

First Quarter Fact Sheet

Period Ended June 30, 2008

Honda Motor Co., Ltd.

(TSE:7267, NYSE: HMC, LSE: HND4)

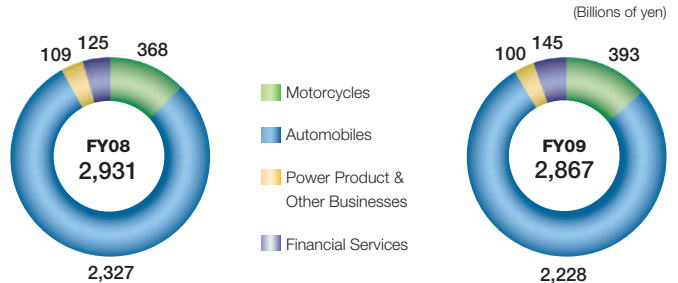
FY 2009

Q1

Business Environment

- U.S. economic slowdown, ongoing subprime loan impact
- Declining personal consumption in Europe
- Continued economic growth in Asia
- Signs of weakness in Japanese economy
- Continued high prices for crude oil and raw materials
- Yen appreciation against U.S. dollar, depreciation against other currencies

1st Quarter Net Sales by Business Segment



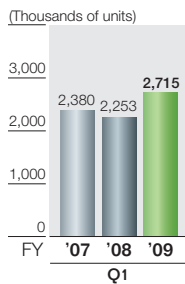
Motorcycles

Market

- Continued growth in Asia and South America
- Declining market for ATV and off-road models in North America

Honda

- Strong sales in Asia and Other Regions
- Increase in unit sales of component parts for Asia



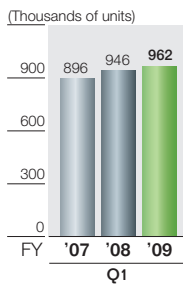
Automobiles

Market

- Decline in total U.S. demand and ongoing shift to fuel-efficient cars
- Declining Western European market
- Continued market growth in the BRICs
- Market remains stagnant in Japan

Honda

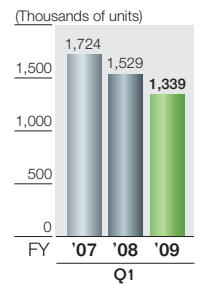
- Strong sales in Asia and Other Regions
- Increase in unit sales of component parts for China
- Decrease in Europe and Japan



Power Products

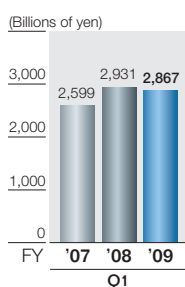
Honda

- Increase in Asia and Other Regions
- Decrease in North America and Europe



Net Sales & Other Operating Revenue

- Increase in unit sales of motorcycles and automobiles
- Decrease due to currency effects



Operating Income

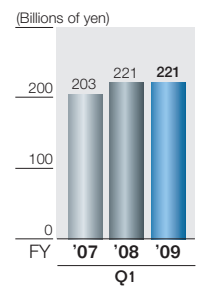
Operating income remained at the same level as FY08 Q1 due to increased motorcycle and automobile unit sales in such emerging markets as Asia and South America, which have offset the negative impact from declines in the North American market.

<Increase Factors>

- Decrease in sales incentives in the automobile business in North America
- Change in pricing for the new model year
- Profit increase attributable to increased unit sales of motorcycles and automobiles
- Continuing cost reduction efforts

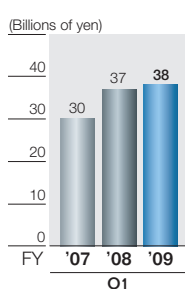
<Decrease Factors>

- Increase in SG&A expenses
- Currency effect of yen appreciation against U.S. dollar

