

# Honda Philanthropy 2007



Together for Tomorrow

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# Together fo

## A Message from the President & CEO

Taking up new challenges. Creating things others did not imagine. Finding new ways to make people happy. That's what people expect of Honda, and our determination to live up to these expectations drives us forward. Our competitive strength emerges from that which is uniquely Honda, and it is based on our ability to deliver satisfaction to customers around the world and the determination of each of our associates to pursue their dreams. In our philanthropic activities, as in everything we do, we seek to share joy with people everywhere as we build a future society full of hope and dreams.

This report is an overview of Honda's philanthropic initiatives. It's a description of what we have done and intend to do, focusing on the people involved and their aspirations and achievements. We invite your full and frank feedback.

Honda will continue to fulfill our responsibility as a company dedicated to the creation of new value, excitement and genuine satisfaction. We will continue to put down ever-deeper roots in communities worldwide, sharing joy and working to provide greater hope to future generations. Welcoming the chance to contribute, we strive to anticipate future needs and social imperatives, and to foster well-being through all our activities.



Takeo Fukui  
President & CEO  
Honda Motor Co., Ltd.

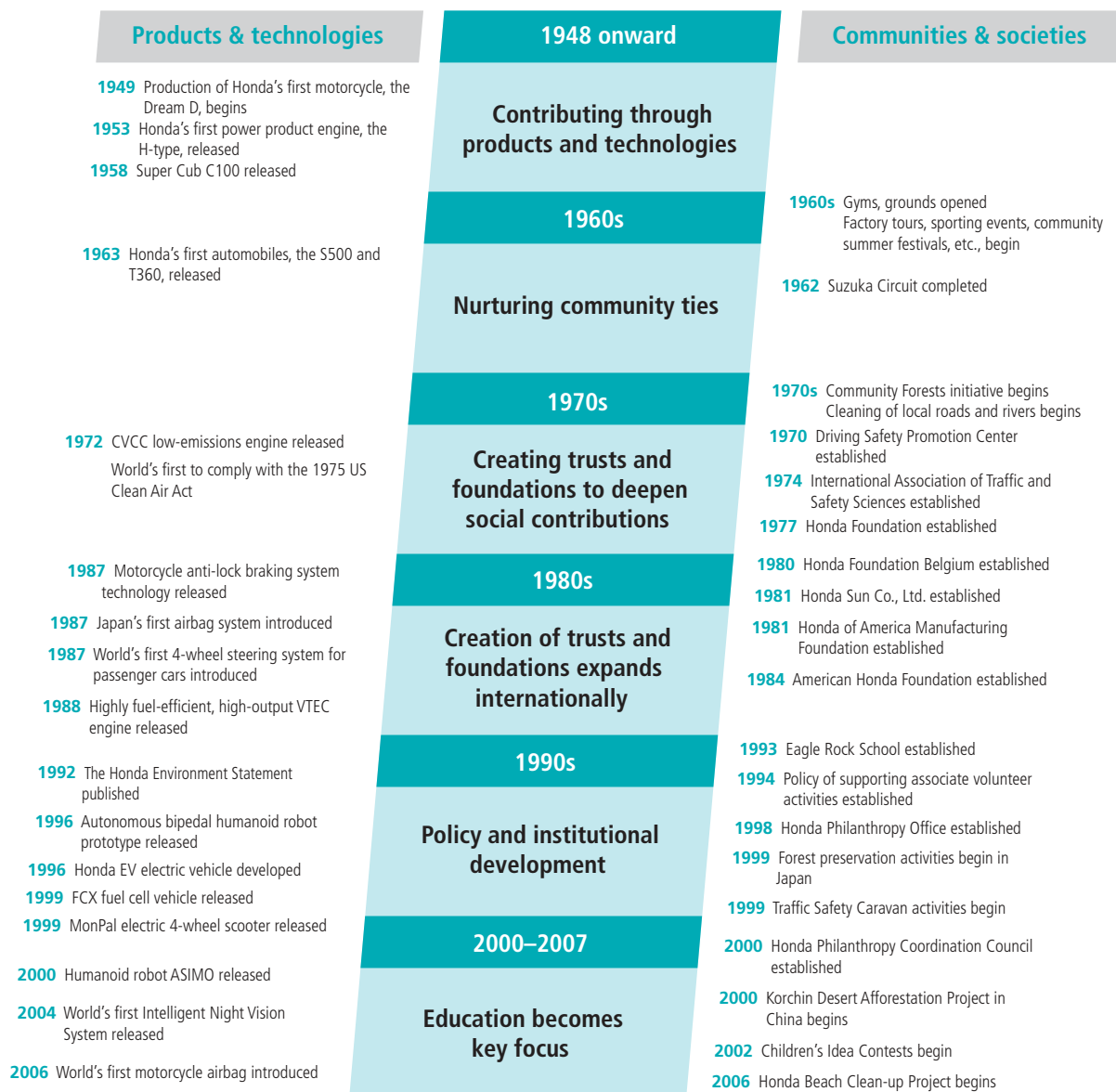
# r Tomorrow

# Striving to Create a Future Society Full of Dreams

## The history of Honda philanthropy

Since the company's foundation in 1948, Honda has sought to contribute to society by creating quality products and technologies, and has nurtured ties with communities hosting its operations through philanthropic activities. Creating foundations in Japan and worldwide, Honda has worked proactively to expand the scope and deepen the impact of its philanthropic initiatives.

In 1998, proceeding from a global viewpoint to respond to the expectations of people around the world, Honda defined basic principles that guide its philanthropy. Broad new initiatives are in progress, and Honda continues to proactively contribute to the development of individuals and societies, sharing joy with people around the world.



# Together fo



## The key phrase: Together for Tomorrow

Honda seeks to share joy with people everywhere, pursuing a broad range of philanthropic initiatives in accordance with three basic principles, and strives to be a company society wants to exist. To guide these initiatives, we have defined global directions for Honda philanthropy.

Going forward, the Honda Group will work ever more proactively as a team, developing community, educational, environmental preservation and traffic safety initiatives, as we strive to create a future society full of dreams.

### Honda philanthropy —vision

Honda enriches the joy with people around the world through socially responsible activities in accordance with the Honda Philosophy of Respect for the Individual and The Three Joys. Ultimately, it is our desire that society will want Honda to exist in every community.

### Honda philanthropy —basic principles

- As a company with a global viewpoint, we are dedicated to contributing to the well-being of local communities around the world through our products and technologies.
- As a good corporate citizen, we will deepen our commitment to all local communities where we do business.
- We will contribute to the nurturing of a society where caring and energetic individuals actively participate in socially responsible activities.

### Global directions

- Striving to create a future society in which everyone can pursue their dreams, Honda shall:
- Support educating our youth for the future
  - Work to preserve global environments
  - Promote traffic safety through education and training

This symbol captures the spirit of the Honda Group's worldwide philanthropic activities, which are designed to help create a future full of dreams.



Together for Tomorrow

Striving to create a future society full of dreams



# r Tomorrow

## Expanding the Circle of Joy Throughout the World

Honda's philosophy has always been to make products where the demand is, and this has led us to act proactively in creating independent operations in communities around the world.

Honda is determined to mobilize people, advanced products and technologies, and a philosophy of respect for the individual to help people around the world enjoy life and realize their true potential.

As a matter of policy, we strive to engage in philanthropic initiatives appropriate to the needs of local communities.



### ● NYPUM (National Youth Project Using Minibikes)

American Honda Motor

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### ● Spring Creek Preservation

Honda Canada

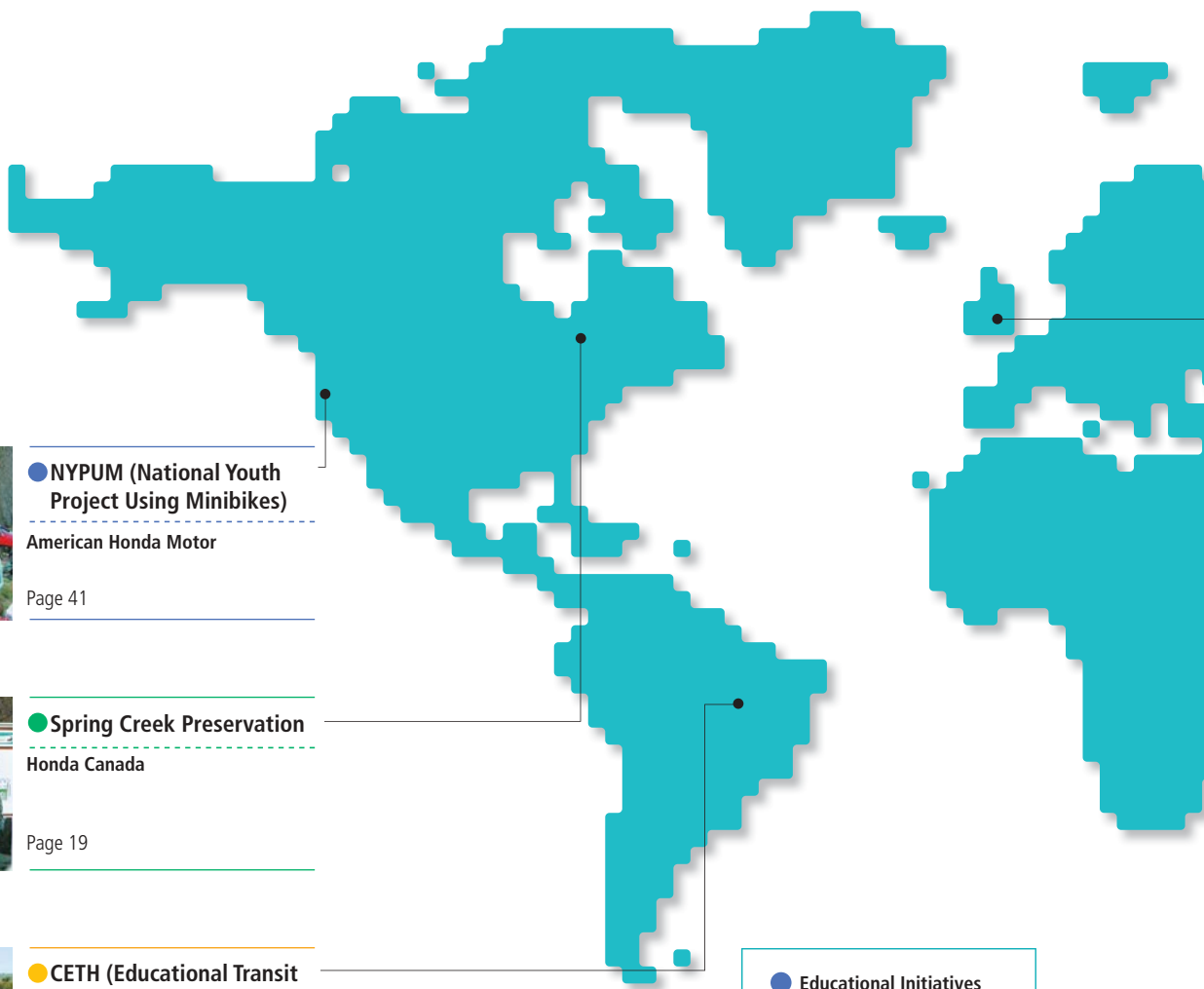
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### ● CETH (Educational Transit Center Honda)

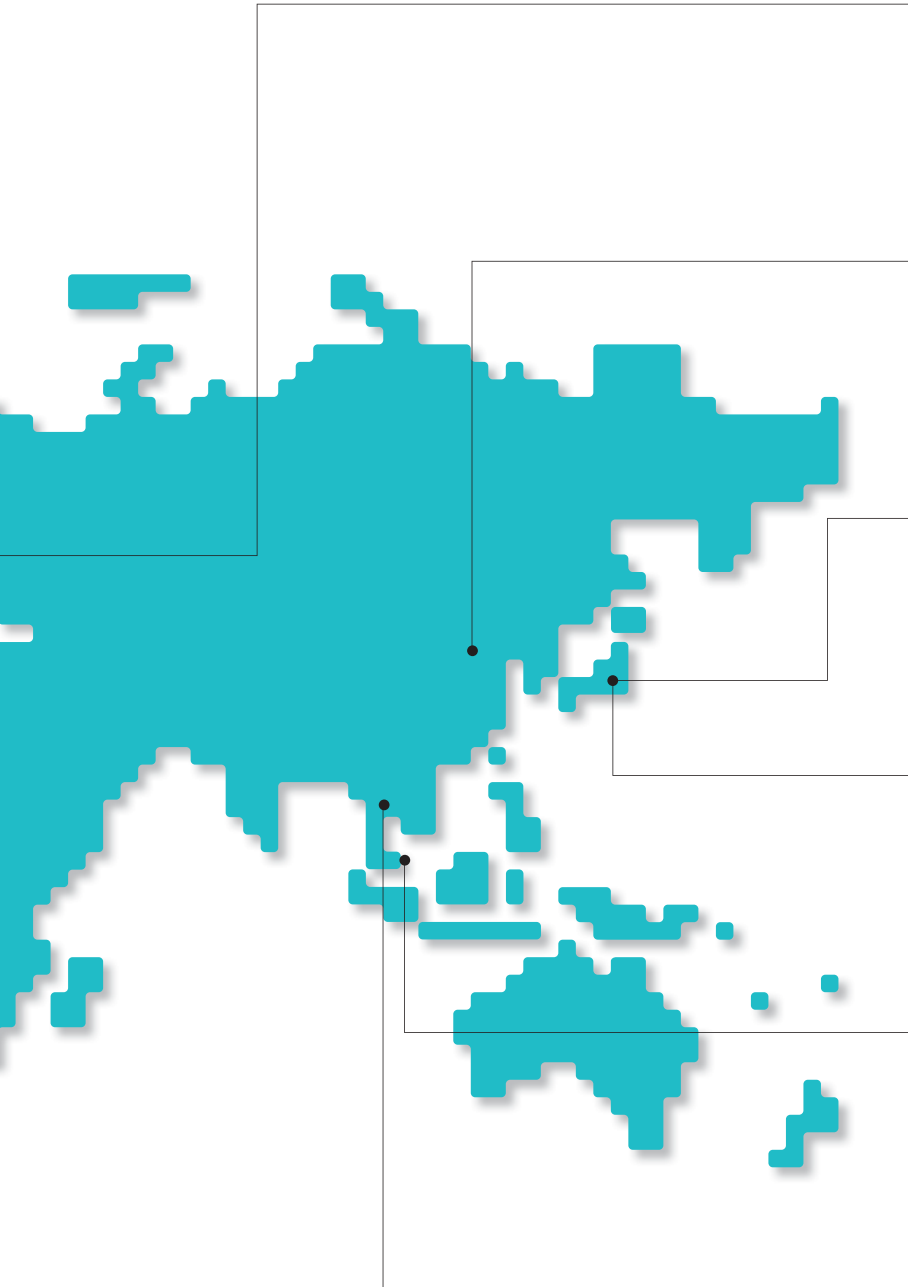
Moto Honda da Amazonia

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- Community Initiatives

# Together fo



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Honda of the U.K. Manufacturing

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● **Honda China Econopower Fuel Efficiency Race**

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● **Children's Idea Contest**

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● **Honda Beach Clean-up Project**

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Bukit Batok Driving Centre

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● **Honda School Environment Challenge Awards**

Asian Honda Motor and the Honda Group Companies in Thailand

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Together for Tomorrow

# Educational Initiatives

Children build the future, and we want to foster their dreams and creativity. A company brought up on dreams, Honda is engaged in initiatives that convey to children the joy and wonder of daring to dream and turning their dreams into reality.

