

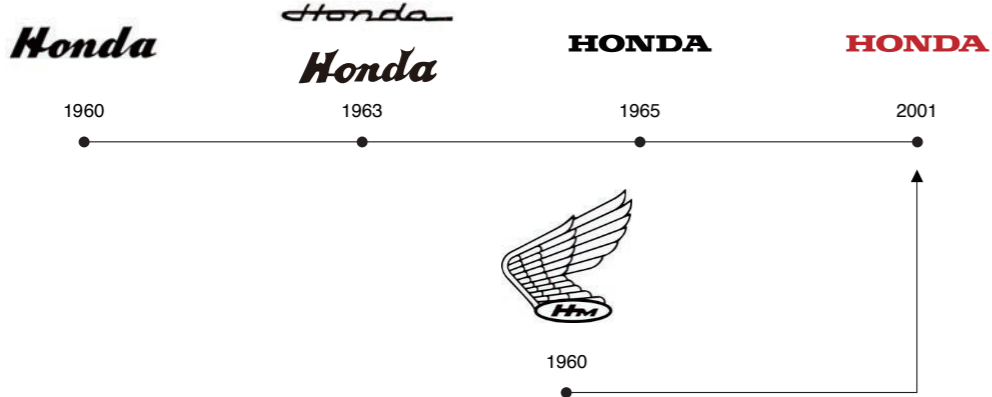
2. Changes in Corporate and Business Logos

2-1 : Changes in Corporate and Business Logos

Origin of the Honda logo

In 1947, the year before the establishment of Honda Motor, production began on the Honda A-Type (auxiliary vehicle engine), making it the very first product to be developed by Honda. The VI displayed on the tank was the very first Honda logo displayed on a Honda product, and the concept of using VI is said to have come from Honda's founder, Soichiro Honda. Just 5 letters of the alphabet can resonate with people in many different ways. This is the achievement and outcome of Honda's activities, which are underpinned by its fundamental beliefs -"Respect for the Individual" and "The Three Joys" –and encapsulates decades of joy and happiness which have resulted from Honda's relationship with people around the world. These five letters have been and will continue to be the symbol of the Honda brand across all of the individual Honda businesses such as the Motorcycle, Automobile, Power Products, and Parts businesses. The Honda logo, introduced in 1965, was designed to convey "powerfulness, stability and reliability." And, in 2001, a new logo was created which still represents these qualities while also depicting the image of "innovation, a sense of speed and sophistication."

Changes in the Honda logo



Origin of the Wing mark

"Honda should not just aim to be number one in Japan but in the world. I want you to emphasize the image of flying across the globe." The Wing mark embodies this fervent wish expressed by Soichiro Honda. A combination of the wings of an eagle, the king of birds, and the wings of the Greek sculpture Nike of Samothrace, this design is said to symbolize the image of Honda flying across the globe as it conveys a strong impression of flight. Designs representing the first person to fly and birds with both wings extended were considered, but the single wing style that could be described as the prototype of the current Wing mark first appeared on the 1955 Dream SA model. It was applied to both sides of the tank in the direction of travel to emphasize forward motion. Between 1968 and about 2000, the Wing mark was officially used as the trademark for Honda Motor Co., Ltd. Although several different versions followed, the mark has always given and continues to give the impression of flight, reliability, speed, tradition and honor.



Changes in the Wing mark



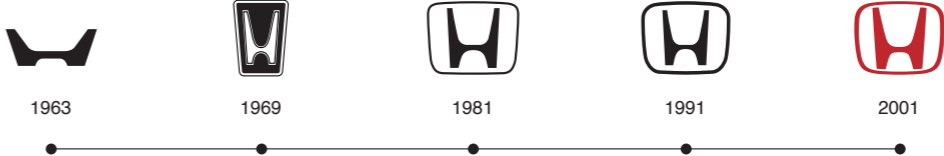
The current mark was revised in 2001

Origin of the H mark

Soichiro Honda once said: "There are only three shapes in the world. The circle, the triangle, and the square. The circle is associated with harmony, the triangle with innovation, and the square with solidity. A square gives a sense of solidity, doesn't it? With the management of a company, if you only pursue harmony, the company will go under. It is dangerous to pursue innovation alone. The basic principle is solidity, and to look carefully at the trends of the times and mix in just the right amount of amicableness and innovation." As a Japanese automobile manufacturer aiming for the world, how could this unique idea be expressed in a logo? The designers, who had thought long and hard about the shape of the emblem with the circles, triangles and squares, came up with the "shamisen," an ancient Japanese musical instrument, which emanated a sense of relief amidst tension. By surrounding the letter "H" with the image of the shamisen's "taiko" (body), the prototype for the "H mark" now commonly known was created.



Transition of the H mark



Created in 1963, the H mark has evolved over the years. The current mark was revised in 2001