

First Quarter Fact Sheet

Period Ended June 30, 2009

Honda Motor Co., Ltd.

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

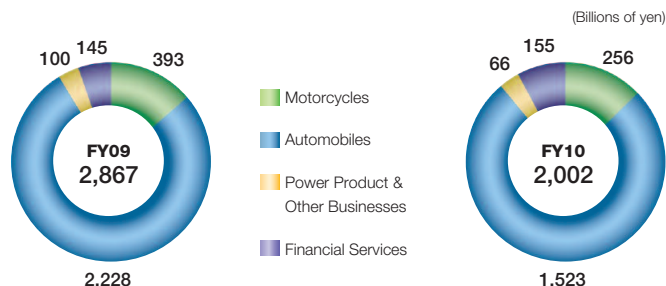
FY 2010

Q1

Business Environment

- Crude oil prices rose and raw material prices fluctuated significantly worldwide.
- Deterioration of the economies in the United States and Europe may continue.
- In Asia outside of Japan, the economies in China and India continued to expand, however, the pace of growth slowed.
- In other countries, economic deterioration continued.
- In Japan, signs of recovery in consumer spending could be seen, although severe economic conditions still remain, with a significant drop in capital expenditures.

1st Quarter Net Sales by Business Segment



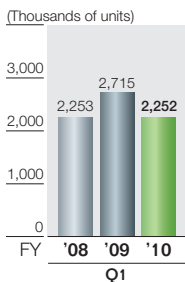
Motorcycles

Market

- Demand decreased almost by half in the United States.
- Demand in Thailand, Brazil and Indonesia significantly dropped.
- The market in Vietnam continues to expand.
- The Indian market that had retracted started to expand.

Honda

- Decreased sales in all regions



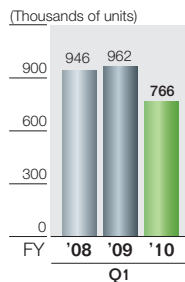
Automobiles

Market

- The Russian market decreased almost by half.
- Demand significantly decreased in the United States and Japan.
- The market in China significantly expanded.
- The Indian market that had retracted started to expand.

Honda

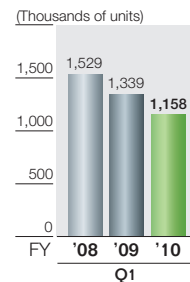
- Sales maintained the level of the previous year in Japan, while decreasing in all other regions.



Power Products

Honda

- Sales was strong in North America, while decreasing in all other regions.



VTR (Japan)



Activa (India)



INSIGHT (Japan)



CITY (Thailand)



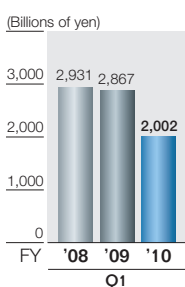
WB30XT (Water pump) (Thailand)



HRR216 VKA (Lawn mower) (North America)

Net Sales & Other Operating Revenue

- Unit sales decreased mainly in automobile business.
- Negative currency translation effects



Operating Income

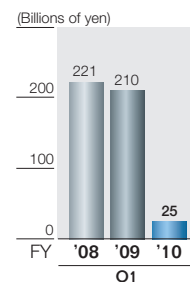
Amid a severe operating environment, the Asian motorcycle business and continuing cost reduction efforts contributed to maintaining profitability.

<Increase Factors>

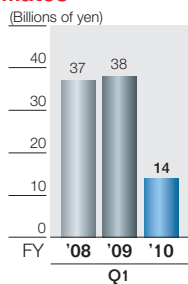
- Decreased SG&A and R&D expenses
- Continuing cost reduction efforts

<Decrease Factors>

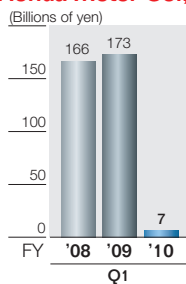
- Decrease in revenue and model mix change, etc.
- Increased fixed cost due to production reductions
- Currency factors



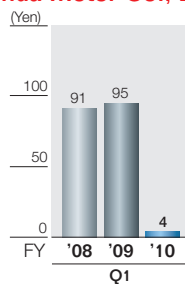
Equity in Income of Affiliates



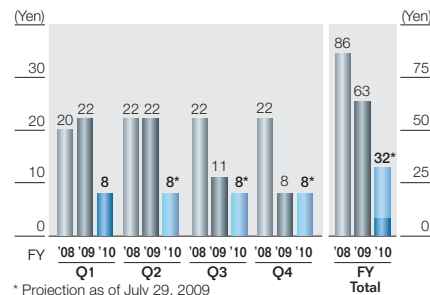
Net Income Attributable to Honda Motor Co., Ltd.



EPS Attributable to Honda Motor Co., Ltd.