## Highlight Report ①

A story about stimulating children's creativity

### Taking on a challenge together: Children's Idea Contest



A visit to the elementary school that won the ASIMO prize

#### The winning school

Tsuru Gakuen  
Nagisakoen  
Elementary School  
Hiroshima Prefecture,  
Japan



In January 2007, as a reward for winning the Children's Idea Contest ASIMO Prize, students at Hiroshima's Nagisakoen Elementary School were taught a special class by ASIMO, Honda's humanoid robot. The students at the school were challenged to work together to win the visit from ASIMO. They succeeded brilliantly, winning the grand prize in the Children's Idea Contest. The students eagerly anticipated the day of ASIMO's visit, and their faces lit up when ASIMO arrived at the school. Barely able to contain their excitement, the students played games with ASIMO and challenged each other to see who could stand on one leg the longest. To show their appreciation at the end of the visit, all the students sang a song for the Honda associates who participated in the event, and ASIMO joined as conductor. The Honda associates really enjoyed listening to the students' song, which was all about how treasure becomes even more valuable as it is shared. The children sang in delight at joining the contest and meeting ASIMO. We want all children to know the joy of daring to dream. Little by little, we're getting there.

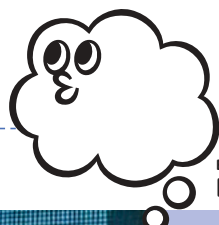


Delighted kids meet ASIMO



A teacher wrote in a thank-you letter that the children were still excited about the contest and ASIMO's visit long after they were over.

# Encouraging children to discover the joy of dreaming and the delight of creating



Event character  
**Dreamo**



## The Children's Idea Contest

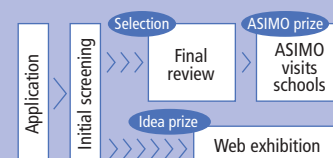


### ★第5回 子どもアイデアコンテスト

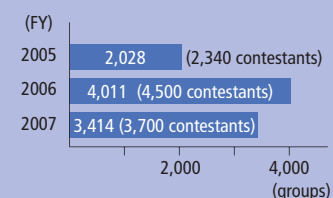
#### ● About the Children's Idea Contest

Since 2002, the Children's Idea Contest has given elementary school children all over Japan the chance to create their own visions of the future. The contest is designed to encourage children to discover the joy of dreaming and the delight of creating.

#### Contest Outline



#### ● Participation



## Dreaming. Rising to a challenge. Creating. Experiencing different cultures.

In the Children's Idea Contest, entrants are asked to draw a picture of something they imagine would be really cool and send it to us. In 2006, for the fifth such contest, 3,414 entries were received from elementary school children all over Japan. A panel of judges selected the top entries, which were created by 33 groups of students (a total of 40 children). The children were then invited to make models of their ideas and present them for final review. After completing their projects through a process of trial and error, the children earnestly presented their projects before a large audience. Whether they win or not, the children all gain self-confidence—and the satisfaction of seeing their projects through to completion. The Children's Idea Contest is now a cultural exchange: this year, for the first time, prizewinners from the Honda ASIMO Super Idea Contest in Thailand\* were invited to attend the final review. Transcending differences in culture and customs, children who like to make things came together to start new friendships.



Presenting projects for final review



Sketches of the winning entries

\*Asian Honda Motor Co., Ltd. has held the Honda ASIMO Super Idea Contest since 2005

#### Judges' comments

Shimpei Asai

Photographer  
Chief Judge since the 2nd contest



#### "The children were having fun"

It's a very good experience for the participants to create something based on their own ideas and then show it to everyone. All of the presentations were terrific! Above all, it was clear that the children were having fun.

Kimiko Date

Tennis player  
Judge since the 4th contest



#### "Sweeping and unique ideas"

Watching the participants in the Children's Idea Contest, it's easy to see the children are just bursting with dreams and aspirations. I was really impressed with the sweeping and unique ideas the children came up with.

Kaokaopanda

Artist (Murals, etc.)  
First-time judge



#### "A wonderful learning experience"

The kids really focused on their goals and did their best. That, in itself, is a wonderful learning experience—each contestant wins in this contest.

# Inspiring children to dream and to create

## The Dream Factory

Honda of the U.K. Manufacturing Ltd.

The Dream Factory  
MAKING SENSE OF ENGINEERING



### Helping children to learn engineering principles firsthand

In January 2007 Honda of the U.K. Manufacturing organized the first Dream Factory at the Science Museum in Swindon, home to many historical aircraft and transport exhibitions. The event was comprised of an eight-day series of workshops aimed at students between 11 and 14 years of age who attended schools in the local community near the facilities of Honda of the U.K. Manufacturing and Honda Motor Europe U.K. Division.

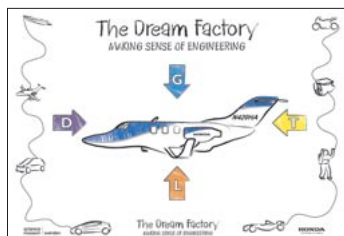
The purpose of The Dream Factory was to provide inspiration and a sense of excitement about manufacturing and engineering to students—to communicate the importance of dreaming and taking on challenges.



Rather than being about winners and losers, The Dream Factory is an educational event intended to encourage every student attending, regardless of ability level, to realize his or her creative potential. The event helped the students gain a wider interest in and understanding of modern-day engineering and innovation, creating a sense of overall excitement.

### Creating a 'Eureka!' moment for every student

The inspiration behind The Dream Factory came from the excitement a child feels when he or she makes something work for the first time. The goal was to create this "Eureka!" moment for every student.



Initially, through practical demonstrations, the students were given an opportunity to make sense of the basic principles of engineering firsthand, and then see how these principles are applied in Honda's advanced technology.

In addition, in order to ensure that support from educators would help make The Dream Factory a success, the program was developed to meet nationally recognized science and engineering educational standards.



Workshop

1

### Eggstreame Forces



#### Learning about shock absorption and compression

Students were challenged to protect an egg, using limited scrap material, from the impact of a high tower drop. They learned engineering principles of shock absorption and compression, and were shown examples including Honda's Crash Test Facility.

Workshop

2

### Flying High



#### Learning about the principles of flight

Students learned the principles of lift, drag, thrust and gravity, then built and flew five different kinds of paper airplanes. They got to understand the advanced technology implemented in the HondaJet, and downforce used in a Honda F1 car.

Workshop

3

### The Mumford Bug



#### Learning how robots work

Following a demonstration of how robots are used in manufacturing, the students got to understand how robots perform repetitive actions precisely, and the difference between sequencing and human creativity.

## Creating, testing and gaining a deeper understanding of basic engineering principles

Three daily workshops are a key feature of The Dream Factory. After a brief explanation, students are given the opportunity to learn basic engineering concepts through practical experience. By experimenting with their creations the students gain insight into how engineering techniques are applied, and also learn how these same techniques are applied by Honda.

The greatest excitement came when every student was given the opportunity to create, build and test their own robot for the final workshop. The finale was an appearance by ASIMO, Honda's advanced humanoid robot, which helped the students more fully understand the principles of robot design they had just learned.



Over 100 science teachers attended the annual conference of the Specialist Schools and Academies Trust, a national educational body in the United Kingdom. They were able to experience The Dream Factory before more than 2,400 students and their teachers attended the event. At the end of the event's eight days, all of the students were given design sheets and workbooks so that they could continue to experiment and dream up new ideas at home.

## Nearly 50% of the students are considering engineering careers

Several months after The Dream Factory event, Honda of the U.K. Manufacturing associates visited participating schools to gather feedback. The response was extremely positive, with 96% of the students expressing a greater appreciation of engineering. The results of the project work that the schools completed following the event also demonstrated the impact of the event.

During planning for The Dream Factory, the feeling was that to inspire even one student to learn more about engineering would be a good result. Instead, nearly 50% of the students who participated in The Dream Factory said they would consider a career in engineering.

By helping children experience the joy of creating things, The Dream Factory truly embodies Honda's spirit of innovation and inspires students to experience for themselves "The Power of Dreams."



## Helping children protect their local environments

### Honda School Environment Challenge Awards

Asian Honda Motor Co., Ltd. and the Honda Group Companies in Thailand



#### About the Honda School Environment Challenge Awards

All elementary schools across Thailand are invited to submit a project plan aimed at conserving and improving the natural environment in the regions where they live. Children from the selected schools are given eight months to put their project into action. In addition to providing project funding, the Honda Group invites the children to Knowledge Camps where they are provided expert guidance.

#### Achievements

	Schools receiving financial support for projects	Schools submitting project proposals
Second cycle (2002 onward)	234	1,204
Third cycle (2004 onward)	175	650
Fourth cycle (2006 onward)	60	627

### Helping meet Thailand's environmental challenges

In 1999, to celebrate the 72nd birthday of King Bhumibol of Thailand, the Honda Group Companies in Thailand launched the Honda School Environment Challenge Awards. In order to help fulfill His Majesty's wish to meet the environmental challenges facing the country, Honda affiliates in Thailand work together with Thai government ministries in charge of resources and the environment, energy, education and agriculture to implement the program. Honda's engagement is extensive, and the company has received permission to present the King's Cup to the school demonstrating the most outstanding commitment to preserving the environment in their community.



As a special tribute to mark the 60th anniversary of His Majesty's accession to the throne in 2006, Honda is implementing the Honda School Environment Challenge IV. As part of their environmental efforts, participating schools are encouraged to act as sustainable development role models for their local communities in three major areas: waste, water and energy management.



Learning about natural methods of wastewater treatment



Exploring nature and learning about Thai herbs

### School projects benefit the wider community

Since 1999, 600 schools from across Thailand have participated in the Honda School Environment Challenge. While many of the schools present ideas about solving broad issues such as the use of agricultural chemicals, waste management and deforestation, above all, the children are working to solve the environmental problems around them.



The winner of the King's Cup in the third cycle was a project that helped preserve Kra Bak trees in the students' own community. The students realized that Thailand's Kra Bak trees were vanishing due to the effects of development.

Although some projects are aimed at reducing the use of pesticides, while others aid reforestation, all projects start within schools and spread to the local communities. The children's ideas and dreams help raise environmental awareness where they live.



Planting mangrove saplings

# Hands-on experience fosters tomorrow's engineering talent

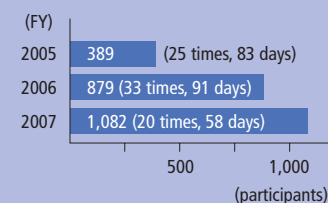
## Student Formula Challenge



### About the Student Formula Challenge

Honda supports the Student Formula SAE Competition in Japan in various ways. The competition is an educational program originally launched in the United States to give budding engineers hands-on experience in designing and building their own racecars. Honda began as a supplier of engines for competitors in 1996. Now a volunteer group of retired Honda engineers provides technical instruction and inspiration to the student participants. Honda also funds the event and provides operational support, including arranging test drives.

### Growing attendance



## Passing on car-making knowledge and skills to the next generation

The Student Formula SAE Competition gives student engineers experience in designing and building their own small Formula-style racecars. Vehicle performance is not the sole criterion of excellence: cost-benefit analysis and planning skills are also taken into consideration. Recognizing the value of the competition as an opportunity for young engineers to learn all about how to build cars, Honda supports the project in various ways. Applying their experience in building Formula One racecars and designing production vehicles, members of the Meister Klub, formed in 2002 by a group of retired Honda engineers, provide technical instruction and support, teaching student participants everything from basic processes like welding to the set-up and tuning of the engine and suspension. Experiencing the thrills and rigors of craftsmanship, students receive the torch of engineering creativity from their elders.



Experiencing the thrills and rigors of craftsmanship, students receive the torch of engineering creativity from their elders.



## “Letting the students fail is part of our job”

There are currently 16 members in the Honda Meister Klub. Chairman Hisao Mori had been planning to try his hand at farming after retirement, but he had a change of heart. “I want to put my experience to the best possible use, and it’s quite stimulating to work with young people,” he says, laughing. “Basically, I’m just having too much fun to quit!” Meister Klub member Takahide Miyata remarks, “For me, the most important part of teaching is never saying ‘no’—letting the students learn from their own mistakes.” Students sometimes come back to help with the competition. “I joined Honda, and now I’m working on the blueprints for the Civic cylinder head,” said one former student. The members of the Meister Klub seem very proud to know they are fostering the growth of the next generation of engineering talent.



Meister Klub Chairman Hisao Mori (left) with member Takahide Miyata

## A really big adventure in three short days



Honda「発見・体験学習」

### Honda Team-Based Program

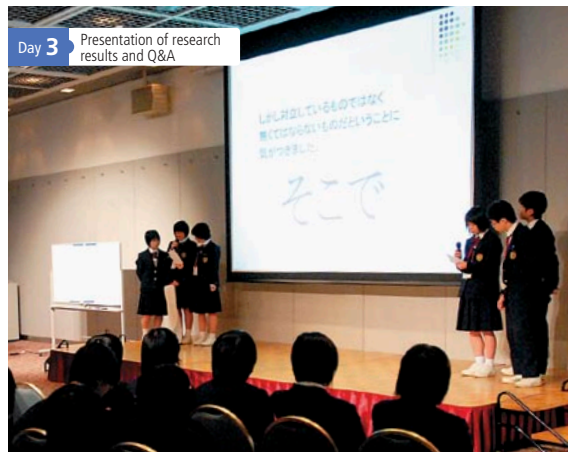
The imagination to dream up an idea. The creativity to make that idea a reality. These are what we want to foster in our children. It is with this aim that Honda created a hands-on and experiential live-in research study program for junior and senior high school students at Twin Ring Motegi in Tochigi Prefecture—to apply the company's experience and expertise in support of education. The program is structured, in part, in accordance with schools' requests. Students are divided up into teams of about ten to discuss what they have discovered through their experiences at the facility. With guidance from advisors, they prepare a presentation about something they would like to create for the future. In three short days, this process of creation and discussion helps the children realize their potential and appreciate the rigor and joy of confronting new challenges. The experience guides them toward new insights about themselves and the world around them.



Day 1 Experience and discussion



Day 2 Gathering and considering information



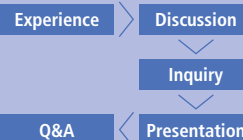
Day 3 Presentation of research results and Q&A

#### Children's comments

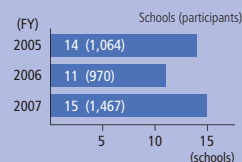
(based on written feedback)

- I didn't really feel like working with the group at first. But as everyone began to voice opinions about a shared goal, things got more interesting, and we were able to think together as a team. It was a lot of fun!
- At the start, our team was a little nervous. But as we relaxed it got easier to really express our ideas. As the feeling in the group got more positive, we really started to learn a lot from each other.

#### Program outline



#### Participating Schools



## Spreading the joy of making things



### Dream Hands

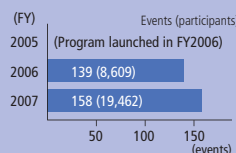
Dream Hands is an introductory handicraft program that gives children firsthand experience of the fun of making things with their own hands, using cardboard and other simple materials. Current and retired Honda associates volunteer their time to guide the children at community centers near Honda facilities and at community events. Some seem to show up almost every time. An associate volunteer, Hidaka Kitamura, says, "I make time to participate because it's interesting to discover what surprising things the kids will do with their imaginations." Another volunteer, Yukiko Yamaguchi, says, "I encourage the children who catch on quickly to become teachers themselves and help the other students, keeping things challenging and interesting for themselves." Both thoroughly enjoy connecting with children as they experience the process of trial and error. One mother said, "My son was so happy when he came home! He just kept on playing and playing with the cardboard Formula One racecar he had made." That's the kind of story that makes it so worthwhile for volunteers.



