Principal Businesses Segments

Motorcycles

Motorcycles represent the origin of both Honda's "*mono-zukuri* (the art of manufacturing)" and business. Under the philosophy of "building products close to the customer," Honda has practiced *mono-zukuri* rooted in each country and region and has delivered a cumulative total of more than 400 million motorcycles to customers. In 2020, annual sales amounted to approximately 15 million units across the world in spite of the impact of COVID-19.

Since fall 2020, Honda has been selling the Rebel 1100 large cruiser model that offers the joy of mobility and a fun riding experience in the United States, Europe, Japan and Asia.

As a way to respond to the growing global concerns about environmental issues, Honda has also expanded its lineup of Honda e: business-use motorcycles and now sells, in addition to the existing Benly e: series of electric motorized scooters, the Gyro e: series and Gyro Canopy e: series. In this way, Honda remains committed to meeting the expectations of customers worldwide and opening up new frontiers for the motorcycle market, thus becoming a driving force in the global motorcycle industry.

Automobiles

"Let's change the landscape of the automobile industry." Honda's automobile business began under this slogan in 1963 and has now grown to sales of about 5 million vehicles globally each year. To enrich the lives of its customers, Honda seeks to provide automobiles and services that are secure, stress-free and uniquely Honda and that support the freedom of mobility for all.

Honda has been working to realize carbon neutrality by 2050 and has already released the Honda e electric vehicle, designed for a society that is connected via energy. Recent initiatives include the commencement on a global scale of the sales of the electric versions of the City and HR-V (Vezel in Japan) models equipped with a two-motor hybrid system.

Additionally, Honda has been actively engaged in research and developing automated driving technologies to improve the performance of its Honda Sensing, a safety and driver-assistance system, as part of its ongoing efforts to promote the evolution of safety technologies. Under these efforts, Honda has released the Legend equipped with a Level 3 automated driving system.

Rebel 1100 DCT

Gyro Canopy e:, Gyro e: and Benly e:

Honda e electric vehicle

New Legend model

Life Creation

As part of its Power Products Business, Honda has provided a diverse range of items, including general-purpose engines, tillers, generators, snow throwers, lawnmowers, pumps and outboard engines. Cumulative global production of power products reached 150 million units in September 2019, and to date customers in more than 50 countries have selected Honda's products.

Recently, Honda launched mass production of a professional-use, electrified power unit offering the same levels of reliability and installation compatibility as the GX series of engines, which are regarded as the world standard power source for various types of commercial-grade work equipment. For general customers, Honda now offers a cordless lawnmower and has been rapidly expanding its lineup of electrified products that are easier to use, quiet to operate and environmentally friendly.

In April 2019, Honda changed the name of the Power Products Business to the Life Creation Business, to expand its domain to include portable batteries and other new businesses for the future.

	Consumer use	Professional use
Engines	HRG416 cordless lawnmower	GX160 general-purpose engine
Electrified products	HRG416 XB cordless lawnmower	eGX electrified power unit

Aircraft and Aircraft Engines

The development of aircraft and aircraft engines has been an important R&D theme since the establishment in 1986 of the Wako Center, which engages in research on basic technologies, and a dream since the founding of Honda itself. In 2003, a proof-of-concept version of the HondaJet, fitted with the HF118, a high-efficiency turbofan engine originally and wholly designed by Honda, successfully made its first flight. Subsequently, in 2004 Honda established GE Honda Aero Engines LLC to jointly develop and commercialize engines with General Electric (GE) as well as Honda Aero, Inc. to manufacture engines. The Company also established Honda Aircraft Company in 2006 to develop, manufacture and sell the HondaJet.

The HondaJet is noteworthy for its main wing airfoil and fuselage nose shape, which features Honda's original Natural Laminar Flow (NLF) to reduce aerodynamic drag, as well as its revolutionary Over-The-Wing Engine Mount (OTWEM) design. The HondaJet fitted with a production version of the HF120 engine reached the market in 2015, followed by the release of the HondaJet Elite with upgraded performance in 2018.

The HondaJet is a fusion of its beautiful and unique fuselage design, innovative aerodynamic and structural technologies and highly efficient engine. The fusion has led to excellent fuel efficiency, high flight performance, a more spacious cabin (about 30% larger than that of other companies' equivalent models) and less noise. These and other features earned high marks, and as a result, the HondaJet became the most delivered aircraft* in the very light business jet category for the fourth consecutive year since 2017.

*Survey by the General Aviation Manufacturers Association (GAMA)

HondaJet Elite

HF120 turbofan engine