

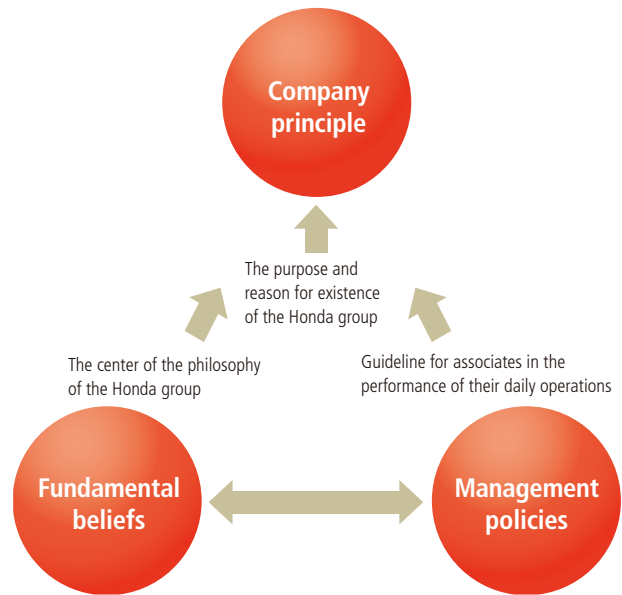
Implementing CSR initiatives based on the Honda philosophy

Honda's origin—the Honda philosophy

The Honda philosophy forms the basis for all company activities and sets the standard for the conduct and decision-making of all associates throughout the Honda Group.

The Honda philosophy, a set of values shared by all associates in the Honda Group, is composed of the company principle, management policies and the fundamental beliefs of respect for the individual and the Three Joys.

Based on these values, Honda aspires to earn the trust of society and fulfill its social responsibilities as a company.



Company principle

Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction.

Fundamental beliefs

Respect for the individual

Initiative — Initiative means not to be bound by preconceived ideas, but think creatively and act on your own initiative and judgment, while understanding that you must take responsibility for the results of those actions.

Equality — Equality means to recognize and respect individual differences in one another and treat each other fairly. Our company is committed to this principle and to creating equal opportunities for each individual. An individual's race, sex, age, religion, national origin, educational background, social or economic status have no bearing on the individual's opportunities.

Trust — The relationship among associates at Honda should be based on mutual trust. Trust is created by recognizing each other as individuals, helping out where others are deficient, accepting help where we are deficient, sharing our knowledge, and making a sincere effort to fulfill our responsibilities.

The Three Joys

The joy of buying is achieved through providing products and services that exceed the needs and expectations of each customer.

The joy of selling occurs when those who are engaged in selling and servicing Honda products develop relationships with a customer based on mutual trust. Through this relationship, Honda associates, dealers and distributors experience pride and joy in satisfying the customer and in representing Honda to the customer.

The joy of creating occurs when Honda associates and suppliers involved in the design, development, engineering and manufacturing of Honda products recognize a sense of joy in our customers and dealers. The joy of creating occurs when quality products exceed expectations and we experience pride in a job well done.

Management policies

- Proceed always with ambition and youthfulness.
- Enjoy your work, and encourage open communications.
- Be ever mindful of the value of research and endeavor.
- Respect sound theory, develop fresh ideas and make the most effective use of time.
- Strive constantly for a harmonious flow of work.

CSR initiatives based on the Honda philosophy

Honda formulated its vision statement, "Striving to be a company society wants to exist," based on the Honda philosophy. In order to realize this vision, we have established three directions: creating new value, expanding value and commitment to the future. Creating new value means applying innovative ideas to anticipate changing needs and give shape to dreams. Expanding value means helping people realize their dreams by contributing to local communities wherever we are active

around the globe. Commitment to the future means working to improve safety for everyone while also minimizing our burden on the environment and consumption of the earth's resources.

By communicating these three directions to all Honda stakeholders—our customers, dealers, suppliers, associates, shareholders, investors and local communities—and promoting their steady implementation, it is our aspiration to create a sustainable company and fulfill our responsibilities to society.

