

Sixty Years of Honda

**Making products that serve the world
Creating dreams and joy for people everywhere**

1949

Production of Honda's first motorcycle, the Dream D, begins

With a name symbolizing limitless possibilities, this full-fledged motorcycle featured a frame with enhanced strength.



1953

H-type engine introduced

Honda's first power product, this 6 kg compact engine was easy to transport.

1972

Civic enters—and revolutionizes—car market

Featuring front-wheel drive, a transverse-mounted engine and an original hatchback design, this entry-level car ushered in a new area for automobiles in Japan—then the world.



1967

N360 introduced, becomes megahit

Positioned as an affordable car for all at the height of Japan's motorization, the N360 ignited a boom in individual car ownership.

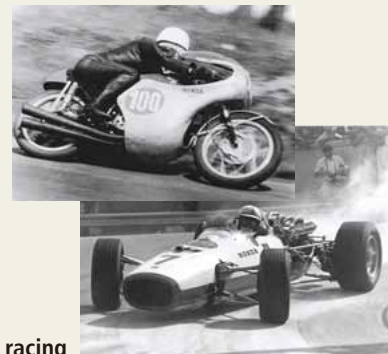
The Power of Dreams

Fueled by the limitless power of dreams, we will continue to create new, life-enriching products for the world and for the future.

The start line

In March 1954, just six years after the company's foundation, Honda declared its intention to enter the Isle of Man TT Races. A first for a Japanese manufacturer, this participation was regarded by many as overly ambitious. Daring the journey into uncharted territory, Honda achieved victory just seven years after the declaration, thanks to the associates' collective racing spirit, which also shone through later in Formula One competition. Participating in racing has not only helped Honda develop technical expertise but has also served as a foundation for developing mobility solutions.

Competing at the Isle of Man TT Races



F1 racing

Honda celebrated its 60th anniversary in September 2008. Founder Soichiro Honda once asked, "What can we do to make a contribution to the world?" In other words, how big do we dare to dream, and how do we maintain the passion needed to realize those dreams? This approach is the origin of the unique Honda spirit.

For the past 60 years, Honda has grown and adapted to changing times, contributing many new forms of mobility to

the world. Today, we continue in Honda's original spirit, meeting new challenges in our motorcycle, automobile and power product operations while researching and developing the next generation of mobility.

In order to share joy with all stakeholders, we will continue to anticipate the needs of the times, taking the lead in technological innovation and contributing to the development of our mobile society.

1999

Monpal provides new mobility

Designed for safety, comfort and ease of use, this electric scooter supports a more independent lifestyle for seniors and those with special needs.



2007

Thin-film solar panels introduced

With sales commencing in October, this new Honda technology was implemented in a product available to everyone.



1986

Fusion introduced, changes scooter concept

This 250cc scooter featured an original and distinctive long-and-low design and a relaxed riding position.

2009

All-new Insight introduced, provides affordable hybrid option

Combining superior fuel economy, environmental responsibility, fun driving and affordability, the Insight brought hybrid technology within reach of many more people.

**2000
ASIMO**

In developing humanoid robot ASIMO (Advanced Step in Innovative Mobility), Honda has not just aimed to create amazing technology. ASIMO has the potential to coexist with people in the near future, contributing to their lives in numerous ways.



**2006
HondaJet**

Developing an aircraft has been a Honda dream since the company's foundation—a dream finally realized in this compact business jet. Deliveries are scheduled to begin in 2011.

