist traveling in areas affected by Great East Japan Earthquake



2014

Honda reaches cumulative motorcycle production milestone of 300 million-units



2015

HondaJet deliveries begin



2016

Honda reaches cumulative automobile production milestone of 100 million units



2017

Super Cub series reaches 100 million units in cumulative global production



2020

Launched new electric vehicle "Honda e"



2020

Honda achieves unprecedented 800 Road Racing World Championship wins



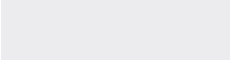
2021

World-first Level 3 Autonomous Honda Legend goes on sale



2022

Oracle Red Bull Racing, technically supported by HRC, wins Formula 1 drivers' and constructors' titles



PRODUCTS

1947 A-Type auxiliary bicycle engine	1958 Super Cub C100	1964 GB30 outboard engine	1967 N360	1976 Accord CVCC	1981 City	1994 Odyssey	1999 S2000	2000 FORZA	2001 Snowia i HS1390i snowblower	2010 Enepo generator	2015 S660	2017 Mimo robotic lawn mower	2018 HondaJet Elite
1949 Dream D-Type	1959 F150 tiller	1965 E300 portable generator	1969 Dream CB750 FOUR	1978 Prelude	1982 VT250F	1999 Mopac electric motor-driven wheelchair	2001 ZOOMER	2009 Planta mini-tiller	2011 N-BOX	2016 CRF1000L Africa Twin	2017 LIB-AID E500 power source	2020 CBR1000RR-R FIREBLADE	
1953 H-Type engine	1963 T360	1966 S800	1973 Civic CVCC	1980 Tact	1990 NSX	1999 insight	2001 Fit	2010 PCX	2013 Vezel	2016 NSX	2018 Gold Wing	2022 CIVIC TYPE R	

Serving People Worldwide with a
New Joy for Mobility and Their Daily Lives



Aircraft and Aircraft Engines ■



Motorcycles ■



Automobiles ■



Power Products ■

Motorsports



F1™

Win the Future

Why race? Honda believes that the harsh conditions of motorsports hone its technologies and its passion. As Soichiro Honda said, "Racing is a laboratory on wheels." This part of Honda's DNA has not, and will not change. Honda will pioneer its future through driving, racing, and a determination to win. Honda will continue its challenges.



MotoGP™

Bringing the Joy of Mobility to Everyone, Competitor and Spectator Alike

While Honda challenges the pinnacle of motorsports competition, it also has made a great effort to increase the base of motorsports fans by conveying the fun of mobility through a wide array of experience-oriented activities, such as racing events that are open to everyone at the Suzuka Circuit and Mobility Resort Motegi.



N-ONE OWNER'S CUP



TrialGP



DAKAR RALLY



MXGP

Everyone's Smiles are Honda's Dreams



Honda associates yearn to use their ideas and technologies to make people happy. This passion goes beyond products and services, and has spread to a wide range of activities. Children's smiling faces. The joy of mobility. Feeling safe everyday. Honda continues its activities all over the world because there are so many things it wants to pass on to the next generation.

Clean Beaches for the Next Generation

Large garbage is hand-collected, while smaller items in the sand are removed by a Honda-developed beach cleaner. Beaches that are cleaned right before our eyes evoke the joy of using technology to help people. At the heart of Honda's beach cleanup activities nationwide is the passion to help people.



Company Overview

Company Name

Honda Motor Co., Ltd.

Head Office

2-1-1, Minami-Aoyama, Minato-ku,
Tokyo 107-8556, Japan

Tel: +81-(0)3-3423-1111 (main)

Established

September 24, 1948


**Director,
President and
Representative Executive Officer**

Toshihiro Mibe


Main Business Activities

Production and sales of automobiles,
motorcycles and power products

Capital (as of March 31, 2023)

 **86 billion** yen

Number of Associates (as of March 31, 2023)

