

Corporate Outline

Profile

Operating in accordance with the principles of respect for the individual and the Three Joys since its foundation in 1948, Honda has been meeting and anticipating the needs of societies and helping people realize their dreams, primarily through the production and sales of motorcycles, automobiles and power products.

In addition to its focus on creating value in the form of new products and technologies, Honda is engaged in a broad range of initiatives that support sustainable development in our mobile society, particularly through enhanced quality, safety and environmental conservation.

Today, Honda is the world's leading manufacturer of motorcycles and has also grown to become a global leader in automobile and power product manufacturing. Guided by the Power of Dreams, Honda creates a wide range of products and technologies, including humanoid robots, compact business jets and alternative energy products. Realizing dreams in a broad range of business activities and striving to be a company that society wants to exist, Honda is fulfilling its commitments to stakeholders and sharing joy with people worldwide.

Company name : Honda Motor Co., Ltd.
 Head office: 2-1-1 Minami Aoyama, Minato-ku,
 Tokyo 107-8556, Japan
 Tel: +81-(0)3-3423-1111
 Established: September 24, 1948
 President and CEO: Takanobu Ito
 Capital: JPY 86 billion (as of March 31, 2009)
 Number of employees : 26,471 (as of March 31, 2009)



Automobiles

- Passenger vehicles
- Commercial vehicles
- Special-needs vehicles
- Utility vehicles



Motorcycles

- Scooters
- Sports motorcycles
- Commuter motorcycles
- ATVs

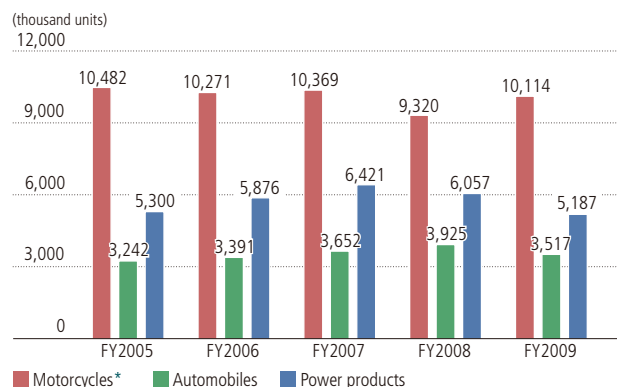


Power Products

- Power product engines
- Tillers
- Marine outboards
- Generators
- Lawnmowers



Sales by product segment



*Does not include production/sales of Honda-brand motorcycles overseas by equity-method affiliates with respect to which no parts manufactured by Honda or its affiliates have been supplied.