Dividends to Shareholders





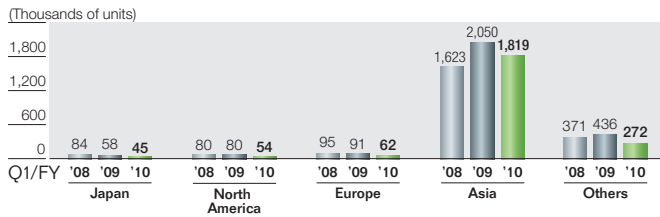
FY 2010

Q1

First Quarter Unit Sales

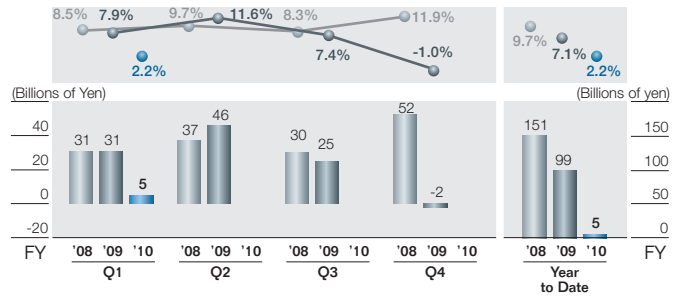
Motorcycle Business

- Japan**
 - Increase of VTR and Monkey
 - Decrease of Dio and FORZA
- North America**
 - Decrease of custom motorcycle models such as VTX1300C
- Europe**
 - Increase of sport motorcycles such as CBF125
 - Decrease of scooter models such as SH150
- Asia**
 - Increase of all-new Activa, Shine and CBF Stunner in India
- Other Regions**
 - Decrease of Click in Thailand, decrease of Supra-X125 in Indonesia
 - Increase of CG150 Titan MIX in Brazil
 - Decrease of CG125 FAN and CG150 Titan in Brazil



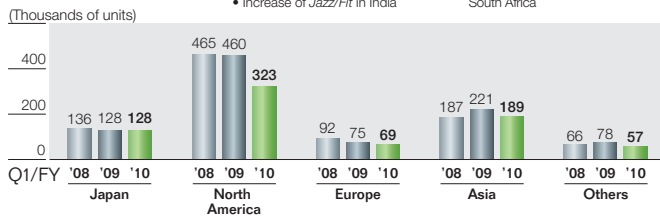
Operating Income/Operating Margin

- <Increase Factors>**
 - Decrease in SG&A expenses
- <Decrease Factors>**
 - Decrease in R&D expenses, etc.
 - Decrease in revenue and model mix change, etc.
 - Currency effects, etc.

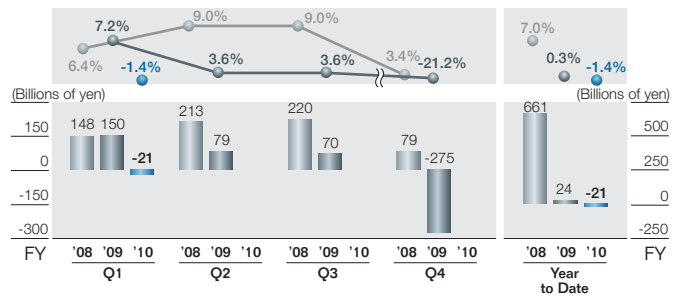


Automobile Business

- Japan**
 - Increase of INSIGHT, FREED, etc.
 - Decrease of Fit, Stream, etc.
- North America**
 - Increase of INSIGHT, etc.
 - Decrease of Civic, Accord, etc. in comparison to favorable unit sales of fuel efficient models last year
- Europe**
 - Increase of Jazz in Germany, positive impact of the introduction of INSIGHT in Italy and Germany
 - Decrease of Civic, CR-V etc. in Russia
- Asia**
 - Positive impact of the all-new City in Thailand and the Philippines
 - Increase of Jazz/Fit in India
- Other Regions**
 - Increase of City in Australia and Turkey
 - Decrease of Accord, Civic, etc. in Gulf States and decrease Jazz in South Africa

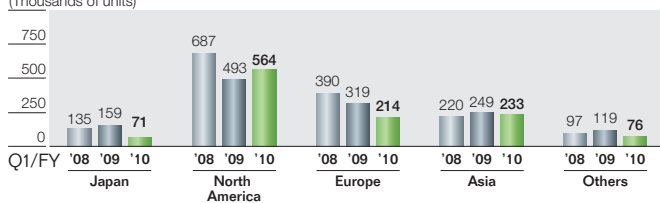


- <Increase Factors>**
 - Decrease in SG&A expenses
 - Decrease in R&D expenses
 - Effects of cost reduction, etc.
- <Decrease Factors>**
 - Decrease in revenue and model mix change, etc.
- <Increase Factors>**
 - Increase in fixed cost due to production cuts
 - Currency effects, etc.

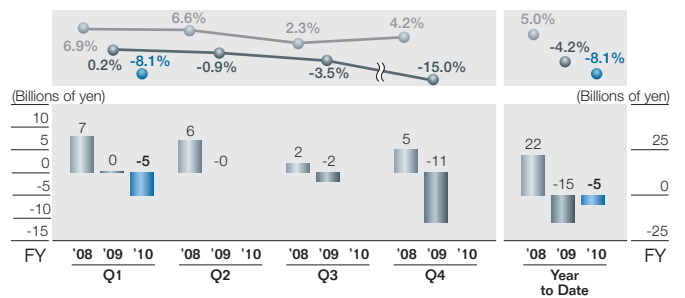


Power Product & Other Businesses

- Japan**
 - Decrease of GX series general-purpose engines for OEM use
- North America**
 - Increase of HRR216 VKA lawn mowers, engines, generators and tillers in the United States
- Europe**
 - Decrease of GX100/GCV160 engines for OEM use in construction machinery
 - Decrease of HRX HRG series lawnmowers etc., in Germany and France
- Asia**
 - Increase of engines, pumps and trimmers in Thailand due to government's agricultural support
 - Decrease of engines and pumps
- Other Regions**
 - Decrease of engines and generators in South Africa in comparison to favorable sales last year due to electricity shortage
 - Decrease of pumps for UAE and decrease of GX series engines in Australia



- <Increase Factors>**
 - Decrease in SG&A expenses, etc.
- <Decrease Factors>**
 - Decrease in revenue and model mix change, 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>**
 - Decrease in provisions for residual loss, etc.
- <Decrease Factors>**
 - Decrease in funding cost, etc.

