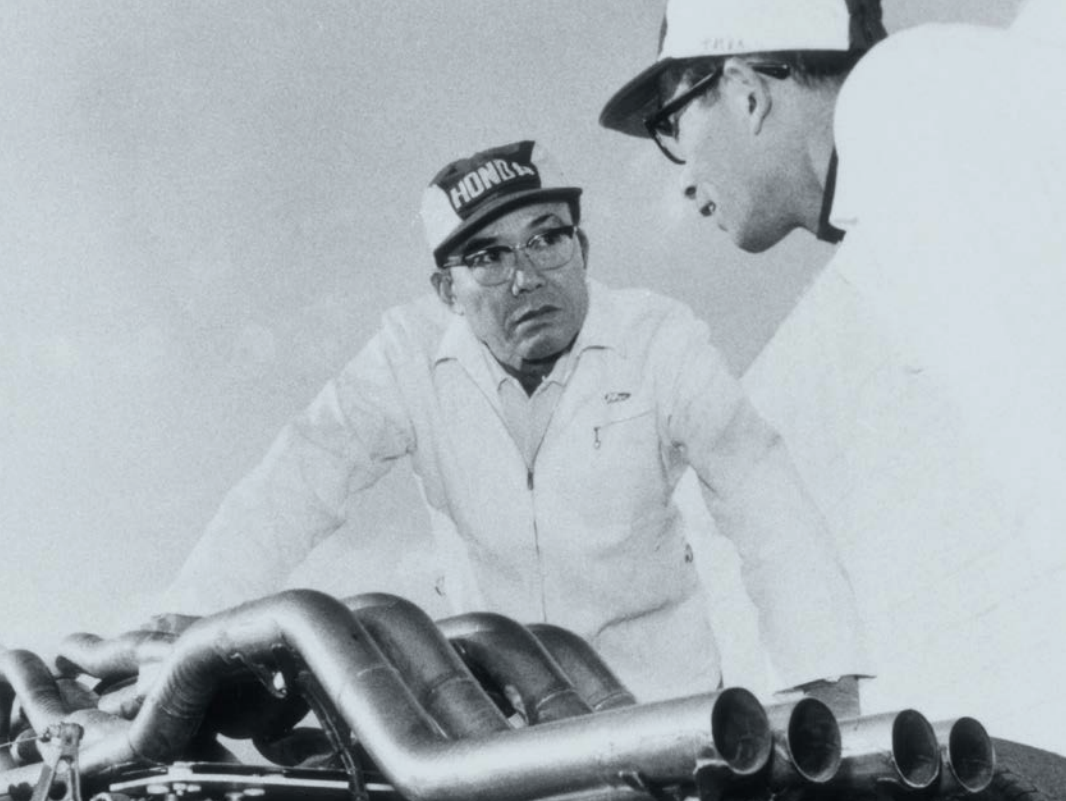




Honda's starting point: Our strong desire to help people

Shortly after World War II, Soichiro Honda thought to attach engines to bicycles, the primary means of transportation for people in Japan at the time. With his wife's long and difficult daily shopping trip in mind, Honda designed a bicycle engine that soon became popular and spread throughout Japanese society. The desire to make people happier had been embodied in that little engine and that desire will continue to lead us into the future.

Honda's People-centered Philosophy

Since our founding, based on our strong desire to serve people and society and to expand the possibilities of people's lives, Honda has continuously provided products that have pleased many customers and served them in their daily lives. Always central to this thinking is people. Honda believes in the potential of people.



Honda A-Type, Honda's First Original Product (1947)

Honda exists today because we continued to pursue our dreams.

At the core of Honda's manufacturing is our desire to deliver everyone the "joy of expanding their life's potential." Driven by the dreams of each and every one of us, we create the mobility products and services we dream of. Through the creations born from our own creative power, "Create," we will continue to deliver the values of "Transcend" and "Augment," which represent Honda's universal value proposition.

HONDA | **How we move you.**
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT



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75 Years of History

Global Brand Campaign



Honda Philosophy

The Honda Philosophy is the corporate philosophy passed down by our two founders, Soichiro Honda and Takeo Fujisawa, and it serves as the foundation for all our corporate activities. It is shared as a common set of values across all Honda Group companies and by every associate who works there, serving as the standard for our actions and judgments. The Honda Philosophy should not be treated as mere words. It is something that each individual working at Honda should, by their own initiative, put into practice. This Honda Philosophy is composed of the Fundamental Beliefs (including “Respect for the Individual” and “The Three Joys”), the Company Principle, and Management Policies.



Fundamental Beliefs

Respect for the Individual	Initiative	Initiative means not to be bound by preconceived ideas, but to think creatively and act on your own initiative and judgment, while understanding that you must take responsibility for the results of those actions.
	Equality	Equality means to recognize and respect individual differences in one another and treat each other fairly. Our company is committed to this principle and to creating equal opportunities for each individual. An individual's race, gender, age, religion, national origin, educational background, social or economic status has no bearing on the individual's opportunities.
	Trust	The relationship among associates at Honda should be based on mutual trust. Trust is created by recognizing each other as individuals, helping out where others are deficient, accepting help where we are deficient, sharing our knowledge, and making a sincere effort to fulfill our responsibilities.
The Three Joys	The Joy of Buying	The joy of buying is achieved through providing products and services that exceed the needs and expectations of each customer.
	The Joy of Selling	The joy of selling occurs when those who are engaged in selling and servicing Honda products develop relationships with a customer based on mutual trust. Through this relationship, Honda associates, dealers and distributors experience pride and joy in satisfying the customer and in representing Honda to the customer.
	The Joy of Creating	The joy of creating occurs when Honda associates and suppliers involved in the design, development, engineering and manufacturing of Honda products recognize a sense of joy in our customers and dealers. The joy of creating occurs when quality products exceed expectations and we experience pride in a job well done.