Global operations

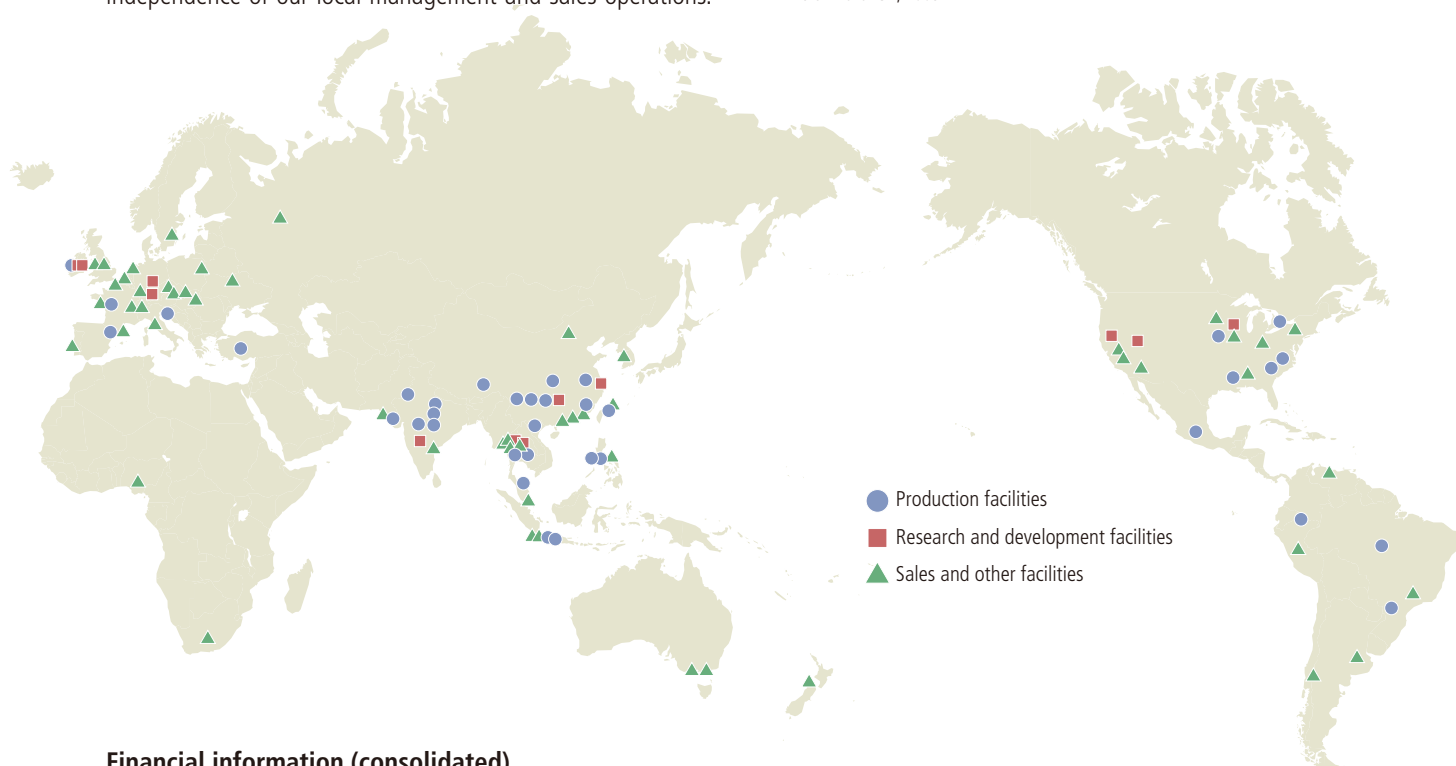
At 68 production facilities in 28 countries and territories and at 43 research and development facilities¹ in 13 countries, about 182,000 Honda associates work to enrich the lives of some 24 million customers each year. Our global operations have grown because Honda delivers genuine satisfaction and has a policy of manufacturing products close to the customer.

In accordance with this policy, Honda's global operations are divided into six administrative regions responsible for local operations. Hiring associates and procuring parts and materials locally while engaging in philanthropic initiatives in the communities that host our operations, we have promoted the independence of our local management and sales operations.

At the same time, to ensure optimal, integrated and forward-looking planning for each region, certain functions related to motorcycle, automobile and power products production, as well as customer service, purchasing, production, administration and personnel administration, are overseen from the global headquarters.

The Honda Group, which comprises 507 companies worldwide, operates in accordance with shared conduct guidelines. These help member companies and their associates appropriately evaluate and manage risk, comply with laws and regulations, maintain a high level of transparency in business operations, and work as one to maximize customer trust and the value of the Honda brand.

¹As of March 31, 2009



Financial information (consolidated)

		March 31, 2005	March 31, 2006	March 31, 2007	March 31, 2008	March 31, 2009
Sales and income (unit: million yen)	Net sales	8,650,105	9,907,996	11,087,140	12,002,834	10,011,241
	Income before taxes	656,805	814,617	792,868	895,841	161,734
	Net income	486,197	597,033	592,322	600,039	137,005
Research and development expenditures (unit: million yen)		467,754	510,385	551,847	587,959	563,197
Capital expenditures (unit: million yen)		373,980	457,841	597,958	668,228	635,190
Sales by region (unit: million yen)	Japan	1,699,205	1,694,044	1,681,190	1,585,777	1,446,541
	Overseas	6,950,900	8,213,952	9,405,950	10,417,057	8,564,700
	Total	8,650,105	9,907,996	11,087,140	12,002,834	10,011,241
Number of employees		137,827	144,785	167,231	178,960	181,876