Honda associate volunteers Hidaka Kitamura and Yukiko Yamaguchi



#### Events & participants as of FY2007



Facility	Events	Participants
Saitama	38	2,992
Suzuka	37	12,694
Hamamatsu	18	678
Kumamoto	19	1,021
Tochigi	46	2,077
<b>Total</b>	<b>158</b>	<b>19,462</b>

## Conveying the mystery and importance of nature

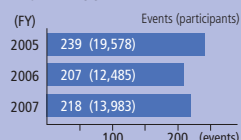


### Nature Wagon

Why is this flower such a pretty color? How old is that tree? Nature's many mysteries are all around us, waiting to be discovered. That's why Honda started the Nature Wagon. It's an environmental learning program on wheels—a van filled with natural objects from the ocean and forest. The Nature Wagon travels to elementary schools and community centers, bringing nature to the city. Retired Honda associates volunteer to teach about the inner workings of nature and the importance of environmental preservation. Crafts using wood and rocks are introduced. Children are encouraged to explore and discover nature and the environment for themselves.



● Events & participants as of FY2007



Facility	Events	Participants
Saitama	52	4,317
Suzuka	59	2,932
Hamamatsu	56	4,421
Kumamoto	19	778
Tochigi	32	1,535
Total	218	13,983

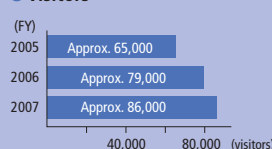
## An outdoor museum where children can discover and experience nature

### Hello Woods

Hello Woods is a forest of discovery where children can connect with nature. Set in a lush woodland environment at Twin Ring Motegi in Motegi Town, Tochigi Prefecture, Japan, the facility was established in July 2000 to revitalize the forest with the help of human beings, and to use the environment to foster children's sensitivity and powers of observation. Within the 42-hectare grounds is a field where visitors can examine insects and plant life, a studio for the enjoyment of handicrafts, and a motor vehicle-accessible campground. Children enjoy themselves exploring the natural environment and learn firsthand about the wonders of nature. All that fun and excitement make Hello Woods a valuable learning experience.



● Visitors



## A school that provides a life-changing experience

### Eagle Rock School

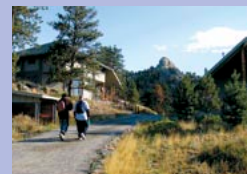
American Honda Motor Co., Inc.

Located in the mountain resort community of Estes Park, Colorado, and surrounded by Rocky Mountain National Park, Eagle Rock School is a residential tuition-free school that accepts students who have not experienced success in traditional high school academic programs but are passionate about changing their lives. The program is individually structured with an emphasis on students discovering who they are as individuals, what their dreams are, and what they need to learn in order to realize those dreams. It is important for each of the students to record, express and monitor for themselves how they have grown from their experience. Through classes and communal living, students learn the value of visualizing their own dreams and working to realize them.



● Professional Development Center

Eagle Rock School hopes to provide a positive influence on educators who have the desire and the determination to make a difference in the world.



## The 83rd Tokyo-Hakone Ekiden Relay Race

**(sponsor) January 2 to 3, 2007**

Honda has supported the Hakone Ekiden long-distance relay race since 2004, with the aim of fostering youth and contributing to student athletics. Honda provided a total of 27 vehicles in FY2007 for event administration and operation, including FCX fuel cell vehicles. Around 60 associate driving instructors from Honda Group companies also provided event support by driving officials' vehicles and providing vehicle maintenance. Honda set up a booth at the race's outbound goal and distributed bowls of hot soup to keep the spectators warm. Honda dealers also contributed to the event by providing restroom facilities and beverages for spectators along the race route, helping make sure everyone had a good time.



### Contributions

(FY)	Vehicles	Associates
2005	26	Approx. 60
2006	27	Approx. 60
2007	27	Approx. 60



## The 26th Oita International Wheelchair

**Marathon (sponsor) October 29, 2006**

The world's first international wheelchair-only marathon, the Oita International Wheelchair Marathon, was inaugurated in 1981 to commemorate that year's designation as the International Year of Disabled Persons. Held every year since, the Oita International Wheelchair Marathon has grown to become one of the largest wheelchair races in the world, and Honda has been a sponsor since 1990. Associate athletes from affiliates Honda Sun and Honda R&D Sun competed in the marathon. And as part of its ongoing support of sports for persons with disabilities, the Honda Motor Workers' Union sends volunteer associates to help manage the event.



### Global participation

(FY)	Participants	Countries
2005	319	18
2006	320	20
2007	293	16



## FIA Alternative Energies Cup

### Dream Cup Solar Car Race Suzuka 2006

**(special sponsor) Date: August 4 to 6, 2006 Venue: Suzuka Circuit**

Since 1998, Honda has been a special sponsor of the Dream Cup Solar Car Race, which it recognizes as an excellent opportunity to help pass on the urge to invent to the next generation. Seventy-two teams from Japan and overseas gathered at Japan's Suzuka Circuit for the 2006 race, considered one of the finest of its kind in the world. The winning team is presented with the Dream Cup, the engraving on which celebrates Honda's spirit of challenge. In conjunction with the event, Honda offers workshops for children and adults on how to build things like hand-made electric-powered go-carts and cardboard crafts, offering everyone the chance to share the joy of making things.



### Number of entries

(FY)	Entries	Participating
2005	78	(76 participating)
2006	76	(74 participating)
2007	74	(72 participating)



## Idea Competition—National Technical College Robot Contest 2006 (special sponsor)

**National Competition: November 26, 2006 Venue: Ryogoku Kokugikan, Tokyo**

Since FY2003, Honda has been special sponsor of this robot contest, which enables participants to experience the wonder of creativity—both in dreaming up ideas and making those ideas a reality with their own hands. In this competition, teams of contestants from 62 technical colleges put their heads together to design their own robots. The robots they create then square off against one another. In addition to providing administrative support and dispatching ASIMO to attend the event, Honda presents a special award to encourage young people to pursue their challenges.



## The 7th National Junior High School Hands-on Building Fair (special sponsor)

**Date: January 27 to 28, 2007 Venue: Tsukuba International Congress Center**

Featuring a robot-building contest and a science fair, this event inspires junior high school students from across Japan to share the enthusiasm of making things. In cooperation with Twin Ring Motegi, Honda acts as special sponsor, helping manage this event with a view to enhancing students' education by giving them a chance to build something with their own hands. ASIMO gives a demonstration of some of its advanced moves, and a panel exhibition presents some of the highlights of Honda philanthropy.



## Soichiro Honda Cup Honda Econopower Race

**Date: September 30 to October 1, 2006 Venue: Twin Ring Motegi**

The event's theme: how far can you go on a liter of gasoline? At the Soichiro Honda Cup Honda Econopower Race, cars born of some clever ideas and featuring some very special technological innovations push the fuel efficiency envelope. The competition attracts all kinds of teams: students, office colleagues—even parents and their children. The focus of the competition: how to use Earth's limited resources efficiently. Some 481 teams and 2,400 individuals participated in 2006. A racing team called "The Wednesday Club" attained 2,537.866 km/liter to win this year's competition and the Soichiro Honda Cup.



## 2006 Hot Air Balloon Japan HONDA Grand Prix & 2006 Hot Air Balloon World HONDA Grand Prix (special sponsor)

The Hot Air Balloon Japan HONDA Grand Prix was launched with the aim of promoting public appreciation for hot air ballooning. Honda also sponsors the Hot Air Balloon World HONDA Grand Prix, a series of international events that has astonished, thrilled and inspired balloonists and spectators since 1998. Supporting this event in cooperation with AirB, which organizes the Hot Air Balloon Grand Prix competitions, Honda helps foster children's dreams and provides excitement for everyone.





Together for Tomorrow

# Environmental Initiatives

Honda is proactive in environmental conservation. From research and development to production and purchasing, and from distribution, sales and disposal to the operation of office facilities, we're making the environment a priority throughout the life cycle of our products and in every aspect of our operations. Considering sustainable coexistence with local communities and the protection of the natural environment integral to our global activities, we're implementing environmental conservation initiatives worldwide.

## Highlight Report 2

Inspiration + determination = a new environmental initiative

### Honda's Beach Clean-up Project: How it all got started

#### How the Beach Cleaner came to be

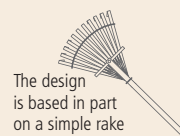
#### The man behind the Beach Cleaner

Shokichi Arai,  
Chief Engineer  
Motorcycle R&D Center  
Honda R&D Co., Ltd.



"One day I looked at a beach strewn with litter," says Shokichi Arai, Chief Engineer at Honda's Motorcycle R&D Center, "and I just felt I had to do something." Arai spearheaded the development of a towable beach cleaner that is now at work gathering litter from the seashore. At first it was not an official project. Arai led an informal group of four or five dedicated Honda associates whose work on the project had to fit around their existing assignments. The idea was to combine a rake that could collect large pieces of trash with a screen or sieve that could capture smaller litter. They tried using piano wire as a sieve, but it snapped too easily. Next they tried piping, but the device got bogged down in the sand. It took more than five years of trial and error to perfect the design. A key challenge was making sure the rake's teeth were short enough to avoid harming sea turtle eggs.

"Visiting beaches all over Japan, I could see that trash was a real problem," says Arai. "I knew something had to be done. I felt I must build a device that would really help people." Thanks to the stubborn dedication of a group of engineers and the Honda technology incorporated in the design, a new environmental conservation program has been created. Honda will continue to apply original technology and the passion of its people to find new ways of helping preserve our environment.



The design is based in part on a simple rake



The other part of the design model: a sieve



Scrap wood, fishing nets, rope and other large pieces of trash are collected by the sand rake (above left), while the sand screen (above right) retrieves smaller debris such as cigarette butts and shards of glass.



## Barefoot beaches for future generations

### Honda Beach Clean-up Project

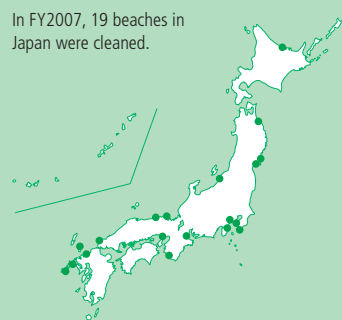


#### ● About the Honda Beach Clean-up Project

A group of current and retired associates assembled a volunteer caravan to work with community authorities to help clean litter from beaches. The program started in May 2006 and features the new towable Beach Cleaner, which is pulled behind a Honda ATV to separate litter from sand.

#### ● Achievements

In FY2007, 19 beaches in Japan were cleaned.



### Removing litter and restoring beauty to beaches

The Honda Beach Clean-up Project began in Japan as an effort to deal with seashore pollution—a worsening problem confronting the entire globe. People carelessly leave trash at the beach. Trash can get into the ocean from everywhere, and drifting on the currents it finds its way ashore onto beaches worldwide. Much of it is non-biodegradable plastic, which can have a lasting negative impact on ecosystems. Despite clean-up efforts to restore polluted beaches to their pristine state, the problem persists. Only humans can clean up messes caused by humans.

Setting out to confront this challenge, a group of Honda associates spent five years developing a light, compact, simple, easy-to-use and towable Beach Cleaner—and a new environmental preservation initiative was born. In FY2007, during the first year of the Beach Clean-up Project, a caravan of volunteers cleaned litter at 19 beaches in Japan. In response to requests, starting in FY2008 Beach Cleaner and Honda ATV sets are being loaned to municipalities where they can be operated safely and in an environmentally responsible manner. The Beach Clean-up Project is expanding!



### Doing something to make people truly happy

A large volume of litter can be collected in a two-day Beach Clean-up Project, helping return the beach to its natural state. “Broken glass had always been a worrying problem, but now I know I can bring my children to the beach tomorrow,” said a member of one local community. Seeking to spread joy to local communities all over the world, Honda is considering how best to expand the Beach Clean-up Project in Japan and overseas in order to help preserve barefoot beaches for the next generation. This new environmental initiative has only just begun.



#### Beach Cleaning Case Study

● Before

● After



A volunteer caravan of current and retired associates cleaning up at the beach

## Protecting precious natural habitats

### Spring Creek Preservation

Honda Canada Inc.



#### About Spring Creek preservation

Since 2000, Honda Canada associates and their families have been cleaning up and enhancing the habitat of Spring Creek, which flows through company property.

### Honda volunteers supporting Spring Creek

Spring Creek flows through the grounds of Honda of Canada Manufacturing, a division of Honda Canada Inc., in Alliston, Ontario, Canada. It's home to a number of environmentally sensitive species, including the brook trout and the bluebird. Due to loss of habitat and competition from introduced bird species, the bluebird's numbers have been in decline. Honda associates wanted to help birds and other local plants and wildlife by taking part in caring for the Spring Creek habitat. Spring Creek Clean-up Day, usually held on the first Saturday in May, is the focus of a variety of conservation and clean-up activities involving some 100 Honda associates and their families.



Clean-up begins after a short orientation

### Trash removal, tree planting, bird-box building and more

Since 2000, Spring Creek and its watershed have been the stage for a wide variety of environmental preservation initiatives, including a tiny housing boom that has seen the construction of 28 bluebird houses so far, with a marked trail leading through the forest that's open to the public. In addition, hundreds of trees and several thousand shrubs have been planted, enhancing the habitat for various species and helping prevent soil erosion. Also, garbage is collected and removed by volunteers. Honda is working with the community to help preserve local habitats.



All participants are volunteers

## Bringing the desert back to life

### Korchin Desert Afforestation in China: The Joyful Forest Project



#### ● About the Joyful Forest Project

The Joyful Forest Project seeks to cultivate forests in China's Korchin Desert, with the ultimate aim of re-establishing habitable areas complete with woodlands and cultivated fields. Since joining the project in 2000, Honda has helped with financial support and, through its volunteers, with the re-planting effort itself.

#### Using Reclaimed Land



#### ● Achievements

(FY)	Volunteer tours of service from Japan		Trees planted on tours and through local efforts
	Tours	Participants	
2005	2	62	7,255
2006	2	69	2,820
2007	2	69	11,379

### Helping local communities experience the joy of cultivating new life in the desert

About 500 kilometers northeast of Beijing, in the Inner Mongolia Autonomous Region of the People's Republic of China, lies the Korchin Desert. This barren land was once a lush, fertile area of forests and grasslands, but overcultivation and overgrazing have brought on rapid desertification. Honda has set out to help solve this problem. In supporting the Joyful Forest Project, Honda assists members of the local community in an initiative to restore greenery to the land. Honda people are directly involved, too: groups of current and retired associates and their families volunteer to plant trees. And through exchanges with local school-age children, the project is helping communicate the joy and importance of greening the land. In the seven years since the project began, new flora has begun to replace the desert, and interest in re-cultivating the desert is growing. The Desert Planting Volunteer Organization, an NGO, has received some 700 enquiries in a year from local residents who want to learn more about cultivating forests. As members of the local community get involved in cultivation projects of their own, the joy of bringing the desert back to life is definitely spreading.



Cross-cultural cultivation



Children cheerfully work to bring life back to the land

### “Only humans can reclaim land damaged by humans”

“The poplars we planted seven years ago are now eight meters tall,” says retired Honda associate Takeshi Sakuma, who has participated in Honda's volunteer tree-planting tours since their inception in 2000. Having personally observed the profoundly negative impact of human activity on coral reefs, Sakuma volunteered as soon as he heard the story of the Korchin Desert. “Nothing at all was alive in the Korchin Desert—not even an ant,” he says. But on each of his subsequent visits, he could see that the community of insects and small animals had grown and diversified. “Recently, I even heard the call of a cuckoo bird,” he says, smiling warmly. “It's important we keep working toward our goals and show young people the importance of protecting plant life. As long as I have my strength, I'll keep at it.”



