Vision

2030 Vision

Serve people worldwide with the "joy of expanding their life's potential"

—Lead the advancement of mobility and enable people everywhere in the world to improve their daily lives—

Direction of Initiatives

- Creating value for "mobility" and "daily lives"
- Accommodate the different characteristics of people and society
- Toward a clean and safe/secure society

5

Formulation of 2030 Vision

Honda is facing numerous social issues that have been much discussed, including poverty and refugee problems, human rights issues, climate change, energy problems, improving occupational health and safety, and the aging of society. Within this context, for Honda, which undertakes a diverse range of businesses globally, understanding its opportunities and responsibilities in the value chain will also be essential for identifying priority issues in management. Honda formulated the 2030 Vision giving consideration to the changes already occurring in society and to the needs of stakeholders.

Honda's 2030 Vision is expressed in this statement, "Serve people worldwide with the 'joy of expanding their life's potential' —Lead the advancement of mobility and enable people everywhere in the world to improve their daily lives—."

Direction of Our Initiatives for Realizing the Vision

Honda has determined the three directions of initiatives for realizing the vision.

The first is "creating value for 'mobility' and 'daily lives.'"

In the future, changes to the industrial structure are expected to be spurred by such developments as the introduction of automated driving, the Internet of Things (IoT) and artificial intelligence (AI) in all areas of our lives, as well as by advances in cloud technologies. At the same time, changes in people's values, beginning with consumption trends, are also likely to progress rapidly.

Honda aims to "provide people the joy and freedom of mobility" and "provide people the joy of making their lives better." The Company's strength lies in having cultivated up to the present broad technological capabilities from aircraft to humanoid robots and the ability to both envision and realize these. To further take advantage of these strengths, Honda intends to expand its efforts into development of technology/products/services in the areas of robotics and energy, in addition to mobility.

The second direction is "accommodate the different characteristics of people and society."

Honda aims to provide all persons, who are from diverse cultures and have different values, not only with what they want and need but that will also provide them with never-before-seen or imagined new value. A diverse society is formed by the gathering of diverse individuals. Honda intends to contribute to the over 7 billion people around the world who have various values regardless of their age, gender, differences in culture or presence or non-presence of disabilities.

The third direction is "toward a clean and safe/secure society."

In environmental fields, Honda will accelerate initiatives for a zero-emission society by actively promoting the effective use of renewable energy, realizing Zero Emission Vehicles (ZEV) and promoting electrification in working to also achieve a zero-emission society.

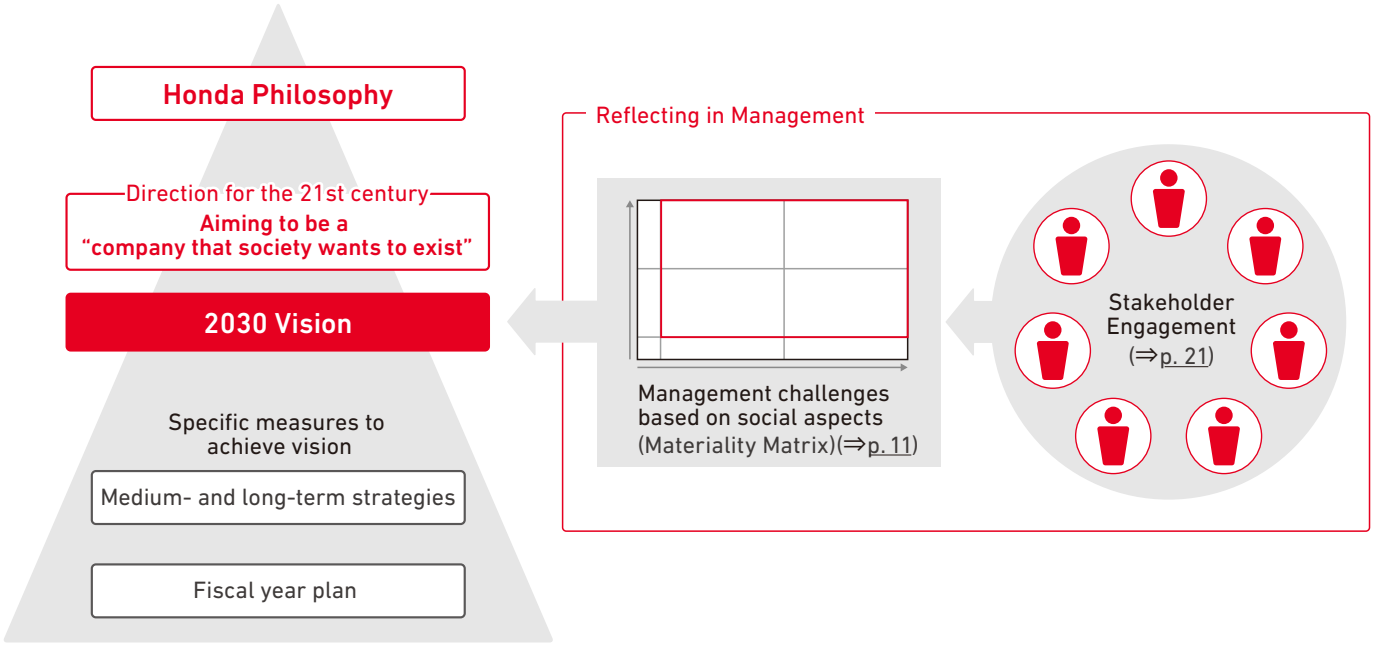
In safety fields, Honda will provide safety and security to all persons involved in transport as we work to create a collision-free mobile society. The Company's efforts will include promoting traffic safety education that we have actively implemented since our founding as well as improving vehicle safety through intelligent and connectivity technologies.

Honda aims for a presence that leads the way in realizing a "carbon-free society" and a "collision-free mobile society."

Vision

Positioning of 2030 Vision

Honda places the Honda Philosophy as the starting point of all business activities. Additionally, by making the pursuit of corporate growth opportunities compatible with the realization of a sustainable society, Honda aims to be a "company that society wants to exist," which is the Company's ongoing effort for the 21st century. In order to meet this objective, Honda has established three guidelines, namely, "Creating the Joys," "Expanding the Joys" and "Ensuring the Joys for the Next Generation." These also serve as guidelines for the 2030 Vision.

Honda is devising medium- and long-term strategies that consider the roles it should fulfill and contributions it should make and that are matched to the characteristics of each region around the world, using as the Company's guide its materiality matrix, which assesses issues based on both stakeholder and Honda's corporate perspectives.

Society's expectations of Honda also continue to evolve along with the times. As a responsible global company, the Company will continue listening to the diverse opinions of society and Honda's stakeholders while making efforts to quickly resolve issues to earn the trust and meet the expectations of stakeholders (⇒ p. 11 "Materiality Matrix," ⇒ p. 21"Stakeholder Engagement").