

Third Quarter Fact Sheet

Period Ended December 31, 2008

Honda Motor Co., Ltd.

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

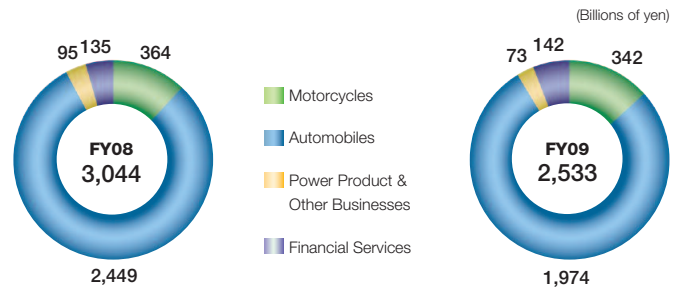
FY 2009

Q3

Business Environment

- Deepening economic recession due to the impact of the financial crisis in the United States
- European economies slow down due to stagnating consumption
- Slower pace of economic expansion in Asian countries
- Weakened consumption caused Japanese economy recession
- Yen appreciates against the U.S. dollar and Euro

3rd Quarter Net Sales by Business Segment



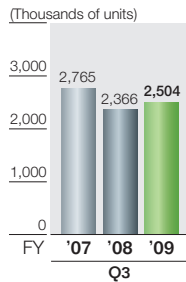
Motorcycles

Market

- Brazil and India markets weaken as does the U.S. market
- Continued expansion in Indonesia

Honda

- Favorable sales in Asia and Other Regions, which includes Brazil



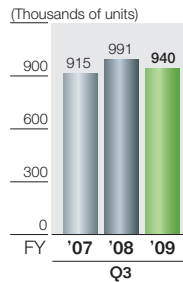
Automobiles

Market

- Total demand decreases in the United States, Western Europe and Japan
- Continued squeeze in India and China
- Expanding markets of Brazil and Russia begin a downturn

Honda

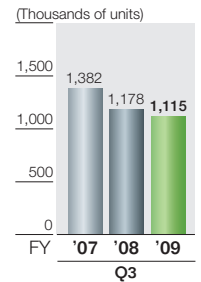
- Strong sales in Asia and Brazil
- Decreases in North America, Europe and Japan



Power Products

Honda

- Increases in Asia and Other Regions, which includes Middle East
- Decreases in Europe and North America



CBF Stunner (India)



CG125 FAN (Brazil)



CR-V (Brazil)



City (Thailand)



FREED (Japan)



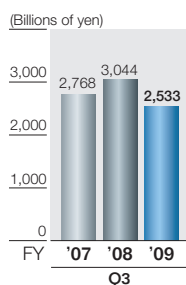
WB30 (Water pump)



GX160 (general-purpose engine)

Net Sales & Other Operating Revenue

- Declined due to decreased unit sales of automobiles and currency impacts, despite the increase in motorcycle unit sales



Operating Income

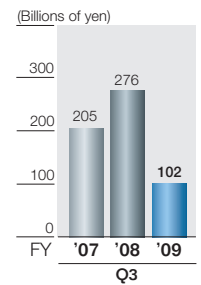
Favorable sales in Asia and Brazil contributed to operating income of ¥102.4 billion, partially offsetting the slowdown in the U.S. and Japanese markets as well as yen appreciation.

<Increase Factors>

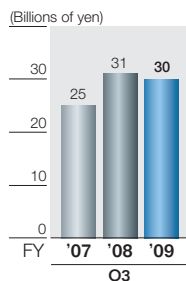
- Change in revenue and model mix change, etc.
- Effects of cost reductions, etc.

<Decrease Factors>

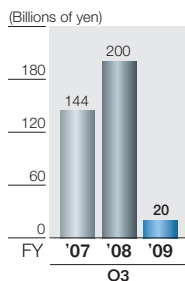
- Increase in SG&A expenses
- Increase in raw material costs
- Increase in fixed costs due to production cutbacks
- Currency factors



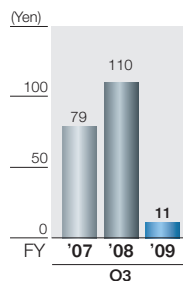
Equity in Income of Affiliates



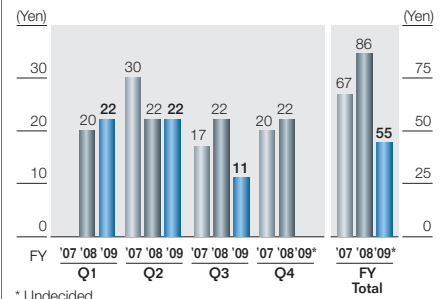
Net Income



EPS



Dividends to Shareholders



FY 2009 Third Quarter



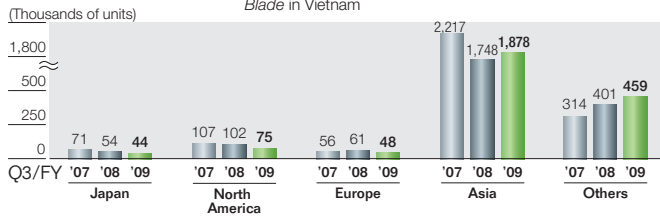
3rd Quarter Unit Sales

Motorcycle Business

- Japan**
- Decrease of scooters, such as *TODAY* and *Spacy*
- North America**
- Decrease of utility ATVs, such as *FourTrax Rancher* and *FourTrax Foreman*