Retired associate Takeshi Sakuma



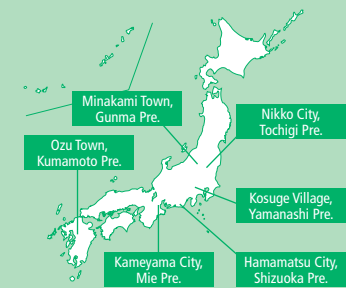
Smiling local children: the antidote for fatigue

# Preserving the forests that provide our water

## Watershed Preservation in Japan



### Program areas



### FY2007 Achievements

Facility	Events	Participants
Honda HQ	2	72
Saitama	3	114
Suzuka	2	62
Hamamatsu	2	41
Kumamoto	3	109
Tochigi	2	81
<b>Total</b>	<b>14</b>	<b>479</b>

## Restoring watersheds that preserve our water

The fresh water we need finds its sources in alpine forests, which collect and retain water over long periods of time before releasing it to us via rivers. These forest watersheds preserve the water we drink and the air we breathe. They also stabilize the ground, helping prevent natural disasters. To help preserve these precious watersheds for future generations, current and retired Honda associates throughout Japan are hard at work on forest conservation projects.



Protecting saplings from deer (Kosuge Village, Yamanashi Prefecture)



Honda associates and their families help out (Ozu Town, Kumamoto Prefecture)

## Watershed restoration in Ashio Town, Tochigi Prefecture

In April 2006 Honda began to contribute to a new project to preserve the Watarase River headwaters in Ashio Town, Nikko City, Tochigi Prefecture, once the site of one of Japan's largest copper mines. Due to environmental pollution caused by the mine more than a century ago, much of the surrounding forest had been devastated. Government reforestation efforts began in 1956. Roughly 50% of the woodlands have been restored, but many desolate areas devoid of plant life still remain. It is essential to restore the precious Watarase River headwaters and reinforce the water-retention capacity and fertility of the surrounding forest to prevent landslides and other disasters. Collaborating with the Forestry Agency, the Nikko District Forest Office and the Creative Conservation Club, a local volunteer group, Honda is working to help restore the forest and preserve the watershed. A group of 45 current and retired Honda associates and their families have planted some 1,500 saplings. Honda will continue to support the preservation of the Watarase River headwaters in Ashio Town to revive the forest as much as possible.



Thinning out trees to create a healthier forest (Kameyama City, Mie Prefecture)

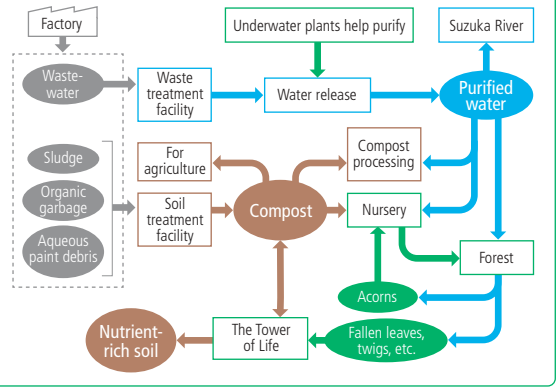
## The coexistence of factories and forests:

### New Community Forest Initiatives

Since 1976, Honda factories in Japan have been engaged in the creation of Community Forests. Suzuka Factory launched a new Community Forest initiative with a view to harmonizing its operations more fully with the life cycle of the surrounding forest. Another key purpose was to work toward Honda's larger goal of helping realize a recycling-based society. Wastewater generated by Suzuka Factory is first purified in a treatment facility and then channeled through the forest's naturally purifying streams before returning to the Suzuka River. Sludge removed from factory wastewater and cafeteria waste is used in making compost, which in turn is used to nurture the growth of saplings and fortify the forest. Fallen leaves from the forest are mixed with compost, making soil that is full of the nutrients insects and birds need. Students from local elementary and junior high schools invited for factory tours learn how Suzuka Factory uses natural processes to purify water and soil. In these ways, Honda is strengthening ties with the local community and keeping our forests strong for the future.



#### Getting in Sync with Nature's Cycles



The Tower of Life: Fallen leaves and compost are mixed to form life-supporting soil



#### About the Community Forest initiative

Honda has embraced the Community Forest initiative, planting native trees and cultivating flora around its factories, working to create an environment we can all enjoy in future centuries. Rather than building walls or designing manicured lawns, since 1976 Honda has been planting indigenous trees around its factories in Japan.

## Connecting people, cars and trees

### Honda TreeFund



Honda New Zealand Ltd.

For every new Honda car sold, the Honda TreeFund funds the planting of ten native trees in New Zealand. The program was created in 2004, and is one way that Honda New Zealand is working to preserve the environment and reduce the volume of carbon dioxide in the atmosphere. Trees are planted in association with regional councils all over the country.

In the three years since it started, the Honda TreeFund has contributed sufficient funds to plant more than 235,000 saplings. Honda is not the only contributor: Honda customers are invited to donate to the Honda TreeFund at time of purchase, and are further invited to join in the planting of the trees with Honda dealership associates and members of local councils. In this way, everyone can play a part in understanding and supporting the greening of their community.



#### How the TreeFund Works



1 new car sold



Funding for 10 new trees

#### Achievements

(FY)	Number of trees funded
2005	76,089
2006	78,278
2007	83,335





Together for Tomorrow

# Traffic Safety Initiatives

Honda is promoting traffic safety through advanced technology and effective education. Putting advanced technology to practical use, Honda works to design vehicles that provide greater safety for everyone, including pedestrians and cyclists, while promoting traffic safety through education and training programs that match the needs of local communities. We're working to make our mobile society safer and more comfortable.

## Highlight Report 3

A close-up look at how Honda traffic safety helps people who don't drive

### A teacher's perspective on the Traffic Safety Caravan

#### Education that engages children

The Traffic Safety Caravan visits kindergartens and nursery schools in communities that host Honda facilities in Japan to teach the basics of road safety. In FY2007 the Caravan visited Suginami Toyo Kindergarten. Kazumi Saito, a teacher at the kindergarten, reflected on the experience. "Reading aloud to the children is the key to the success of the Traffic Safety Caravan," Saito says. "I always try to start every activity with a reading, too. It engages the children and helps them concentrate."

And when teaching the children about using crosswalks, Saito notes, the Caravan cast always repeated the point being taught, and the children had a chance to try it themselves—learning by doing. "When children are allowed to do things for themselves—learning by doing," says Saito. "We're hoping that getting on and off the kindergarten bus could be the theme of a future lesson."

At the end of the interview, Saito had just one question: "When will the Traffic Safety Caravan be coming next?"

Encouraged by teachers like Kazumi Saito, Honda will continue to create educational and training programs that promote traffic safety appropriately for every age group, in Japan and worldwide.

#### A teacher's evaluation

Kazumi Saito  
Teacher  
Suginami Toyo Kindergarten  
Tokyo, Japan



Capturing kids' attention by reading stories



The lesson is reported in the kindergarten newsletter

# Read it! Hear it! Learn it!

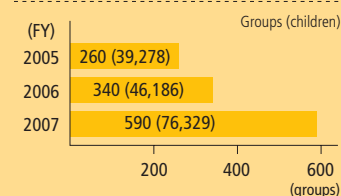
## Traffic Safety Caravan



### About the Traffic Safety Caravan

The Traffic Safety Caravan is an educational program designed for pre-school children. The children get hands-on experience in traffic safety while having fun learning the rules of the road.

### Groups & participants as of FY2007



Facility	Groups	Participants
Honda HQ	450	59,549
Suzuka	40	3,859
Hamamatsu	40	6,077
Kumamoto	30	3,195
Tochigi	30	3,649
Total	590	76,329

## A traffic safety classroom for little kids

Honda is working in many ways to make sure we can all get around in safety and comfort. One of our top priorities is protecting children from traffic accidents. Seeking to reach children in their formative years and give them a chance to master the basics of road safety, Honda started the Traffic Safety Caravan program for pre-school children. Launched in the Tokyo area in 1999, the program has expanded to other communities that host Honda factories—to the Suzuka and Hamamatsu areas in 2003, and to Kumamoto and Tochigi in 2004. The program expands every year—in FY2007 alone, the Caravan visited 590 kindergartens and nursery schools in Japan.



## Watching, listening, talking—learning by doing

One thing that makes the Traffic Safety Caravan so powerful is the participation of a professional drama troupe, whose members are experts at making learning fun and effective. The session begins with familiar stories being read aloud. Using their voices creatively, the cast of the Caravan captivate the children's imaginations. Once the actors have the children's full attention, the traffic safety practice session begins, using an original set of materials created by Honda\*. At this stage, the children go beyond listening and watching—they participate in fun quizzes and verbal interaction. After the children have learned some traffic safety rules by repeating the key words, they become active, adding gestures and body movement to reinforce the lesson. A pretend pedestrian crossing, complete with miniature traffic lights, is then set up in the room, and the children practice crossing the 'road.' Participating in the Traffic Safety Caravan program, children learn the basics of road safety as they have fun.



\*Original traffic safety learning materials called "Ayatori Hiyoko," designed for children aged 4 to 5

### Program Contents

#### 1 Capturing kids' attention with familiar picture book stories



#### 2 Teaching traffic safety with original materials



#### 3 Learning in a miniature world



# Teaching people of all ages about traffic safety

## Bukit Batok Driving Centre

Bukit Batok Driving Centre Ltd.



### ● About the Bukit Batok Driving Centre

The Bukit Batok Driving Centre Ltd. (BBDC) opened in Singapore in 1990. The BBDC provides driver education for beginners as well as practical training for professional drivers, and teaches children about traffic safety.

### ● Traffic safety programs for children

The Bukit Batok Driving Centre (BBDC) offers traffic safety programs for kindergarten and elementary school students throughout Singapore. Kindergarten children learn through fun games and quizzes, while elementary school students are shown photos of their behavior as pedestrians so they can easily learn about traffic safety. In FY2007 these programs were implemented in 20 kindergartens and 75 elementary schools.



Teaching traffic safety in a kindergarten

### ● Senior citizen road safety program

This program helps senior citizens better understand how their physical abilities change with age so they can improve on their behavior as pedestrians and motorists. Developed with reference to traffic safety initiatives in Japan, the senior citizen road safety program was launched in 2005, and in FY2007 featured visits to 13 locations for eyesight and hearing tests, as well as reflex assessments. Seniors also receive advice about how to avoid traffic accidents.



Traffic safety lessons for senior citizens

### ● Parent and child road safety

This program promotes road safety for all members of the family by encouraging parents and children to remind each other to be cautious drivers and pedestrians. Children learn about the dangers of not using a seatbelt. By effectively presenting the consequences of traffic accidents, this program plays a role in improving traffic safety.

### ● Supporting traffic police road safety education programs

The BBDC supported public road safety education during Police Week in June 2006, an event open to the public. In addition to providing funding to the Singapore traffic police for this event, BBDC instructors showed simulations of traffic accidents involving pedestrians, in order to help the public fully understand the importance of traffic safety.



Traffic safety educational event

## Raising rider awareness

### CETH (Educational Transit Center Honda)

Moto Honda da Amazonia LTDA.



#### ● About CETH

CETH (Educational Transit Center Honda) is a traffic education center established by Moto Honda da Amazonia in 1998, in Indaiatuba, Sao Paulo State, Brazil. In 2006 a second center was opened in northeastern Brazil, in Recife, Pernambuco.

### Contributing to local communities by promoting safer riding

Motorcycles are an essential form of transportation in Brazil, where they are used for everything from delivery and taxi services to commuting to work and school.

In 1974 Moto Honda da Amazonia started rider training courses throughout Brazil to help promote traffic safety. In 1978 the company started establishing Honda riding centers near dealer facilities and undertaking traffic safety initiatives in local communities nationwide. In 1998 the first CETH opened—a 120,000-m<sup>2</sup> facility. As part of its efforts to help everyone live and work safely in Brazil's mobile society, Honda is developing training courses for motorcycle riders and traffic safety instructors.



Honda opened a second CETH facility in Brazil in 2006. The two facilities form the core of traffic safety initiatives in the north and south of the country. Honda is helping spread the word on safe riding throughout Brazil from border to border.



Specialized training for off-road motorcycle instructors



Police officers participate in advanced training

### Facilities that support traffic safety in Brazil

The CETH facilities offer training courses for both novice and experienced riders, as well as courses for off-road riders and ATV users. Training programs are designed to promote safe riding habits for the general public, and programs are also offered to corporations and public institutions. Other programs



provide advanced training for riding instructors at dealerships, as well as for police officers and traffic safety instructors. Educational videos, lectures and road tests are featured at motor shows and other events attended by motorcycle enthusiasts as part of the effort to promote traffic safety. Every year, CETH programs reach more people. In 2006 more than 10,000 people took part in rider education programs in Brazil.



Learning to anticipate road hazards on a riding safety simulator

## Working to ensure safety for everyone

### Traffic Safety Initiatives



#### ● About Honda's traffic safety initiatives

Having established the Driving Safety Promotion Center in 1970, Honda has worked continuously to promote a safer and more comfortable mobile society. Among a broad range of traffic safety initiatives, we have developed driver and rider training, as well as traffic safety simulation software and equipment.

#### ● Eight traffic education facilities in Japan

- Active Safety Training Park Motegi
- Traffic Education Center Rainbow Wako
- Traffic Education Center Rainbow Saitama
- Traffic Education Center Rainbow Hamamatsu
- Traffic Education Center Rainbow Hamanako
- Suzuka Circuit Traffic Education Center
- Traffic Education Center Rainbow Fukuoka
- Traffic Education Center Rainbow Kumamoto

#### ● Traffic safety training centers

At its eight traffic education centers in Japan, Honda is providing training in traffic safety to everyone from the youngest children to senior citizens. In addition to courses open to private individuals, these centers also offer hands-on training for corporate and other groups. In recent years, Honda has dispatched instructors from these centers overseas—particularly to Asian countries—where they provide guidance for trainers and other forms of educational support.

#### ● Research and development

Honda continues to develop new programs, seeking to maximize the positive effects of traffic safety training. In 2006 a new program was introduced that helps drivers improve their ability to anticipate road hazards. Another new program helps drivers better understand the capabilities of newly developed traffic safety technologies by experiencing them firsthand.

#### ● Connecting with the community

Honda helps provide continuing education for drivers and riders of all ages throughout Japan. For example, in 2006 nearly 20,000 people participated in traffic safety programs that Honda developed in collaboration with the city of Suzuka. Also, Honda hosted its sixth special competition for driving safety instructors.

#### ● International activities

Honda traffic safety training programs now reach 24 countries. In one new initiative in 2006, a local version of Japan's Rainbow Dealer system (see page 37), was introduced in Russia. And a traffic safety training center has been completed at Wuyang-Honda Motors (Guangzhou) in China. In Thailand, traffic safety programs are now being offered to children, modeled on those already operating in Japan.



Video used to help learners identify road hazards



At a local elementary school kids are taught to ride safely



Safety for Kids—a new traffic safety training program in Thailand

## Working to create the ideal mobile society

### International Association of Traffic and Safety Sciences (IATSS)



#### ● About the IATSS

Established in 1974, the International Association of Traffic and Safety Sciences (IATSS) is a foundation that acts as a forum for free discussion and research on the present and future state of transportation in mobile societies. The association is funded by endowments from founder Soichiro Honda and Takeo Fujisawa, as well as by Honda Motor. With a membership and advisers that include leading scholars and experts from a broad range of fields, the association conducts a variety of research activities related to traffic and traffic safety. IATSS sponsors a broad range of studies and policy proposals aimed at improving traffic safety, as well as awards, scientific conferences, exchanges and publications. It also provides support for traffic safety-related programs that respond to pressing concerns of the day.

### Engaged in a broad range of activities relating to traffic and traffic safety

In FY2007 the association conducted research on ten topics. The results of four of these research projects were presented at a Research Report Conference, one of which was Development of a Pre-hospital Support System, an investigation into systems being developed to help emergency services reach the sites of traffic accidents more quickly and facilitate better medical care en route to hospitals. A symposium entitled Designing a Comfortable Transport-dependent Society was also held. At the 28th IATSS Awards, the Iyo Railway Company was presented with one of three awards for contributions to the community. Symposia included the IATSS TALK seminars, which explored three themes, including Promoting Traffic Safety by Propagating Sleep Apnea Syndrome Screening Systems. In addition, the International Student Seminar on Transport Research (ISSOT 2006) was held in Thailand. And to help promote international collaboration, IATSS provided support to the Accident Research Center, which sponsored the Road Safety International Conference in Bangladesh, bringing young researchers and students together to discuss solutions to traffic safety problems facing their communities.