 Consolidated
197,039

 Non consolidated
33,065

**Honda group companies:
382 domestic and overseas
affiliated companies** (as of March 31, 2023)

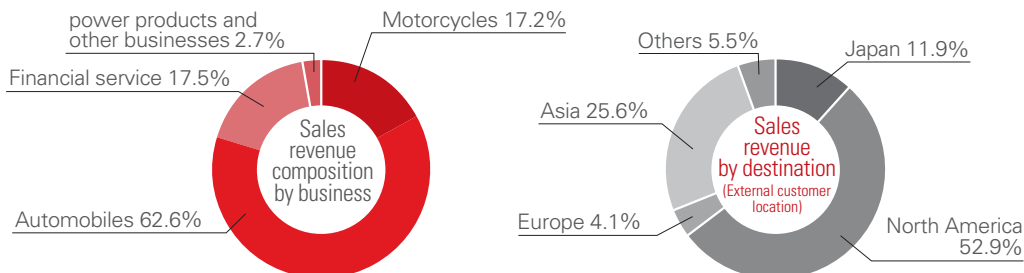
313 companies + **69** companies
Consolidated subsidiaries || Equity-method affiliated companies

 **382** companies

Consolidated financial results (for the fiscal year ended March 31, 2023)




Consolidated sales revenue **16,907.7 billion** yen

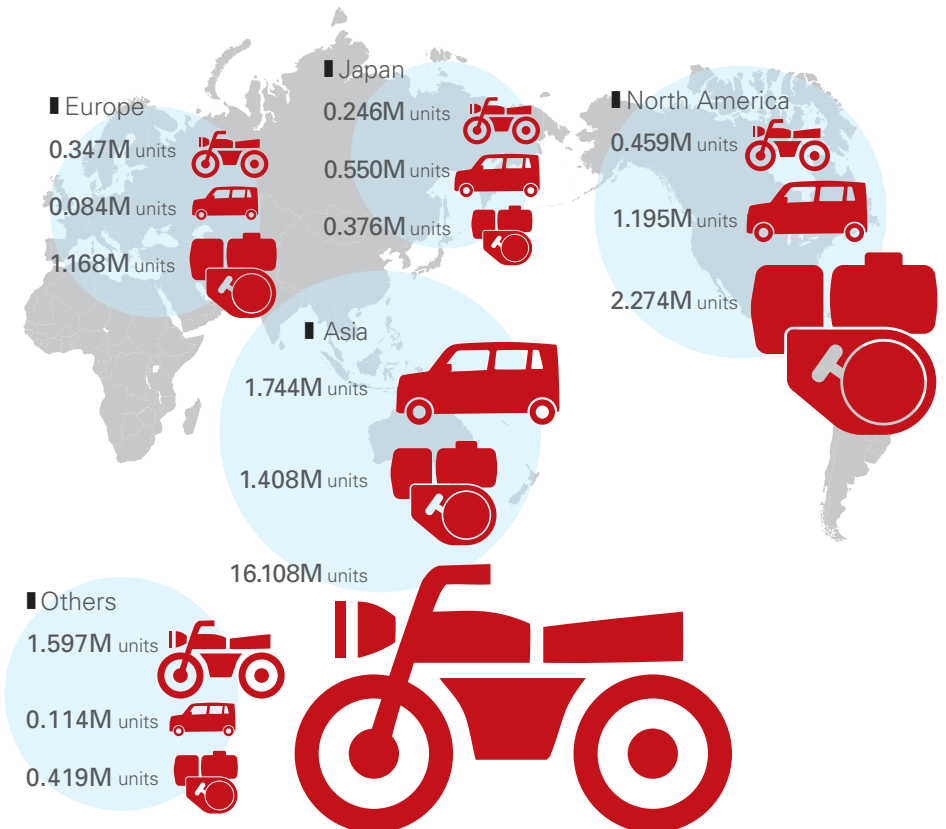
Consolidated operating profit **839.3 billion** yen



More than 28 Million Honda Customers per Year

Worldwide unit sales for the fiscal year ended March 31, 2023

 Motorcycles **18.757** million units +  Automobiles **3.687** million units +  Power Products **5.645** million units
||
Worldwide unit sales: **28.089** million units



The Power of Dreams



<https://global.honda/about/profile.html>