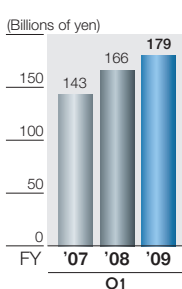


Equity in Income of Affiliates

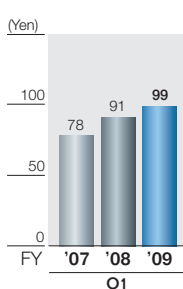
- Increase in Chinese affiliates



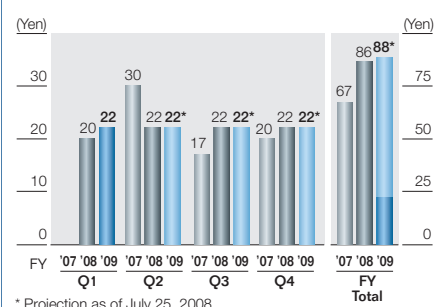
Net Income



EPS



Dividends to Shareholders

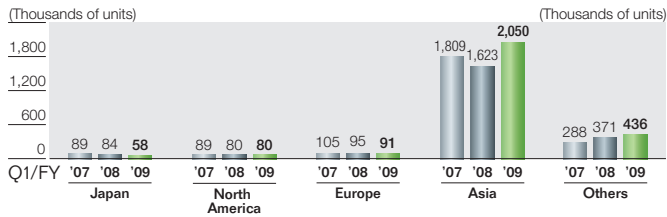




First Quarter Unit Sales

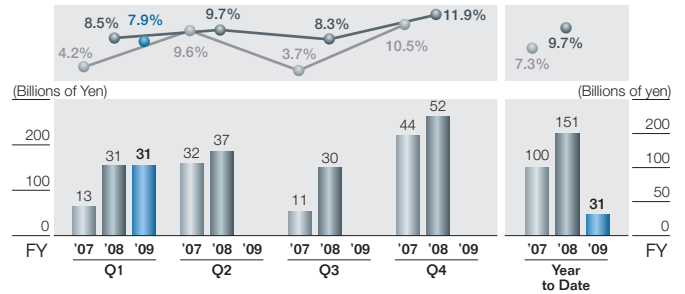
Motorcycle Business

- Japan**
 - Decrease of *TODAY, Dio*
- North America**
 - Increase of cruiser models such as *VTX1300, VT750*
 - Decrease of utility ATVs such as *FourTrax Foreman*
- Europe**
 - Decrease of over 250cc displacement models such as *CBR600* in Spain
- Asia**
 - Increase of component parts for Indonesia and India
- Other Regions**
 - Increase of *CG125 FAN, CG150* in Brazil
 - Increase of *Wave S* and AT models such as *Air Blade* in Vietnam



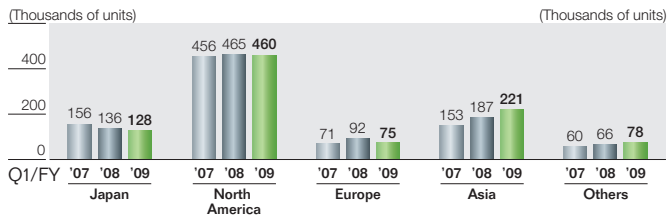
Operating Income/Operating Margin

- <Increase Factors>**
 - Increased profit attributable to increased unit sales, etc.
- <Decrease Factors>**
 - Increase in raw material costs
 - Currency effects in Asian operations, etc.

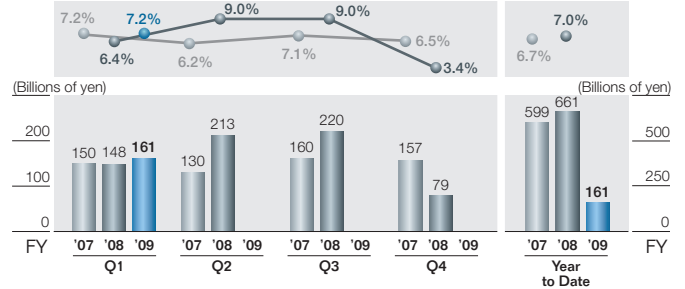


Automobile Business

- Japan**
 - Increase of *FIT, FREED*
 - Decrease of *That's, Stream*
- North America**
 - Increase of *Accord, Fit*
 - Decrease of *Ridgeline, Odyssey*
- Europe**
 - Increase of *Civic, CR-V* in Russia
 - Decrease of *CR-V, Civic* in countries such as the U.K.
- Asia**
 - Increase of component parts for China (*Accord, CR-V*, etc.)
- Other Regions**
 - Increase of *Civic FFV, Fit* in Brazil
 - Increase of *Accord* in such countries as Thailand, Malaysia

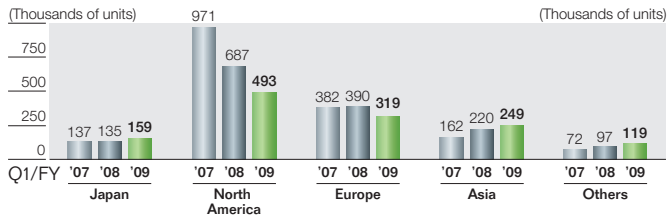


- <Increase Factors>**
 - Decrease in sales incentives in North American operation
 - Change in pricing for the new model year
- <Decrease Factors>**
 - Increase in SG&A expenses
 - Increase in raw material costs
 - Decrease in warranty-related expenses, etc.
 - Currency effects of yen appreciation against U.S. dollar, etc.

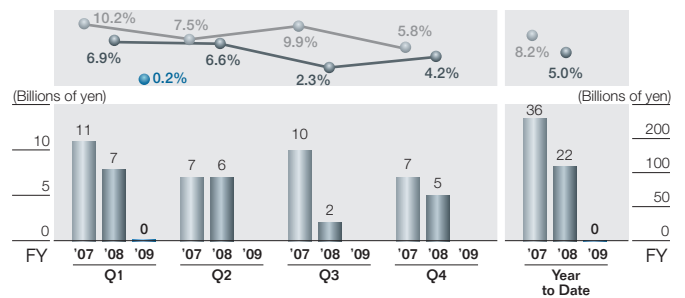


Power Product & Other Businesses

- Japan**
 - Increase of *GX* series engines, general-purpose engines for OEM
- North America**
 - Decrease of general-purpose engines for OEM such as *GC(V)* series engines in the United States
- Europe**
 - Decrease of *GC(V)* series engines, general-purpose engines for OEM in such countries as Spain and the U.K.
- Asia**
 - Increase of general-purpose engines for OEM such as *M4(GX35)* in Thailand and Indonesia
- Other Regions**
 - Increase of general-purpose engines for OEM such as *GX* series engines in South Africa, Middle East



- <Decrease Factors>**
 - Increase in R&D expenses
 - Decreased profit attributable to decreased revenue
 - Increase in SG&A expenses, etc.



For Further Information

Financial Results Meeting
<http://world.honda.com/investors/meeting/>

Press Release Worldwide Site
<http://world.honda.com/news/>

American Honda Motor Co., Inc.
<http://corporate.honda.com/press/list.aspx>

Investor Relations English
<http://world.honda.com/investors/>

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Financial Services Business

- <Increase Factors>**
 - Increased profit attributable to increased revenue, etc.
- <Decrease Factors>**
 - Increase in allowance for losses on lease residual values
 - Currency effects of yen appreciation against U.S. dollar, etc.