On-site study is crucial to research activities



The 28th IATSS Awards ceremony



The ISSOT 2006 Symposium in Thailand

### IATSS Forum marks its 40th anniversary

Founded in 1985, the IATSS Forum is an international exchange program that focuses on the education of promising Asian youth. Young professionals from ASEAN countries are invited to Japan for a session of "Thinking and Learning Together." This consists of lectures, seminars, case studies, group research projects covering many fields of study, as well as cultural exchanges. Participants discuss issues facing Japan and ASEAN, seeking to enhance mutual understanding. In FY2007, 34 participants representing nine ASEAN countries attended the 39th and 40th IATSS Forums.



Young participants from ASEAN countries attend the IATSS Forum



Together for Tomorrow

# Community Initiatives

Since Honda's foundation, we have always sought harmonious coexistence as the expansion of our operations has brought us into contact with more communities and many countries. This wish to create close ties is represented in the basic principles of Honda philanthropy. Honda's facilities, dealerships and affiliates throughout Japan and all over the world are active in a wide range of activities that are tailored to the needs of their own local communities.

Highlight Report 4

A local initiative that's also international

## Visiting the Egyptian embassy in Tokyo

Children meet a diplomat and develop cross-cultural understanding

### Interviewee

Salah El-Sadek  
Deputy Chief of Mission  
Egyptian embassy  
in Tokyo



Two programs—Touch the World and Hello Embassies—take advantage of the unique opportunities to be found in Tokyo's Minato Ward, home of Honda headquarters and many foreign embassies. Salah El-Sadek, Deputy Chief of Mission of the Egyptian embassy in Tokyo, participated in Hello Embassies in 2006. When asked about the experience, El-Sadek remarks with a smile that the children were not at all afraid to ask questions.

When El-Sadek was a child, he assured one inquisitive student, he asked a lot of questions, too. The Egyptian emissary promised the child that if he kept asking questions, he would make a fine diplomat one day. The experience reinforced El-Sadek's belief that we shouldn't tell kids how to think and that adults need to think more like children.

El-Sadek also says his image of Honda has changed. He used to associate Honda first and foremost with the Civic, the Accord and motorcycles. Now he thinks of Honda as an organization that reaches out to people, looks to the future with new technologies like ASIMO, works to contribute to local communities and promotes cultural exchange.

Honda will continue to share joy with local communities, expanding its community initiatives all over the world.



Children learn about Egyptian language and culture from Salah El-Sadek



# Cross-cultural exchange for kids

## H-Kids Project



### About the H-Kids Project

The H-Kids Project is a cross-cultural exchange that offers boys and girls special new experiences and the opportunity to make their own discoveries and encounter new values. There are three programs: Touch the World, Hello Embassies and Enjoy the Sky!

### Participants

FY	Touch the World	Hello Embassies*	Enjoy the Sky!*
2005	Approx. 900	47	87
2006	Approx. 1,100	52	260**
2007	Approx. 1,300	45	171**

\* A limited number of students may participate in Hello Embassies and Enjoy the Sky!

\*\* Includes participation in special helicopter ride events

### Countries participating in Touch the World: 8

Republic of Colombia, Arab Republic of Egypt, Republic of Kazakhstan, Swiss Confederation

## Touch the World: an international adventure



Launched in 1999, Touch the World takes advantage of the unique international opportunities found in Tokyo's Minato Ward. Between three and five embassies participate in this program every year, providing children with the chance to experience cultures from around the world. The Colombian, Egyptian, Kazakhstani and Swiss embassies participated in 2006, the eighth year of Touch the World. Young visitors enjoyed events like the Mini World Tour—where, using special passports, they 'traveled' to booths representing different nations and exchanged greetings in each country's language—and World on Stage, which featured live performances by performers from around the world. Presentations of artisan culture and other Japanese culture events were also included. The inquisitive children got to sing and dance together on stage, sample new and unfamiliar foods from different lands, and enjoy experiencing different cultures.



Students receive a stamp in their 'passports'



Colombian performers dance on stage

## Hello Embassies: asking foreign diplomats questions



The children participating in Touch the World are inspired to learn more about the participating countries. To foster their curiosity, an event called Hello Embassies is held every year during the school summer holidays. Children have the chance to visit the participating foreign embassies and meet embassy personnel. The children try introducing themselves in the language of the country they are visiting. They enjoy drinks and snacks, and ask a variety of questions prepared before their embassy visit. The representatives of the embassy are often surprised and delighted by the children's curiosity, and answer their questions with care. The children's reports on the interviews were featured on Honda's website, providing a look into a world few Japanese youngsters ever see.



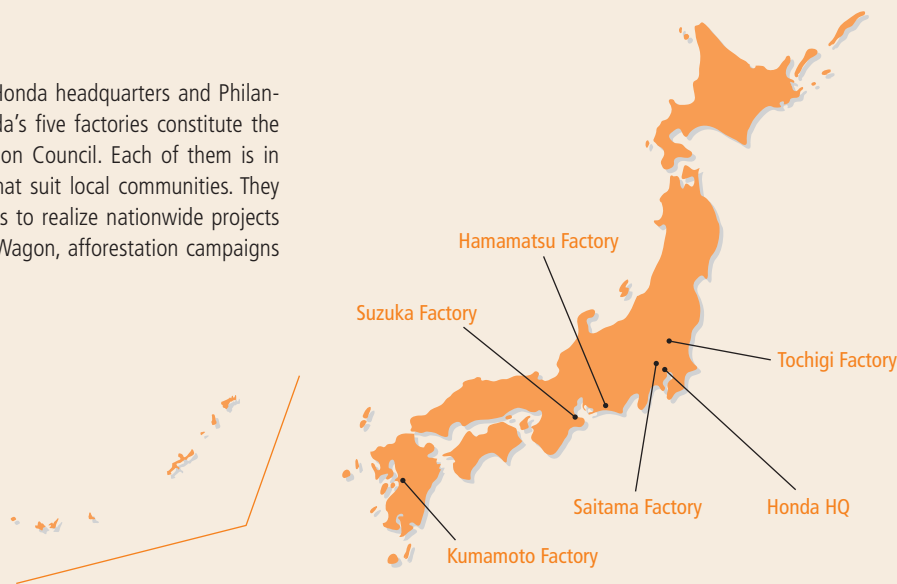
Local elementary school students play the Japanese koto

## Honda Group Activities in Japan

At Honda's facilities, dealerships and affiliates throughout Japan, we're striving to be responsible corporate citizens by working on initiatives alongside members of local communities.

### Facilities

Honda Philanthropy Office at Honda headquarters and Philanthropy Offices in each of Honda's five factories constitute the Honda Philanthropy Coordination Council. Each of them is in charge of creating programs that suit local communities. They also share ideas and join forces to realize nationwide projects like Dream Hands, the Nature Wagon, afforestation campaigns and Traffic Safety Caravan.



### Organizational responsibilities

Honda HQ:	Coordination of global production, sales, service, marketing, logistics and management (accounting, administration)
Saitama Factory:	Manufacture of automobiles and automobile engines
Suzuka Factory:	Manufacture of automobiles and automobile engines
Hamamatsu Factory:	Manufacture of mid-size and large motorcycles, power products (marine outboards) and automatic transmissions for automobiles
Kumamoto Factory:	Manufacture of small motorcycles, minicar engines, power products and power product engines
Tochigi Factory:	Manufacture of automobile components

### Dealerships

As retailers of Honda automobiles, motorcycles and other products, Honda dealerships are particularly active in support of environmental and traffic safety initiatives, as well as in providing special-needs vehicles. Their familiarity with local needs also enables them to launch independent initiatives.

### Affiliates

Handling a broad range of functions such as research and development, sales, distribution, real estate, leisure, education and parts manufacturing, affiliates offer factory tours, support local events and participate in clean-up campaigns—applying the power of individuals and Honda technology to contribute to the well-being of local communities.

This section highlights initiatives of Honda facilities, dealerships and Group companies in Japan. A more comprehensive overview is presented on pages 53–55.

# Multi-Facility Activities

## ● Factory tours

In keeping with the policy of making facilities open and accessible, Honda has been holding factory tours since 1960 as a way of fostering greater appreciation of its activities. Honda offers tours of its factories to local elementary school social studies classes, as well as to other members of the community.



Factory tours FY2007	Facility	Events	Participants
	Saitama	305	15,607
	Suzuka	1,032	55,052
	Hamamatsu	147	3,490
	Kumamoto	121	6,799
	Tochigi	13	314
	Total	1,618	81,262

## ● Clean-up campaigns

In addition to keeping the surroundings of their own facilities clean, all Honda facilities engage in clean-up campaigns in their local communities. Honda associates get together with colleagues and families to have fun while beautifying the environment.



Clean-up campaigns FY2007	Facility	Events	Participants
	Honda HQ	55	648
	Saitama	15	299
	Suzuka	2	1,394
	Hamamatsu	4	670
	Kumamoto	2	3,151
	Tochigi	1	410
	Total	79	6,572

## ● Blood drives

In cooperation with local blood banks, Honda factories hold associate blood drives at their facilities throughout the year.

Blood drives FY2007	Facility	Events	Participants
	Honda HQ	3	304
	Saitama	3	235
	Suzuka	6	468
	Hamamatsu	2	667
	Kumamoto	2	606
	Tochigi	2	78
	Total	18	2,358

## ● Collecting and redeeming New Year's cards

Every year Honda receives traditional Japanese New Year's cards. Associates check to see if any of them contain winning lottery numbers. Winning cards are exchanged for prizes, which are donated to welfare agencies in local communities near Honda facilities. In FY2007 donations were based on 268 winning cards.

The aforementioned activities depicted below are also multi-facility initiatives.

### ● Dream Hands



Page 13

### ● Nature Wagon



Page 14

### ● Watershed Preservation



Page 21

### ● Traffic Safety Caravan



Page 24

## Saitama Factory

### ● Christmas events

In December 2006 Saitama Factory was decked with colored lights in celebration of the Christmas season. Roughly 3,000 current and retired associates and members of the local community enjoyed the festivities thanks to the help of some 70 associate volunteers. At the crafts corner, 135 children and their parents tried their hand at making miniature Christmas trees.



#### Other activities

##### ● Support for community sports activities

During the year 43 sporting events and training workshops were held with the help of 410 associate volunteers.

##### ● Traffic congestion relief efforts

A pedestrian overpass was erected to relieve traffic congestion at the entrance to the factory and help enhance pedestrian safety, and the truck access point was moved.

##### ● Transportation for individuals with disabilities

Nineteen current and retired Honda associates provided transportation to and from a variety of charitable events for individuals with disabilities.



Newly erected pedestrian overpass at the factory entrance



Mini concert at a welfare event

## Suzuka Factory

### ● Tsuzumigaura Beach clean-up event

A Honda beach clean-up event was held on September 8 and 9, 2006 at Tsuzumigaura Beach in Suzuka City. On the second day some 130 associates from Suzuka Factory and their families joined in as part of the factory's ongoing clean-up campaign. Over the two days, 331 45-liter bags of garbage were collected. The event helped raise awareness among the volunteers about the importance of protecting the environment. "In order to keep our beach clean and beautiful," one remarked afterward, "we have to focus not just on cleaning up, but on not throwing away litter in the first place."



#### Other activities

##### ● Dream Hands at Safety and Security Festival Suzuka

Sixty children took part in a cardboard crafts workshop run by eight associate volunteers.

##### ● Dream Hands at solar car race

One hundred sixty-six children participated and 27 volunteer associates assisted with Dream Hands and an EV cart assembly workshop.

##### ● Gate ball community event

Two hundred seventy-two members of local gate ball clubs and other local residents in Mie Prefecture took part in a tournament and social event. Honda associate club members participated and other current and retired associates helped manage the event.



Electric cart assembly workshop



Gate ball community event

## Hamamatsu Factory

### ● Yaramai Car go-carts assembly program

Along with local university students, Hamamatsu Factory associates created a build-it-yourself go-cart kit. The Yaramai Car program shows local children how to assemble the kits and lets them test-drive the go-carts, helping foster a sense of the joy of building things while teaching the youngsters the three basic skills of driving—driving, stopping and turning. The program was held five times in FY2007, with 315 children participating and 68 Honda associate volunteers helping out.



#### Other activities

##### ● Hamanako Lake Clean-up Campaign

Three hundred twenty-two associates and their families helped clean up the shores of Hamanako Lake in an event sponsored by Hamamatsu City.

##### ● Ground golf event

A social event was held for 73 Hamamatsu residents who live in facilities for senior citizens and individuals with disabilities. Fifteen current and retired Honda associates participated.

##### ● Welfare facilities drop-in program

Nine associates visited facilities for individuals with disabilities, cleaning wheelchairs and providing other helpful services.



Ground golf event



Welfare facilities drop-in program

## Kumamoto Factory

### ● Participation in parenting support event

For the second year in a row, Kumamoto Factory participated in Sukoyaka 2007, a parenting support event held at Grand Messe Kumamoto on February 24 and 25. Doctors and experts were on hand to provide consultation on health and child-rearing, while on stage there was child-oriented music and calisthenics. The Honda display featured Traffic Safety Caravan and Dream Hands, which drew many children and their parents. Over the two days, 56 people took part in Traffic Safety Caravan and 106 participated in Dream Hands.



#### Other activities

##### ● Junior high school baseball tournament

The factory sponsored a rubber ball baseball tournament among local area junior high schools, with Honda baseball club members acting as umpires and tournament officials.

##### ● Parent-child traffic safety workshop

This traffic safety workshop was for children and their parents living in the five villages and towns served by the Ozu Police Department.

##### ● Support for local events

Honda supported a variety of local events, including the Country Gold Music Festival, the Ozu Potato Festival and the Saga Balloon Festival.



Junior high school baseball tournament



Country Gold Music Festival

## Tochigi Factory

### ● Softball clinic

In appreciation of the fans who regularly turn out to watch the team play, Tochigi Factory's softball team held a four-day series of public events and skills clinics in November and December 2006 to give something back to the local community. Intended to revitalize softball in the region, the events attracted a total of 664 elementary and junior high school students, representing 51 teams from around Tochigi Prefecture. The Honda team members demonstrated proper fielding technique and put the kids through drills in fielding, batting and throwing.



#### Other activities

##### ● Gogyo River environmental preservation

Four hundred ten associates and their families participated in clean-up activities along the Gogyo River, which flows near the factory.

##### ● Traffic safety patrol

Combining forces with members of the Industrial Park Management Council, Honda associates directed children on their way to school during National Traffic Safety Weeks, which are held in spring and autumn.

##### ● Support for special hot air ballooning event

Associates joined local volunteers in helping run an event that allows children with disabilities and their families to experience the thrill of hot air ballooning.



Gogyo River clean-up event



Hot air ballooning for all

## Honda Sun Co., Ltd.

Honda Sun is a Honda affiliate and member of the Honda Philanthropy Coordination Council. The company operates a Philanthropy Office like those at Honda's five factories. Along with Group company Honda Sun R&D, Honda Sun proactively supports activities that give associates with physical disabilities opportunities to challenge themselves through sports.

### ● Supporting athletes in the Los Angeles Marathon Wheelchair Race

With the help of American Honda Motor, Honda Sun provided support for two associates from Honda Sun R&D in order to facilitate their participation in the March 2007 Los Angeles Marathon Wheelchair Race. Wheelchair-using athletes accounted for 25 of the over 30,000 competitors taking part in the marathon. The two Honda representatives didn't make it into the winners' circle, but they found the challenge extremely rewarding.