- Europe**
- Decrease of sports bikes, such as *CB1000*, and scooters, such as *SH300*, in Italy, Spain, Germany, etc
- Asia**
- Increase of *Aviator* and *CBF Stunner* in India
 - Increase of *Wave S* and *Air Blade* in Vietnam

- Other Regions**
- Increase of *CG 125 FAN*, *CG 150 TITAN* and other models in Brazil



Operating Income/Operating Margin

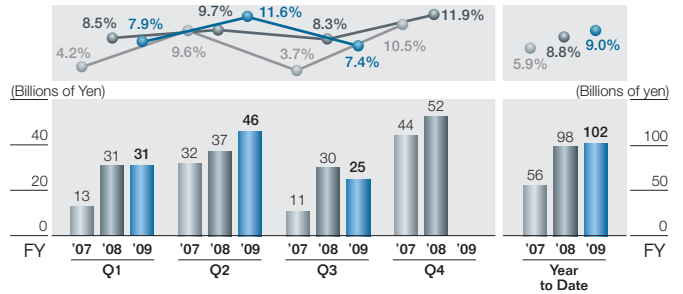
<Increase Factors>

- Increase in revenue and model mix change, etc.

- Effects of cost reductions, etc.

<Decrease Factors>

- Increase in raw material costs
- Currency factors

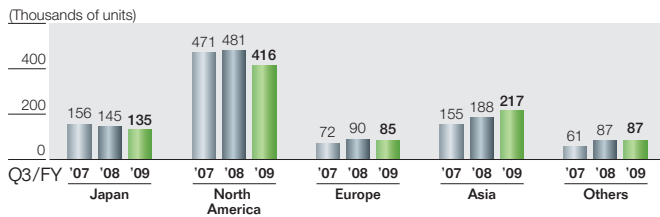


Automobile Business

- Japan**
- Increase of *FREED*, *Life*, etc.
 - Decrease of *FIT*, *STEP WGN*, etc.
- North America**
- Increase of *Civic*, *Fit*, etc.
 - Decrease of *Acura MDX*, *Odyssey*, etc.

- Europe**
- Increase of *CR-V* and *Civic* in Russia
 - Decrease of *CR-V* and *Civic* in the U.K., Spain and Italy
- Asia**
- Increase of component parts for China (*Accord* and *CR-V*, etc.)

- Other Regions**
- Increase of *City* and *Accord* in Thailand, etc.
 - Increase of *Civic FFV* and *CR-V* in Brazil
 - Decrease of *Civic* in Australia and Turkey



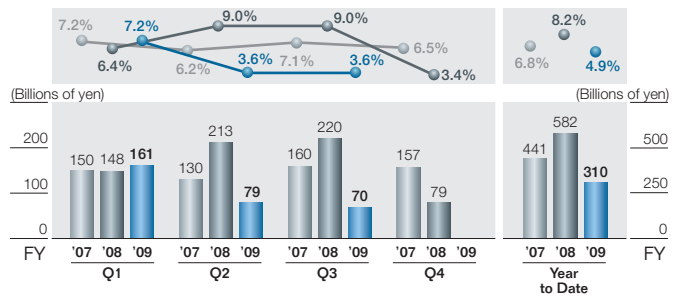
<Increase Factors>

- Effects of cost reductions, etc.

<Decrease Factors>

- Increase in raw material costs

- Decrease in revenue and model mix change, etc.
- Increase in SG&A expenses
- Currency factors

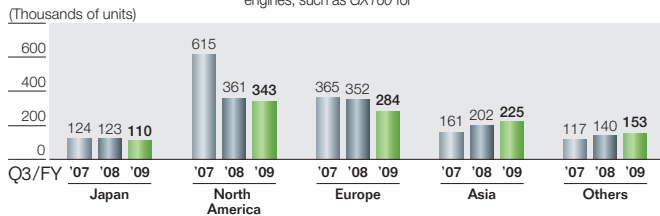


Power Product & Other Businesses

- Japan**
- Increase of general-purpose GX series engines for OEM generators and water pumps
- North America**
- Decrease of generators, such as the *EU* series in the United States

- Europe**
- Decrease of general purpose engines, for OEM construction machinery and generators
- Asia**
- Increase of water pumps, such as *WB300* in Indonesia
 - Increase of general purpose engines, such as *GX160* for

- Other Regions**
- OEM water pumps in China
 - Increase in general purpose engines, the GX 390 in the Gulf countries
 - Increase in general purpose engines, the GX series, for OEM long-tail boats in South America



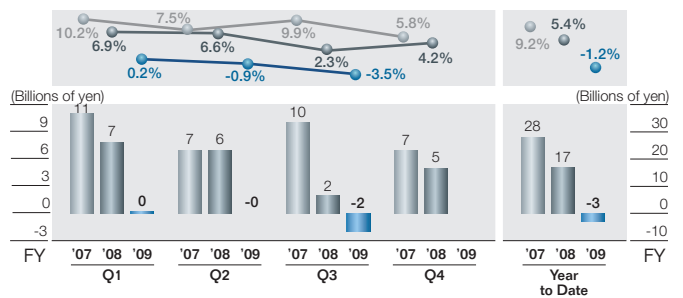
<Increase Factors>

- Decrease in SG&A expenses

<Decrease Factors>

- Decrease in revenue and model mix change, etc.

- Increase in R&D expenses for Other Businesses (expenses related to start-up of new businesses), 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>**
- Increase in profit due to higher sales, etc.

- <Decrease Factors>**
- Increase in provisions for credit loss and residual loss, etc.