Company Principle (Mission Statement)

Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction.

Management Policies

- Proceed always with ambition and youthfulness.
 - Respect sound theory, develop fresh ideas, and make the most effective use of time.
 - Enjoy your work and encourage open communications.
- Strive constantly for a harmonious flow of work.
 - Be ever mindful of the value of research and endeavor.

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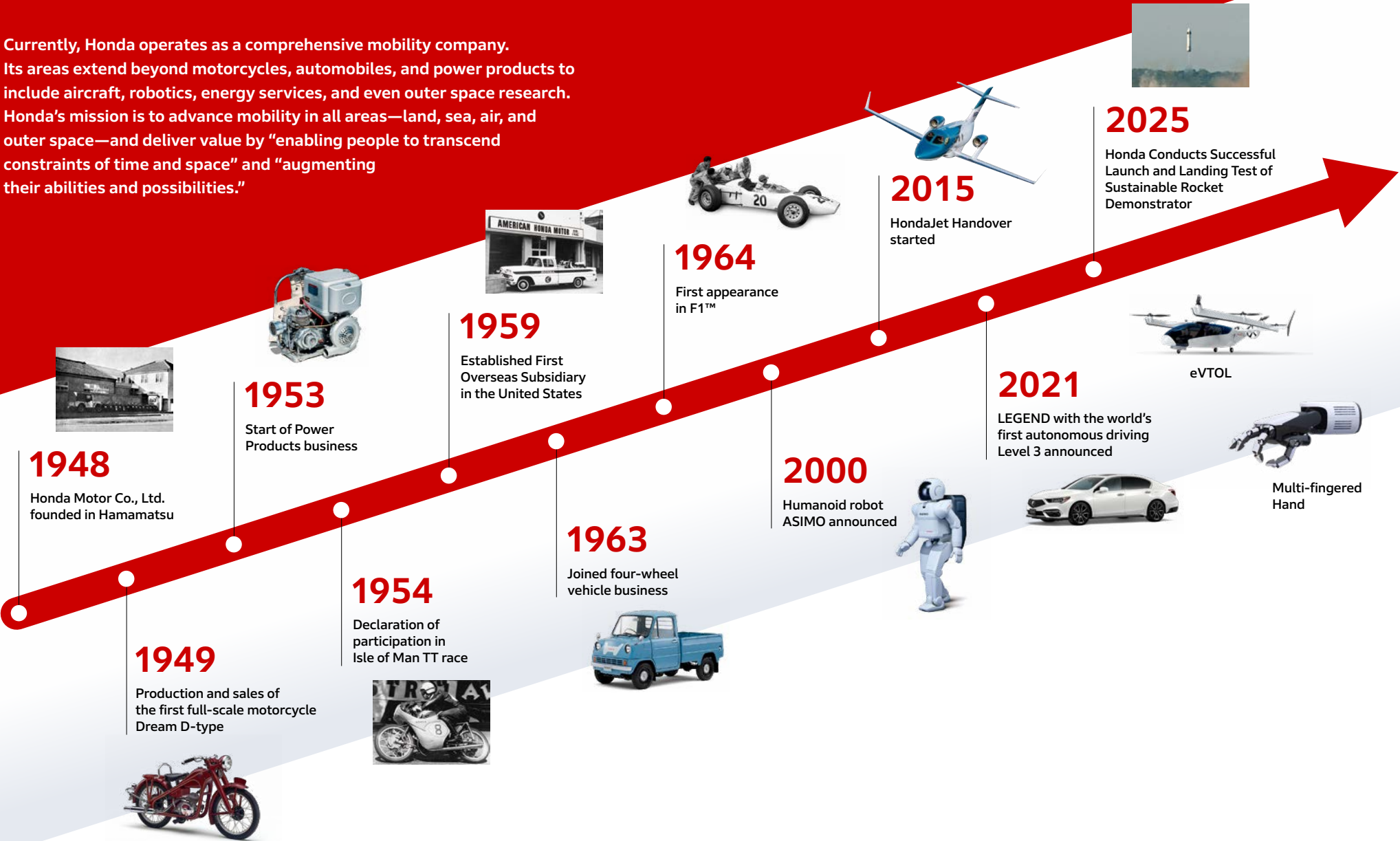
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📄 Honda Philosophy



Honda's Growth Trajectory

Currently, Honda operates as a comprehensive mobility company. Its areas extend beyond motorcycles, automobiles, and power products to include aircraft, robotics, energy services, and even outer space research. Honda's mission is to advance mobility in all areas—land, sea, air, and outer space—and deliver value by “enabling people to transcend constraints of time and space” and “augmenting their abilities and possibilities.”



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