#### Other activities

##### ● Laos International Wheelchair Basketball Tournament

Associates from Honda Sun competed in a wheelchair basketball competition in Laos to help popularize sports among the community of individuals with disabilities in Asia.

##### ● Dream Hands held at school for individuals with disabilities

This was the first time Dream Hands brought the fun of making things to children with disabilities. Honda Sun associates ran the event, in which the children were able to create miniature ASIMO figures out of cardboard.



Dream Hands

## Honda Motor Headquarters

### Aoyama Initiatives

#### ● Tokyo Bay Clean-up Campaign

As part of its environmental preservation initiatives, Honda Headquarters has co-sponsored the Tokyo Bay Clean-up Campaign since FY2006. Honda assisted community groups and residents of Tokyo's Minato Ward in cleaning up Odaiba Seaside Park on September 9, 2006. Fifty-five Honda associates and their families joined locals in rolling up their sleeves and collecting 18 70-liter bags of refuse.



#### ● International Futsal Tournament

On April 15, 2006, Honda took part in the 9th Annual Minato Ward International Futsal Tournament for elementary school students. The event was held at Tokyo University of Marine Science and Technology as part of Minato Ward's 60th anniversary celebrations. Participating for the second year in a row, Honda provided prizes for the tournament and set up a booth with games that were enjoyed by tournament participants, their families and members of the local community.



### Other activities

#### ● Elementary school social studies class visits

A Honda associate visited social studies classes at Aoyama Elementary School for a lesson on the automobile industry, talking about the history of the automobile and environmental issues.



Visiting a social studies class at Aoyama Elementary School

#### ● Sparkling Clean Aoyama clean-up event

In spring and autumn the Aoyama Merchants' Association and the Aoyama Environmental Beautification Council held a clean-up event called Sparkling Clean Aoyama. On both occasions nearly 50 Honda associates took part picking up litter around Honda Headquarters in Aoyama 1-chome.



Picking up in Aoyama

### Wako Initiatives

#### ● Christmas event

On December 1, 2006, about 700 local residents were invited to a Christmas tree-lighting ceremony in front of the Wako Building, where 23,000 lights on an enormous dawn redwood were lit up all at once. In addition to a children's play fair and crafts corner, there were also street performances, caroling and a Japanese drumming performance put on by local elementary school students. Fifteen Honda associates volunteered to help run the event.



Christmas tree-lighting ceremony

### Other activities

#### ● Cooperation with Asaka District Driving Safety Association

Volunteers took part in a traffic safety parade sponsored by the Asaka Police Department, acting as traffic safety monitors. Honda also provided vehicles for the event.

#### ● Dream Hands at the Wako City Agriculture Festival

Six associates ran a Dream Hands event at the city's agricultural fair.

## Dealership Activities

Honda dealers and affiliates across Japan are involved in a wide range of community initiatives from financially supporting and cosponsoring community events and supporting local clean-up activities and sports tournaments, to organizing blood drives, traffic safety programs, and guiding visitors around their facilities.

Note: Other information on initiatives of dealers and affiliates is provided on pages 53–55.

### Environment, safety and public welfare certification

Honda has established its own strict standards governing the activities of its automobile sales/service centers in regard to safety, public welfare and the environment.



#### Green Dealers

Dealers who show a commitment to environmentally responsible practices.



#### Rainbow Dealers

Dealers who contribute to customer awareness of safe driving practices.



#### Orange Dealers

Dealers who make their facilities barrier-free and make special-needs vehicles available.

#### ● Support for guide dog training

Honda asks its affiliated motorcycle and automobile dealers for their cooperation in setting up donation boxes throughout Japan to collect contributions for the Japanese Guide Dog Training Association. In FY2007, 1,016 dealers participated in the program and a total of 2.18 million yen in donations was gathered.



### Motorcycle dealer **Honda Dream Sakai** (Headquarters: Toyonaka City, Osaka Prefecture)

#### ● Internships for junior high school students

Honda Dream Sakai provides local junior high school students internships. The idea behind the program is to help students experience the joys and the rigors of work by working in a motorcycle dealership to help them choose their future career path.

#### Other activities

- Cosponsorship of local festival
- Setting up paralympics donation collection box



Thank you letters from junior high school students

### Automobile dealer **Honda Cars Sapporo** (Headquarters: Sapporo City, Hokkaido Prefecture)

#### ● Wheelchair donation (pull-tab collection)

Since 2003, Honda Cars Sapporo has run a program where it redeems pull-tabs from beverages for money, using the money to buy wheelchairs, which in FY2007 were donated to a special care facility for the elderly. The pull-tabs are collected with the help of associates, customers, and local schools and businesses.

#### Other activities

- Internship program for high school students
- Cosponsorship of wheelchair marathon
- Collection of cancelled postage stamps



**Automobile dealer** **Honda Cars Shinshu** (Headquarters: Iida City, Nagano Prefecture)

### ● Driving safety workshops

With the aim not only of selling cars but also contributing to the safety of its customers and the community, Honda Cars Shinshu is a Rainbow Dealer, dedicated to promoting safe driving practices. Twice a year, in spring and autumn, the company holds driving safety workshops for customers and residents of the local community.

Other activities

- Internship program for junior high and high school students
- Zero Garbage campaign involving the participation of all associates



**Automobile dealer** **Honda Cars Shizuoka** (Headquarters: Shizuoka City, Shizuoka Prefecture)

### ● Safe driving mini workshops

Honda Cars Shizuoka offers its customers and their families and friends mini workshops on driving safety at the dealership's central vehicle delivery facility or at local driving school facilities. Participants learn about the importance of seat belts and valuable skills such as checking your blind spot.

Other activities

- Road clean-up activities in the vicinity of the dealership



**Automobile dealer** **Honda Cars Aichi Nishi** (Headquarters: Nagoya City, Aichi Prefecture)

### ● Clean-up activities

Every month, Honda Cars Aichi Nishi conducts clean-up activities focusing on the sidewalks and green spaces in the vicinity of the dealership.



**Automobile dealer** **Honda Cars Itano Nishi** (Headquarters: Kamiita Town, Tokushima Prefecture)

### ● Clean-up activities

Aiming to be a valued member of the community, associates at Honda Cars Itano Nishi conduct clean-up activities targeting the roads in the vicinity of the dealership every second month.

Other activities

- Internships for junior high and high school students
- Contribution to local charities



## Affiliate Activities

**F.C.C. Co., Ltd.** (Headquarters: Hamamatsu City, Shizuoka Prefecture)

### ● Educational initiatives

Running a program of internships for local high school and university students, welcoming visitors to tour the factory, and supporting robot contests and the Student Formula Challenge, F.C.C. is working to support education in many ways.

Other initiatives

- Hamanako Lake Clean-up Campaign
- Crosswalk guard campaign
- Hosoe Town Princess Parade participation



**Showa Corporation** (Headquarters: Gyoda City, Saitama Prefecture)

### ● Reversing illegal garbage dumping

Showa Corporation associates at the Hadano Plant in Kanagawa Prefecture are participating in a Hadano City initiative to clear out garbage that has been illegally dumped. In FY2007, the volunteers cleared out some 5,670kg of garbage that had been dumped along prefectural highways and forest roads. The program is having a considerable impact, helping beautify Hadano City.

Other initiatives

- Internships
- Zero-accident traffic safety campaign participation
- Summer festival



**Honda Airways Co., Ltd.** (Headquarters: Kawajima Town, Saitama Prefecture)

### ● Helicopter ride experience

Honda Airways has a helicopter ride experience set up for kids. Kids can learn how helicopters work and find out what's like to go for a ride. The company also provides tours of its hangars among other attractions.

Other initiatives

- Disaster relief activities (Saitama Prefecture—see following page)
- Internships



**Mizutani Seiki Industry Co., Ltd.** (Headquarters: Tsushima City, Aichi Prefecture)

### ● Traffic safety enhancement

Striving to force the rate of traffic accidents down to zero, Mizutani Seiki Industry is participating in traffic safety campaigns sponsored four times a year by the local government. Associates lead a campaign in the vicinity of the company's facility urging drivers to watch out for children on the roads and fasten their seatbelts, helping raise awareness of traffic safety issues.

Other initiatives

- Mizutani Cherry Blossom Festival
- Internships



## Growing with society

### Donations and Support

#### Honda C Card helps charities

Honda's C Card provides users the opportunity to participate in charitable giving. Honda donates 0.05% of the total amount of annual purchases made by cardholders to the Japanese Red Cross and the Japan UNICEF Association. The amount Honda contributed to these charities in FY2007 was 73.61 million yen, and total contributions since the card's inception now exceed 500 million yen.

Achievements	FY	Donations
	2005	61.14 million yen
	2006	68.30 million yen
	2007	73.61 million yen

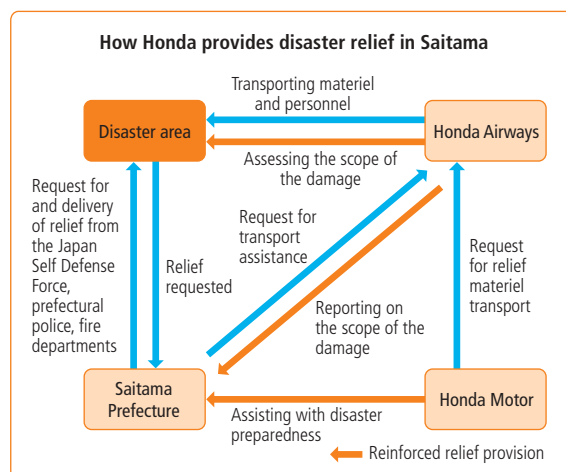
#### Disaster relief

##### The Java earthquake

In May 2006 the island of Java in Indonesia experienced a massive earthquake that caused considerable casualties and damage. In order to assist with humanitarian support, Honda's three affiliates in Indonesia donated 30 million yen, while its counterpart in Thailand donated 10 million yen to help provide relief from this disaster. Honda Motor also contributed 20 million yen to the Japanese Red Cross Society.

##### Assisting with disaster preparedness in Saitama Prefecture

In March 2007 Honda donated 15 generators, all equipped with floodlights, as well as ten high-pressure water pumps, to help Saitama Prefecture ensure it is prepared in the event of a disaster. In addition, Honda Airways has made an agreement with Saitama Prefecture to facilitate the transport of materiel during an emergency, and to assess damage from the air. Honda continues to be engaged in a variety of support and relief activities.



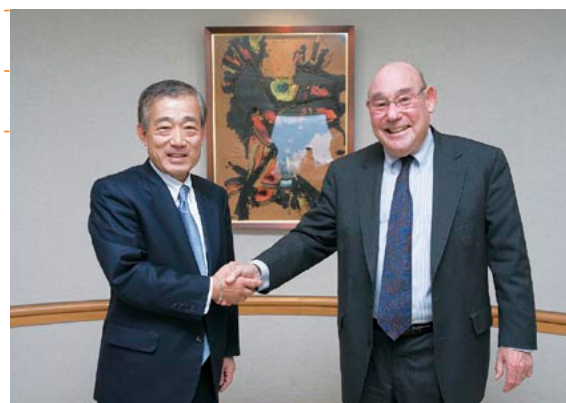
## Support for promising youth and researchers

### Foundation Activities

#### Honda Foundation

The Honda Foundation was established in 1977 through a private grant from Honda founder Soichiro Honda and his brother Benjiro. Its goals: contributing to the creation of a truly humane civilization and putting the finest inventions of modern society to work for the peace and well-being of mankind. The foundation advocates the development of eco-technology—technology that promotes harmony between human activity and the environment—and has developed a variety of initiatives to help this concept be more widely understood.

The Honda Prize is awarded to an individual or group that has made an outstanding contribution to advancing the notion of eco-technology. In addition, the Honda Foundation organizes international symposia and seminars to provide opportunities for academics and specialists from around the world to gather and share knowledge and experience. One such symposium was hosted in New Delhi in February 2007. Further, the Honda Foundation has inaugurated the Honda YES Award (Young Engineer and Scientist Award) to recognize outstanding students who will go on to be future leaders and support the development of science, technology and industry in Asia.



Honda President & CEO Takeo Fukui with Dr. Richard R. Nelson, recipient of the 2006 Honda Prize



The 2007 Honda International Symposium, "Linking Technology, Innovation and Entrepreneurship," in India

#### Brain Science Foundation

The Brain Science Foundation was established in November 1986 for the purpose of supporting and promoting scientific research into the functions of the human brain. Administering the Tsukahara Nakaakira Memorial Award, the foundation focuses its efforts on encouraging young pioneering scientists in the life sciences.



Ten students from Vietnam receive the Honda YES Award

## Honda Group Activities Worldwide

Honda has always worked proactively to foster the independence of its local operations throughout the world. All Honda affiliates strive to contribute appropriately to the societies with which they coexist. Around the world, Honda is working to find new and better ways to share joy with members of their local communities, implementing philanthropic initiatives that suit local conditions. The following is a brief overview of our global activities.



The following initiatives are also overseas Honda Group activities (see page numbers below).

- **The Dream Factory:** pages 9–10
  - **Honda School Environment Challenge Awards:** page 11
  - **Eagle Rock School:** page 14
  - **Spring Creek Preservation:** page 19
  - **Honda TreeFund:** page 22
  - **Bukit Batok Driving Centre:** page 25
  - **CETH (Educational Transit Center Honda):** page 26
- A more comprehensive overview of our global initiatives is presented on pages 55–56.

### North/Central America initiatives

#### American Honda Motor Co., Inc.

##### ● NYPUM (National Youth Project Using Minibikes)

NYPUM is a diversion program that uses riding minibikes as a motivational tool to engage at-risk youth in improving their lives. Participants between the ages of 10 and 17 are encouraged to work toward goals, and rewarded for educational achievement and community contributions with the opportunity to ride Honda minibikes. Riding minibikes and taking part in other fun activities, the children learn teamwork and trust and valuable life lessons. NYPUM began in 1969 as an innovative way of engaging youth who don't respond to traditional outreach programs and services. In 2006, 42 NYPUM programs were offered in 22 states. Honda has sponsored NYPUM since its inception, donating US\$40 million in minibikes and program funding. NYPUM has supported approximately 250,000 children in the program's 38-year history.



##### ● Ride for Kids

Ride for Kids is a charitable motorcycling program that supports and helps fund the efforts of the Pediatric Brain Tumor Foundation (PBTf) to find the cause of and cure for childhood brain tumors. The Ride for Kids program was started in 1984, and Honda became its presenting sponsor in 1991. With the help of the Honda Rider's Club of America and thousands of other motorcyclists taking to the roads in rides across the United States, more than US\$34 million has been raised to support brain cancer research and family support programs. The PBTf is now the largest nonprofit funding source for pediatric brain tumor research other than the U.S. government.



## Associate volunteer programs in North America

One of the most important elements of Honda's community involvement in North America is the engagement of individual associates who take an active role in community life as volunteers. Most Honda Group companies in North America have internal programs that facilitate associate involvement with the community.

### Community Action Teams

American Honda Motor Co., Inc.

The American Honda Community Action Team is Honda's volunteer outreach program. Associates, retirees and family members volunteer at approximately 24 events each year that address the various societal needs of the community.

#### ● Special Olympics

The Special Olympics provides sports training and the opportunity to compete in a variety of sports for children and adults with intellectual disabilities and closely associated developmental disabilities. Some 60 Honda associates and families volunteered to help support the athletes of the Special Olympics and provide organizational support at the 2006 Southern California Summer Games, which American Honda also serves as an official sponsor.

#### ● NASA Space Science Day

This event, which American Honda Motor has sponsored since its inception in 1987, gives students the opportunity to learn about space exploration and science directly from astronauts. Honda volunteers help out with registration and by directing participants to the various presentations.

#### ● Gourmet Food and Wine Tasting Festival

The Gourmet Food and Wine Tasting Festival was created to bring the South Bay community together in a festival atmosphere. Honda associates and community residents work as volunteers to organize and help run the festival, which raises funds for the Torrance Memorial Medical Center.



