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Research and Development

In 1960, Honda spun off the research and development division from Honda Motor Co., Ltd. as an independent entity with the founding of Honda R&D Co., Ltd. As expressed by words of Honda's founder Soichiro Honda, "What I am researching is not technology, but rather what people like," Honda's research is not just technologies but also people's values. By doing so, the Company has taken on challenges on the creation of new value through the cultivation of unexplored domains.

The operating environments are very different for each of Honda's motorcycle, automobile, life creation, aircraft and other businesses. In addition, the digital revolution and other factors have brought about major changes in social structure that are not limited to a business domain. Against this backdrop, it is necessary to strengthen the creation of new value for the future and the timely development of highly competitive products in order to serve people worldwide with the "joy of expanding their life's potential" as stated in Honda's 2030 Vision Statement.

To this end, Honda reorganized Honda R&D in April 2019 with the establishment of the Innovative Research Excellence center as a facility dedicated to innovative mobility technologies for the future and the creation of advanced technologies. At the same time, Honda R&D has been reorganized by business, namely automobile, life creation and aero, to pursue the most efficient product development that takes into account the characteristics of the operating environment surrounding each business.

In the Motorcycle Business, the competition is expected to intensify further with the emergence of Chinese and Indian manufacturers in addition to Japanese, European and U.S. competitors. With the dual aim of continuously developing highly competitive products and further increasing the speed of operations, the motorcycle R&D function has been consolidated into Honda Motor Co., Ltd. Efforts are being made to push more coordination and collaboration among sales, engineering, buying and development divisions.

Honda also established the Digital Solution Center, which will be responsible for creating new value through the development of various services using digital technology in such areas as mobility, connected cars and energy management, and for innovating internal operational processes. The Center will work to strengthen the ability to create solutions, which includes not only innovating production creation "*Mono-zukuri*" in diverse fields, a strength of Honda, but also driving value creation, or "*Koto-zukuri*".

Since its establishment, Honda R&D has operated while continuing to transform based on the unchanging concept of creating technologies that help people. The aforementioned operational changes toward the realization of the 2030 Vision will serve to heighten the ability to create new value and technologies and develop new products. In response to the great waves of change in the times, Honda is collaborating with external technological and business partners. Concurrently, it is making an effort to deliver joyful and fulfilling mobility and daily life as well as a clean and safe/secure society through value-added products and services for people.