Joy of mobility to 27,000,000 people transcending national borders

Company name: Honda Motor Co., Ltd.
Established: September 1948
President, CEO & Representative Director: Takahiro Hachigo
Capital: 86,067 million yen (as of March 31, 2016)

Unit sales and principal operation bases

North America
Regional headquarters: Honda North America, Inc. (U.S.A.)

Japan
Honda Motor Co., Ltd.
Honda R&D Co., Ltd.
Honda Engineering Co., Ltd.

Europe, Middle East and Africa
Regional headquarters: Honda Motor Europe Ltd. (U.K.)

China
Regional headquarters: Honda Motor (China) Investment Co., Ltd. (China)

North America
Regional headquarters: Honda North America, Inc. (U.S.A.)

South America
Regional headquarters: Honda South America Ltda. (Brazil)

Asia & Oceania
Regional headquarters: Asian Honda Motor Co., Ltd. (Thailand)

*The graphs show unit sales (retail) of motorcycles, automobiles and power products (in units of 1,000) in each of the six regions. [April 2015 to March 2016] The symbol ● represents the approximate locations of Honda Group companies.
Overview of Honda

Honda’s Business Domains

Principal Businesses

Motorcycles

After World War II, the application of auxiliary engines to bicycles, which made it easier for people to move around and transport goods, spread quickly in Japan. The Honda Super Cub, introduced in Japan in 1958 to provide even greater convenience for people’s mobility, now has been sold in a total of more than 160 countries, becoming the most popular two-wheeler in the world. With a desire to bring the convenience and fun of motorcycles to as many people as possible, we expanded our motorcycle business into overseas markets, and under our approach of “building products close to our customers,” started manufacturing operations rooted in each country and region. These local operations became the foundation of our global growth. In September 2014, our cumulative global production of motorcycles reached 300 million units. From the globally popular to the ultimate racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed under “neo-racer replica RC213V-S, dual-purpose CRF1000L Africa Twin, the NM4 developed 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