### Honda Hero/Honda Star/Community Partnership

Honda of America Manufacturing, Inc./Honda Manufacturing of Alabama, LLC/Honda Canada Inc. (manufacturing division)

Honda donates funds to any qualified nonprofit organization when current and retired Honda associates or their spouses volunteer at the organization for a given number of hours over a 12-month period. Three Honda organizations in North America participate in this initiative.

#### ● Rebuilding Together Columbus

Rebuilding Together Columbus is a Honda Hero volunteer activity that helps lower-income homeowners repair their houses. Honda of America Mfg. has sponsored this initiative for five years. In 2006, 30 Honda associate volunteers participated in the program.



### Community Volunteer Action Committee

Honda Canada Inc.

Associates volunteer their personal time to help fulfill the specific needs of their surrounding communities.

#### ● Civic Reading Circle program

Honda associates read with children to help them improve their literacy skills. It's often difficult to tell who enjoys the program more—the children or the Honda volunteers.



## Foundation activities

Honda has established three foundations in North America: the American Honda Foundation, the Honda Canada Foundation and the Honda of America Manufacturing Foundation (HAM Foundation). In 2006 these foundations donated more than US\$2.3 million to various nonprofit organizations to support education programs and initiatives for youth.

### American Honda Foundation

#### ● Grant: NFB Youth Slam

The American Honda Foundation supports the four-day NFB Youth Slam program organized by the National Federation of the Blind (NFB), the largest organization of its kind in the United States. The program brings together successful blind scientists and engineers with blind high school kids from around the nation. The students are encouraged to take on new challenges and taught how to design rockets, navigate boats and more.



### Honda Canada Foundation

#### ● Grant: Let's Talk Science Partnership Program

The Let's Talk Science Partnership Program is a national school outreach initiative that has connected over 1,300 university students and researchers with 45,000 elementary and junior high school students in an educational setting. This initiative enables the promotion and sharing of science literacy in Canada. Youth develop a deeper understanding of science and technology, and share the joy of learning while the university students are energized by sharing their passion and knowledge with budding next-generation scientists.



### Honda of America Manufacturing Foundation (HAM Foundation)

#### ● Grant: Reach Out + Read (RO+R) Program

Reach Out + Read provides free books for children treated at the pediatric hospital in Columbus, Ohio. This program was started with the aim of helping provide children from lower-income families with school readiness skills. The HAM Foundation's grant helps fund the purchase of books.



### Honda de Mexico, S.A. de C.V.

#### ● Sea turtle preservation

Honda de Mexico supports a program that helps protect critically endangered sea turtles on the west coast of Mexico. Five 4-wheel ATVs were donated to a local university scientific research program that patrols a nature conservation area to prevent turtle eggs from being eaten by predators. As part of the research program, participating scientists bring turtle eggs laid on the beach to be hatched in a field laboratory. So far, this program has rescued about 100,000 sea turtle eggs, 80% of which have been successfully hatched.



## South America initiatives

### Moto Honda da Amazonia LTDA.

#### ● Young Scientist Searcher Project

The Young Scientist Searcher Project fosters curiosity and deeper understanding about science among youth 12 to 15 years of age, who are encouraged to participate in research, science experiments, science fairs and other learning activities. Every year, support from Moto Honda da Amazonia helps some 40 students participate in science lessons conducted at Brazil's Amazon National Research Institute.



#### ● Clean Consciousness Project

Honda has teamed up with local broadcasters to help raise environmental awareness and improve the quality of life of people living near small rivers and streams near the city of Manaus, in northern Brazil. Honda associates and members of the community share information about conserving natural resources and recycling garbage, and work to clean rivers and streams around the city. The trash collected during the project is weighed and exchanged for food vouchers.



#### ● Food for Citizens Project

The Food for Citizens Project supports a restaurant operated by the Manaus municipal government with Moto Honda da Amazonia and their ten local suppliers that provides highly nutritious, affordable meals to lower-income citizens. The project also provides rent and catering by the service used by the Honda factory. The Food for Citizens restaurant serves 500 meals per day, Monday to Friday.



### Honda Automoveis do Brasil LTDA.

#### ● Solidarity workshops

Every month, Honda associates make donations, matched by Honda Automoveis do Brasil, to fund a variety of events during the year for members of the local community. Events include workshops that offer children the opportunity to learn about craftsmanship or take part in afforestation. There are campaigns to deliver meals to the less fortunate, and a hair-cutting service. There are cultural events, as well as activities to provide toys for less fortunate children at Christmas. Honda associates volunteer their time, working to make these events a success.



## Europe/Middle East/Africa initiatives

### Honda Türkiye A.S.

#### ● Civic special-needs vehicle donated

In support of the government-sponsored Rainbow Project, Honda Türkiye is working to help raise the living standards of disabled individuals. In addition to financial support, Honda is putting its technology to work to help people. At an event on December 3, 2006, International Day of Disabled Persons, the company donated a Honda Civic special-needs vehicle to help an individual with disability become more active.



#### ● Honda Commemoration Forest

At the Istanbul Motor Show held November 2006, Honda presented its hybrid technology for the first time in Turkey, promising to work proactively to fulfill its commitment to the environment and the community. As one new initiative, the Honda Commemoration Forest was opened with the cooperation of the Turkish Foundation for Combating the Erosion of Soil, Afforestation and the Protection of Natural Resources. Throughout the duration of the fair, visitors to the Civic Hybrid display were presented with a personalized certificate representing a young tree planted in their name in the Forest.



### Honda Automobiles Italia S.p.A.

#### ● Civic Hybrid vehicles go to town in Italy

Providing Civic Hybrid vehicles for use by local municipalities and community residents, Honda Automobiles Italia ran a campaign in FY2007 to raise environmental awareness in Italy. The vehicles were put at the disposal of local mayors for several months. In a related event, a display was set up in town centers with the help of local dealers to give members of each community an opportunity to go for a drive. The campaign was rolled out to Bologna, Trieste, Pescara and Naples.



**Honda Automoviles Espana S.A.**

● **Honda environmental technology presented in Spain**

Established in 1948, the Sociedad de Técnicos de Automoción aims to promote the development and understanding of automotive technology. Honda Automoviles Espana presented Honda's hybrid technology at the society's 2006 conference, distributing technical information and offering test drives to the 200 participants. A Civic Hybrid police car was presented to the regional minister in charge of industry. The event was an opportunity for Honda to convey its recognition of the importance of environmental conservation and demonstrate its own commitment to the environment.



**Honda Europe N.V.**

● **Fostering tomorrow's talent**

Honda Europe is a supporter of the Visitatie Technical School near the Honda facility in Ghent, Belgium. The school is dedicated to providing students an inside look at how companies work to better prepare them for their careers. Each year, Honda Europe welcomes the third-year class (15- to 16-year-olds) for a company visit. The students get to see the warehouse and have a look at how the logistics of supplying cars worldwide functions. Honda Europe associates are then invited to the school, where the students give a presentation on everything they've learned about the company and its operations.



**Costruzione Italiana Apparecchi Precisione-S.p.A. (C.I.A.P.)**

● **Summer festival**

Led by an associate group called the Buena Vista Social Club, Italian affiliate C.I.A.P. held a summer festival, opening the company grounds in Bologna to associates, their families and members of the local community. The committee brought in a local firm to handle the catering and a local musician to provide the entertainment, and associates volunteered to prepare the company garden for the event. Attended by about 100 people, the event was a huge success and a great opportunity to strengthen bonds with the local community.



## Asia/Oceania initiatives

### P.T. Honda Prospect Motor

#### ● Honda Jazz University Eco Challenge

The Honda Jazz University Eco Challenge introduces university students in Indonesia to Honda's environmental initiatives, giving the students an opportunity to learn about the importance of fuel economy and how to achieve it. For the six events held in 2006, more than 200 students from various universities competed using Honda Jazz vehicles (known as the Honda Fit in some regions), vying to see who could achieve the best fuel efficiency. During the event in Jakarta, the students are welcomed to the P.T. Honda Prospect Motor Karawang Factory for a tour and test drive at the factory's test facility.



#### ● Bio Premium Roadshow

The government of Indonesia sponsored the Bio Premium Roadshow to encourage the use of bioethanol as an alternative fuel. All automakers in Indonesia participated in this event. Honda joined in, fielding City and Jazz vehicles. Seventy cars and motorcycles fueled by a bioethanol/gasoline mixture took part in a rally from Jakarta to Bandung and back, a total distance of 250 kilometers, helping raise awareness about bioethanol in Indonesia and encourage its broader use.



#### ● Disaster relief & park funding

Honda contributed monetary assistance and aid to the local government for victims of the 2006 Java earthquake.

A portion of the proceeds from the Indonesian International Motor Show 2006 were donated to help fund the construction of a public park in the center of the city of Jakarta, supporting government initiatives to make Jakarta greener and cleaner.



### Honda Malaysia SDN BHD.

#### ● Rhino Rescue Project

The Sumatran rhinoceros is on the brink of extinction, with less than 300 left in the world. Honda is working with the World Wildlife Fund Malaysia (WWF Malaysia) to implement research and conservation plans to enhance the species' growth in Malaysia. The Rhino Rescue Project was established in 2006 as a five-year plan involving scientific studies and fieldwork aiming to protect and restore the habitat of the Sumatran rhinoceros. In addition to providing operational funds to the WWF, Honda Malaysia is undertaking a range of public awareness initiatives, including advertisements, school talks and displays about the rescue project at dealer showrooms—helping to extend awareness and understanding about the importance of protecting the environment and the Sumatran rhinoceros.



**Honda Cars Philippines Inc.**

● **Coral reef preservation project**

Honda Cars Philippines Inc. and the Philippine National Police Scuba Divers Association joined forces to undertake a project called Dive to Protect and Conserve '06 to help protect coral reefs in Batangas, a coastal province in the island of Luzon. The project's key measure is the deployment of buoys to alert boaters to the presence of underwater coral, allowing them to drop anchor without damaging the reef. With 20 buoys now marking the locations of the delicate coral, an important step has been taken in protecting and preserving the region's marine environment.



● **Promoting the use of alternative fuels**

Honda Cars Philippines Inc. is working to help encourage the adoption of alternative fuels. In October 2006 the company hosted a forum on alternative fuels and technologies, sharing ideas with key government officials about encouraging the development of alternative fuels. And in February 2007 a Honda City fueled by ethanol-blended fuel (e10) participated in the BioFuels Caravan.



● **La Mesa watershed afforestation project**

This five-year project, started in 2002, is aimed at regenerating the forest in the La Mesa Dam watershed, and associates from Honda's three affiliates in the Philippines are volunteering to help with afforestation activities. In 2006, 750 saplings were planted. So far, 4,150 young trees have been planted in a 13-hectare area of the watershed.



**Honda Australia Motorcycle and Power Equipment Pty., Ltd.**

● **Supporting the Lighthouse Foundation**

The Lighthouse Foundation provides long-term accommodation and support for children from disadvantaged backgrounds. A fundraising drive is held every month at company facilities to collect donations for the foundation.



● **Supporting the Children's Cancer Council**

The Children's Cancer Council is dedicated to supporting medical research on the causes of, cures for and prevention of childhood cancer. Honda Australia Motorcycle and Power Equipment supports the Snowy Ride motorcycle event, held annually in Australia's Alpine Region to raise money for childhood cancer research, and allows associates who want to participate to take time off.



## China initiatives

Honda Motor (China) Investment Co., Ltd.

### ● 2006 Honda China Econopower Fuel Efficiency Race

On November 11, 2006, the Honda China Econopower Fuel Efficiency Race was held at Longhua Airport in the area of Shanghai, making China the third country, after Japan and Thailand, to host this competition.



### Spreading the joy of making things and raising environmental awareness

The Honda Econopower Race began in Japan in 1981 (see page 16 for details). Participating teams compete to see how far they can go on a liter of gasoline. The idea is to raise awareness of environmental protection and energy conservation, and to pass on the joy of making things and taking on new challenges to the next generation. China has achieved rapid economic growth in recent years, and environmental preservation has become a prominent social issue. To help support the growth of environmental consciousness, and to foster creativity among young people, Honda launched the Econopower Race in China.



### Make a Liter Last and Put the Environment First!

A total of 19 teams from Chinese universities, media organizations and Honda affiliates in China, as well as invitees from Japan and Thailand, participated in China's first Econopower Race. The theme was "Make a Liter Last and Put the Environment First," and teams were recruited for the competition starting in May. In July workshops were held to orient the teams to the rules of the race and provide guidance on building the cars. The basic rules were the same as for the competitions in Japan and Thailand: cars must travel a set distance within a set amount of time, and the amount of gasoline consumed is then measured. Fuel economy is calculated and the team with the most fuel-efficient vehicle wins. A team from Shanghai's Tongji University took first place with mileage of 331.623 km/liter. In 2007 members of the general public will be urged to compete, and the event seems sure to become even more popular.



**Jialing-Honda Motors Co., Ltd.**

● **Providing aid to China's Three Gorges Dam region**

As part of a larger initiative to provide economic and employment assistance to communities in regions flooded by the Three Gorges Dam project, Jialing-Honda Motors donated 30 water pumps to Fengdu County, Chongqing, and has initiated a program to hire new associates from the region. Informational sessions were offered at the Fengdu County agricultural bureau, where some 20 residents from local farming communities learned the key points of how to use and maintain their new Honda water pumps.



● **Drought relief in Chongqing**

In the summer of 2006 the Chongqing region experienced its worst drought in 100 years. Local farming communities had difficulty even securing enough water to drink, so the Chongqing municipal government launched a program to deliver aid to the drought-stricken region. Jialing-Honda Motors supported relief efforts organized by the Nan'an district office. The company contributed 50,000 yuan in aid for the stricken region, and local associates pooled their own money to donate to the relief effort.



**Honda Automobile (China) Co., Ltd.**

● **Helping keep education within reach**

Honda provides funding to schools in China to help ensure that less fortunate children have the opportunity to attend school, thus contributing to the country's development. Some of the funds are raised at Honda Automobile (China) facilities, raising awareness among Honda associates about social issues. So far, 1,100 associates have donated more than 30,000 yuan, to be used to help cover the cost of textbooks and school supplies for lower-income students at local elementary schools.



## Working closely with people and communities

### Honda Motor Workers' Union

Over 40,000 members strong, the Honda Motor Workers' Union marked its 40th anniversary in 1992 by establishing a social contribution fund to strengthen its community service efforts.

#### Honda Repeat Hotline—wheelchair-refitting volunteers

With nine regional branches throughout Japan, the Honda Motor Workers' Union is involved in volunteer activities rooted in its local communities. The Honda Repeat Hotline provides members from across the country an easy and convenient way to participate in an initiative that is implemented by all of the union's branches. The impetus for the hotline was participation in a wheelchair marathon in 1993, where the idea arose of fitting the wheelchairs with car seats to make them more comfortable to ride. In FY2007 a total of 1,013 union members volunteered their services, refitting 98 wheelchairs and bringing the total to 1,700 wheelchairs refitted since 1993.



#### Achievements

FY	Wheelchairs refitted	Volunteers
2005	115	1,698
2006	128	1,607
2007	98	1,013

#### Wheelchair marathon volunteers

Since 1993, members of the Honda Motor Workers' Union have been working behind the scenes, volunteering to help organize and promote the Oita International Wheelchair Marathon. Each year, more volunteers apply to participate than can be accommodated, and it has become a very popular form of community service among the members of the union. Starting in 1998, efforts were expanded to include other wheelchair marathons. In FY2007 ten union volunteers participated in the Oita International Wheelchair Marathon, and ten in the Nagoya City Handi-Marathon. To date, 408 members have volunteered their services.



#### Social Contribution Fund emergency relief and fundraising drive

The Social Contribution Fund disburses funds for various large-scale disaster relief efforts. During FY2007 it delivered emergency funds to aid recovery from flooding in Nagano and Kagoshima prefectures.

