

# Results of the Questionnaire and Interviews regarding the *Honda Environmental Annual Report 2004*

Questionnaire:

Conducted from June 2004 to April 2005 (69 respondents in total)

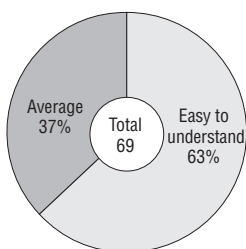
Interviews:

Conducted from November to December 2004 (two interviewees\*)

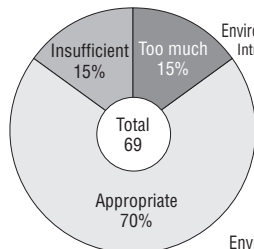
\* Among those who responded to the questionnaire in the *Honda Environmental Annual Report 2004*, two were chosen and interviewed so that their opinions on the Company's environmental conservation activities and annual report could be heard directly.

## Major Findings

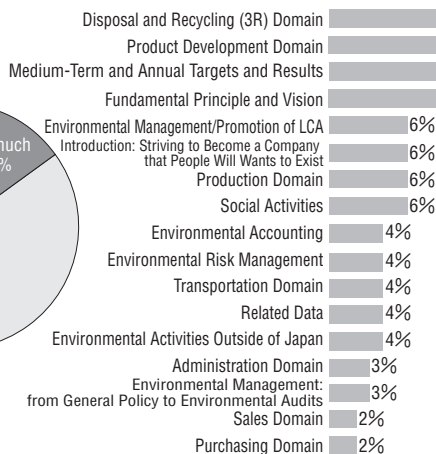
### Intelligibility



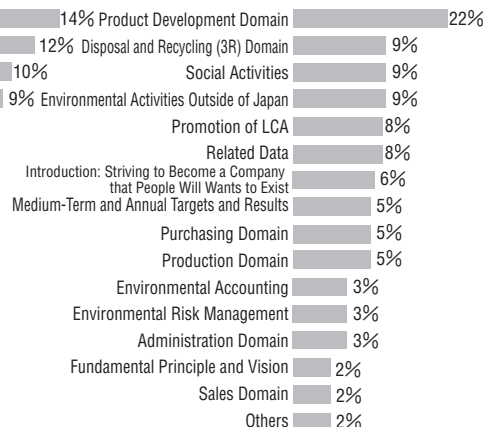
### Amount of information



### Parts found most interesting



### Part that needs to be improved



## Main Opinions and Requests from Our Readers and Honda's Responses

### Opinions and Requests regarding *Honda Environmental Annual Report 2004*

- It is burdensome to read both the *Honda Environmental Annual Report* and *Honda ECOLOGY*. Honda needs to examine the possibility of integrating these two brochures.

→ This year, we have integrated the *Honda Environmental Annual Report* and *Honda ECOLOGY* to not only reduce the burden on readers who had to read two different brochures but also make these reports easier to understand in view of the fact that the reports are becoming more complex due to increased technical details. In this integrated environmental annual report, we will appropriately introduce and explain our commitment to environmental activities in all aspects, including our basic policy toward the environment, environmental conservation activities conducted by our operations, and the future direction of our environmental activities, while focusing on accurately conveying the progress we have made in our environmental activities. As in the previous report, technical jargon was avoided as much as possible, and explanations and comments were added for easier understanding.

- More substantial information about Honda's advanced research, technologies, and activities need to be included in the report.

→ In this annual report, we have a section entitled "Honda's Advanced Environmental Measures" to introduce technologies adopted for our products, those that are now under research or already applied, and advanced environmental activities that we are promoting in our business operations.

### Requests regarding Honda's Environmental Conservation Activities

- Aggressive promotion of LCA
- Various innovative efforts in the product development domain
- Enhancement of cooperation with suppliers and dealers in the purchasing and sales domains
- Better communication with stakeholders on environmental activities
- Making Honda's unique environmental efforts more public

The opinions you have kindly presented to us are of immense value to use in our future environmental conservation activities and the disclosure of Environmental Information, including the *Honda Environmental Annual Report*.

We sincerely thank you for your cooperation.

## We hereby request all our readers to let us have the benefit of their opinions and ideas.

Our "*Honda Annual Environmental Report 2005*" presents a summary of the results of our environmental commitments in fiscal 2004 from the viewpoint of the life cycle of our products. Our goal is to give details of our commitments and activities in the most concise manner in concrete figures and data that measure up to objective evaluation.

We will strive to enrich the content of our Report by giving full consideration to your opinions, ideas and advice.

To help us achieve this goal, we would be most grateful for your cooperation in completing the questionnaire on the back of this leaf and sending it back to us.

**FAX: 81-3-5412-1154**