

Overview of Honda

Business Domains

Principal Businesses Segments

Motorcycles

Honda's motorcycle business has heralded motorization in many regions around the globe since production began in 1949. Honda offers a broad lineup from commuter models, which are loved by people the world over, to sports models that give people a taste of the joy of riding dynamics.

In April 2019, Honda consolidated its Motorcycle Operations and Motorcycle R&D Center into one organization in order to enable more coordination and collaboration among sales, production, development and purchasing divisions beyond their boundaries. By fully integrating the entire process involving new models—from the planning and conceptual phase through development, initial production and mass-production—Honda will secure its global competitiveness by increasing not only product appeal, but also cost competitiveness, quality and the speed of development.



Super Cub C125



CB1000R

Automobiles

Honda commercializes unique and personal automobiles to provide people with the joy and freedom of mobility. Honda's production of automobiles commenced in 1963 with the T360 and in 2016 cumulative global production reached 100 million units.

Honda currently offers a diverse variety of automobiles, from the N-Box mini-vehicle sold in Japan and global models, the Accord and CR-V, to the Ridgeline pickup truck in North America and the NSX super sports car.

In addition, Honda is targeting 2020 for reducing CO₂ emissions intensity in products by 30% (compared with 2000) and 2030 for electrifying two-thirds of automobiles sold globally.



CR-V



Everus (Li Nian) VE-1 electric concept vehicle exclusively for China

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Life Creation

Honda has been providing a diverse range of items including general purpose engines, tillers, generators, snow throwers, lawnmowers, pumps and outboard engines as part of its power products business. Further, through development and commercialization of electrified products, Honda continues to propose products that are useful in various facets of people's daily lives and offer new value such as an innovative robotic lawnmower, Miimo, and a portable battery inverter power source, the LiB-AID E500.

In April 2019, Honda renamed the power products business to expand its concept and continue pursuing it under a new concept of the "life creation business." This renaming of the business represents its intention to evolve its business as a function to create new value for "mobility" and "daily lives," which includes its existing power products business as well as new businesses for the future, including the energy business.



Miimo robotic lawnmower



LiB-AID E500 portable battery inverter power source

Aircraft and Aircraft Engines

Honda began delivery of the HondaJet to the world at the end of 2015 as a new proposal for personal mobility. Based on Honda's proprietary technology, including Over-The-Wing Engine Mount (OTWEM), the HondaJet provides a top-class mobility experience in the sky. In May 2018, Honda Aircraft Company introduced a new upgraded aircraft, the HondaJet Elite, and the performance package developed by the Advanced Performance Modification Group (APMG)* for the original HondaJet. By the end of the year, it marked the customer delivery of the 100th HondaJet. The HondaJet is certified by nine countries including Japan, and sold currently in North America, Europe, South America, the Middle East and Asia including China, India and Japan.

Honda has also developed an aircraft turboprop engine in collaboration with General Electric (GE). Honda Aero, Inc. was established to produce the GE Honda HF120, while GE Honda Aero Engines LLC was established as a 50-50 joint venture with GE to sell the engine. The HF120 is a lightweight, compact, high-efficiency and high-performance turboprop engine with high thrust. Armed with these superior characteristics, sales of the HF120 engine will be expanded to include other aircraft manufacturers by leveraging the success of the HondaJet.

*Organized within Honda Aircraft Company, APMG mainly implements Honda Aircraft Company's latest performance upgrades and software updates on their aircraft.



From left: HondaJet Elite, HondaJet and HondaJet APMG



HF120 turboprop engine