#### Emergency relief activities

- 2004 · Niigata and Fukui floods
- 2004 · Niigata Chuetsu earthquake
- 2005 · Indian Ocean earthquake
- 2005 · Typhoon #14
- 2005 · South Asia earthquake
- 2006 · Nagano flood
- 2006 · Kagoshima flood

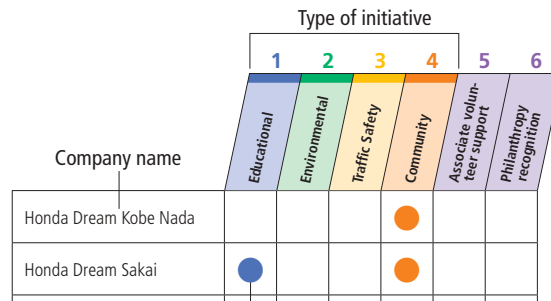


Together for Tomorrow

# Honda Group Activities: Overview

Beyond the initiatives described in the preceding pages, the companies and individuals of the Honda Group are making many kinds of contributions to societies around the world. Here we present a brief summary of some of the philanthropic initiatives of Honda dealers and affiliates around the world for FY2007.

## Graph legend



● indicates the company is active in this area

## Description of main activity types

### 1. Educational Initiatives

- Providing associates as teachers and coaches for educational institutions and sports programs; opening of grounds and other facilities
- Providing internships
- Providing associates as leaders, and sponsorships for sports programs

### 2. Environmental Initiatives

- Preservation of forests, lakes and rivers
- Environmental education and awareness-raising projects

### 3. Traffic Safety Initiatives

- Provision of traffic safety courses for communities
- Provision of intersection guards to protect school children
- Participation in traffic safety promotion

### 4. Community Initiatives

- Financial support, sponsorship of local festivals and other events, invitations to local community members
- Community clean-up activities
- Disaster relief
- Guide dog funding, blood drive organization and donations

### 5. Support for associate volunteer activities

### 6. Distinctions received for philanthropic activities

**Motorcycle Dealerships**

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Dream Kobe Nada				●		
Honda Dream Sakai	●			●		
Honda Dream Nagano				●		●
Honda Dream Nara	●					
Honda Dream Fujiidera	●			●		

**Automobile Dealerships**

Honda Cars Engaru			●			
Honda Cars Obihiro Chuo				●		
Honda Cars Sapporo	●			●	●	
Honda Cars Takikawa	●			●		●
Honda Cars Nishihakodate			●			
Honda Cars Aomori Chuo	●	●				
Honda Cars Iwate Kita			●	●		
Honda Cars Akita Nishi				●		
Honda Cars Senshu				●		
Honda Cars Tsuruoka				●		●
Honda Cars Hitachi Minami				●		
Honda Cars Fujioka	●					
Honda Cars Saitama Naka	●			●		
Honda Cars Misato				●		
Honda Cars Kashiwa	●			●		●
Honda Cars Kashiwa Chuo	●			●		
Honda Cars Tokatsu				●		
Honda Cars Noda	●			●		●
Honda Cars Mobarra				●		
Honda Cars Yokosuka Higashi	●		●	●		
Honda Cars Yamanashi Chuo			●	●		
Honda Cars Shinshu			●	●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Cars Nagano Chuo				●		
Honda Cars Hinode	●			●		
Honda Cars Kamiichi				●		
Honda Cars Tateyama	●			●		
Honda Cars Hokuriku	●			●	●	
Honda Cars Kanazawa Higashi	●			●		
Honda Cars Gifu	●			●		
Honda Cars Shizuoka			●	●		●
Honda Cars Shizuoka Nishi	●			●		
Honda Cars Suruga	●	●		●		●
Honda Cars Aichi Higashi	●			●		
Honda Cars Gamagori	●			●		
Honda Cars Komaki			●	●		
Honda Cars Aichi Nishi				●		
Honda Cars Nagoya Minami				●		
Honda Cars Mikawa	●		●	●		●
Honda Cars Iga Kita		●		●		●
Honda Cars Kumano	●			●		
Honda Cars Kameoka				●		
Honda Cars Kyoto Kamigyo				●		●
Honda Cars Osaka	●		●	●	●	
Honda Cars Katano				●		
Honda Cars Kita Kobe	●			●		
Honda Cars Kita Himeji				●		
Honda Cars Kobe Chuo				●		
Honda Cars Nara Chuo				●		
Honda Cars Yamato Nara	●			●		
Honda Cars Kishu Minami	●			●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Cars Hashimoto Minami	●			●		●
Honda Cars Tottori Chuo				●		
Honda Cars Shimonoseki Minami				●		●
Honda Cars Yamaguchi				●		
Honda Cars Itano Nishi	●			●		
Honda Cars Tokushima	●			●	●	●
Honda Cars Hanzan	●		●			●
Honda Cars Higashi Kagawa				●		
Honda Cars Miki Chuo	●		●	●		
Honda Cars Chikuho	●	●		●		
Honda Cars Saiki Chuo			●	●		
Honda Cars Saito				●		
Honda Cars Kagoshima Chuo				●		
Honda Cars Satsuma				●		

**Affiliates in Japan**

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
AIKITEC Co., Ltd.	●	●		●		●
ACT Maritime Co., Ltd.				●	●	
Asama Giken Co., Ltd.	●			●	●	●
Atsumitec Co., Ltd.	●	●		●	●	
H-one Co., Ltd.	●	●		●	●	
F.C.C. Co., Ltd.	●	●	●	●		
MSD. Co., Ltd.	●	●		●	●	
All Honda Sales Co., Ltd.	●			●		
Kaneta Kogyo Co., Ltd.	●	●		●		
Kikuchi Co., Ltd.	●	●		●		
Kibunosato Honda Co., Ltd.	●			●		
Kyushu TS Co., Ltd.		●		●	●	●
Kyushu Yanagawaseiki Co., Ltd.	●			●	●	●
Keihin Corporation	●	●	●	●	●	●
Goshi Giken Co., Ltd.	●	●	●	●	●	
Komulus Inc.				●		
Showa Corporation	●	●	●	●	●	
Shinnichi Kogyo Co., Ltd.	●		●	●		●
Steel Center Co., Ltd.	●	●		●		
Sumirex Co., Ltd.		●	●	●		
Takao Kinzoku Kogyo Co., Ltd.	●	●		●		
Tanaka Seimitsu Kogyo Co., Ltd.	●	●		●		●
Tsuzuki Manufacturing Co., Ltd.				●		●
TS Tech Co., Ltd.	●	●	●	●	●	●
Depox Co., Ltd.				●		
Depox Express Co., Ltd.				●		
Depox Kansai Co., Ltd.			●	●		
Nissin Kogyo Co., Ltd.	●			●	●	

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Nihon Plast Co., Ltd.	●	●		●		
Hamamatsuhowa Co., Ltd.				●		
PSG Co., Ltd.			●	●	●	
Fuji Kogyo Co., Ltd.	●			●		●
Bestex Kyoei Co., Ltd.				●		
Best Logi Kumamoto Co., Ltd.				●		
Hostec Co., Ltd.			●	●		
Honda Hokkaido Co., Ltd.			●			
Honda R&D Sun Co., Ltd.	●		●	●		
Honda Elesys Co., Ltd.			●	●	●	
Honda Engineering Co., Ltd.	●			●	●	
Honda Kaihatsu Co., Ltd.	●	●		●		
Honda Technical College	●	●		●	●	●
Honda R&D Co., Ltd.	●	●	●	●	●	
Honda Foundry Co., Ltd.	●			●	●	●
Honda Airways Co., Ltd.	●			●	●	
Honda Sun Co., Ltd.	●		●	●		
Honda Trading Corporation				●		
Honda Finance Co., Ltd.				●		
Honda Motorcycle Japan Co., Ltd.				●	●	●
Honda Research Institute Japan Co., Ltd.	●				●	
Honda Racing Corporation				●	●	
Honda Logistics Inc.	●	●	●	●	●	
Honda Lock Mfg. Co., Ltd.	●	●	●	●	●	●
Marujun Co., Ltd.	●			●		●
Mizutani Seiki Industry Co., Ltd.	●		●	●		●
Musashi Seimitsu Industry Co., Ltd.	●			●		●
Mobilityland Co., Ltd.	●	●	●	●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Yachiyo Industry Co., Ltd.	●	●	●	●		
Yanagawa Seiki Co., Ltd.	●	●	●	●	●	
Yamada Manufacturing Co., Ltd.	●	●	●	●		●
Yutaka Giken Co., Ltd.	●	●		●	●	●
Rainbow Motor School Co., Ltd.	●	●	●	●	●	●

**Global Affiliates**  
**North/Central America**

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
American Honda Finance Corp.	●			●	●	●
American Honda Foundation	●	●			●	●
American Honda Motor Co., Inc.	●	●	●	●	●	●
Honda Canada Foundation	●					
Honda Canada Inc.	●	●	●	●	●	●
Honda de Mexico, S.A. de C.V.	●	●	●	●		
Honda Manufacturing of Alabama, LLC	●	●	●	●	●	●
Honda North America, Inc.	●		●	●	●	
Honda of America Manufacturing Foundation	●					
Honda of America Manufacturing, Inc.	●	●		●	●	●
Honda of South Carolina Manufacturing, Inc.	●			●		●
Honda R&D Americas, Inc.				●	●	

**South America**

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Automoveis do Brasil LTDA.	●			●	●	
Honda de Venezuela C.A.				●	●	
Honda Motor de Argentina S.A.	●		●	●		
Honda South America LTDA.			●	●		
Moto Honda da Amazonia LTDA.	●	●		●	●	●

**Europe/Middle East/Africa**

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Costruzione Italiana Apparecchi Precisione-S.p.A.				●		
Honda Austria G.m.b.H.		●		●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Automobili Italia S.p.A.		●			●	
Honda Automoviles Espana S.A.	●	●			●	●
Honda Belgium N.V.	●			●		
Honda Europe N.V.	●			●		
Honda Europe Power Equipment S.A.		●		●		
Honda Finance Europe PLC				●		
Honda Hungary KFT.			●	●		
Honda Italia Industriale S.p.A.	●		●	●		
Honda Motor Europe Ltd. U.K. Division	●		●	●		
Honda Motor Europe (North) G.m.b.H.		●	●	●		
Honda Motor Europe (South) S.A.			●	●		
Honda Nordic AB				●		
Honda of the U.K. Manufacturing Ltd.	●	●	●	●		
Honda Portugal S.A.				●		
Honda R&D Europe (Deutschland) G.m.b.H.	●			●		
Honda R&D Europe (U.K.) Ltd.				●		
Honda Turkiye A.S.	●		●	●		●
Montesa Honda S.A.				●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
P.T. Astra Honda Motor	●			●		
P.T. Honda Prospect Motor	●	●		●		●

**China**

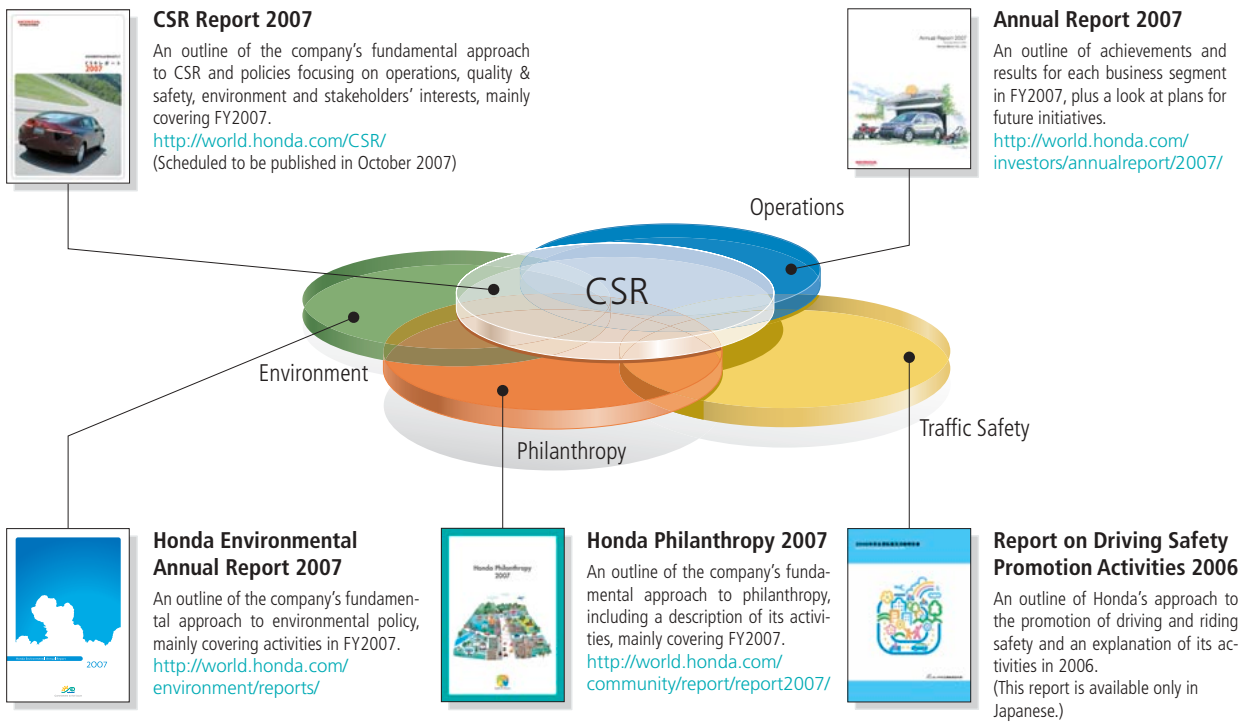
Dongfeng Honda Auto Parts Co., Ltd.	●	●		●		
Honda Access China Corp.	●			●		
Honda Automobile (China) Co., Ltd.	●	●		●	●	●
Honda Auto Parts Manufacturing Co., Ltd.	●			●		
Honda Engineering China Co., Ltd.				●		
Honda Motor (China) Investment Co., Ltd.	●					
Honda Motorcycle R&D China Co., Ltd.	●			●		●
Jialing-Honda Motors Co., Ltd.		●		●	●	●
Sundiro Honda Motorcycle Co., Ltd.	●		●	●		●

**Asia/Oceania**

Asian Honda Motor Co., Ltd.	●	●				
Bukit Batok Driving Centre Ltd.			●			
Honda Australia Motorcycle and Power Equipment Pty., Ltd.			●	●	●	●
Honda Cars Philippines Inc.	●	●	●	●	●	●
Honda Malaysia SDN BHD.	●	●	●	●		
Honda New Zealand Ltd.		●				
Honda Philippines Inc.	●	●	●	●	●	
Honda Siel Cars India Ltd.	●		●	●	●	
Honda Vietnam Co., Ltd.	●		●	●		●

## Honda information disclosure

Honda publishes the following reports annually in pamphlet form and on its website.



In publishing these reports annually, Honda hopes to present information about its activities that can be objectively evaluated, as a means of facilitating communication with all of its stakeholders and improving its operations in every domain. Honda also publishes information about its operations on its website.

### Principal URLs

● **Corporate profile**  
<http://world.honda.com/profile/>

● **CSR**  
<http://world.honda.com/CSR/>

● **Investor relations**  
<http://world.honda.com/investors/>

● **Environment**  
<http://world.honda.com/environment/>

● **Philanthropy**  
<http://world.honda.com/community/>

● **Safety**  
<http://world.honda.com/safety/>

● **Driving safety promotion**  
<http://world.honda.com/safety/safer-driving/>

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Person responsible: Hiroharu Suzuki

This report covers activities from April 2006 to March 2007.

# HONDA

The Power of Dreams



This publication was printed on paper made using an original Honda recycling process from out-of-date pamphlets and reports, and with 100% soy-based VOC-free ink.  
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