

# Honda Philanthropy 2008



Together for Tomorrow



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A Message from the President & CEO

*Imagine how much better life would be if only we could create that special thing. Imagine how much more happiness and excitement we could share.*

Honda is all about pursuing the dreams we all cherish. We're focused on the power that is released when we work together to turn our dreams into reality. Dreams fuel our every activity: the work we do to create products of true value, and everything we do as a company. In all our corporate activities worldwide, we seek to share joy with people.

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 corporate citizen, putting down ever-deeper roots in communities worldwide. We will work to provide greater hope to future generations, pursuing unique initiatives everywhere that are truly worthy of Honda. We will continue to help build a future society full of hope and dreams.



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

# Striving to create a future society full of dreams

Through its philanthropic initiatives,  
Honda is sharing joy with people worldwide.

Since the company's foundation in 1948, Honda has sought to contribute to society by creating quality products and technologies, and has sought to coexist harmoniously with the communities that host its operations. In the 1960s, Honda began to launch philanthropic initiatives designed to strengthen ties with local communities. In the 1970s, as the company expanded and its operations globalized, Honda established foundations in Japan to foster broad-ranging research, education and cultural exchange. In the 1980s, Honda proceeded to establish foundations and funds internationally. In 1998, on the occasion of the 50th anniversary of the company's inception, Honda acted to address worldwide expectations from a comprehensive and global perspective, creating the Honda Motor Philanthropy Office and establishing the basic principles that guide its philanthropy. Further, with a view to ever more proactively contributing to the development of individuals and societies and sharing joy with people around the world, Honda defined the key directions of its philanthropy initiatives and created a new symbol to capture their spirit in 2006. Going forward, the Honda Group will work as a team, sharing joy with people through philanthropic initiatives worldwide.

## The history of Honda philanthropy

<b>1948 onward</b>	
Contributing to society through the development of products and technologies	
<b>1960s</b>	
Nurturing community ties	<ul style="list-style-type: none"> <li>• Factory tours offered, gyms and grounds opened, sports clinics offered, community members invited to participate in summer festivals, etc.</li> <li>• Suzuka Circuit completed</li> <li>• NYPUM established (U.S.)</li> </ul>
<b>1970s</b>	
Creating trusts and foundations to deepen social contributions Beginning environmental initiatives	<ul style="list-style-type: none"> <li>• Community Forest initiative and cleaning-up of rivers, roads and the area around Honda facilities begins</li> <li>• Driving Safety Promotion Center established</li> <li>• International Association of Traffic and Safety Sciences (IATSS) established</li> <li>• Honda Foundation established</li> </ul>
<b>1980s</b>	
Creation of trusts and foundations expands internationally	<ul style="list-style-type: none"> <li>• Honda Foundation Belgium established</li> <li>• Honda Sun Co., Ltd. established</li> <li>• Honda of America Manufacturing Foundation established</li> <li>• American Honda Foundation established</li> </ul>
<b>1990s</b>	
Policy and institutional development, directions of philanthropic initiatives defined (1998)	<ul style="list-style-type: none"> <li>• Eagle Rock School established (U.S.)</li> <li>• Policy of supporting associate volunteer activities established</li> <li>• Honda Motor Philanthropy Office established</li> <li>• Student Formula Challenge begins</li> <li>• Forest preservation activities begin in Japan</li> <li>• Traffic Safety Caravan begins</li> <li>• Touch the World begins</li> <li>• Honda School Environment Challenge Awards begins (Thailand)</li> </ul>
<b>2000–2008</b>	
Global philanthropic initiatives expand on the foundation of the 2006 policy announcements	<ul style="list-style-type: none"> <li>• Honda Philanthropy Coordination Council established</li> <li>• Korchin Desert afforestation in China begins</li> <li>• Nature Wagon begins</li> <li>• Children's Idea Contest begins</li> <li>• Honda Team-Based Program begins</li> <li>• Dream Hands begins</li> <li>• Honda Beach Clean-up Project begins</li> <li>• The Dream Factory begins (UK)</li> </ul>

# Together for Tomorrow



**Together for Tomorrow**

This symbol captures the spirit of the Honda Group's worldwide philanthropic activities, which are designed to help create a future full of dreams. The Honda Group is pursuing educational, environmental, traffic safety and community initiatives worldwide, working proactively as we strive to create a future society full of dreams.

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## 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.

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## 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.

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## 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

## Honda philanthropy initiatives expanding joy around the world



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

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

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





# Educational Initiatives

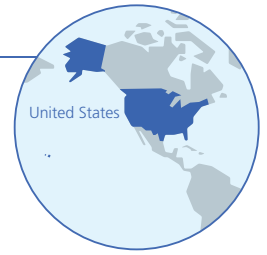
Children build the future, and we want to foster their dreams and creativity. A company brought up on dreams, Honda is engaged in initiatives that convey to children the joy and wonder of daring to dream and turning their dreams into reality.



Together for Tomorrow



## Using minibikes to reach American youth



### National Youth Project Using Minibikes (NYPUM)

American Honda Motor Co., Inc.

#### Having fun with minibikes, achieving great goals

Minibikes can transform lives. That is the power of the National Youth Project Using Minibikes (NYPUM). NYPUM began in 1969 as an innovative way to engage youth and promote their development. That year, Honda donated 10,000 minibikes and program funding as a way to reach children who were not interested in traditional after-school activities and weren't responding to other youth services, but were excited by the lure of the outdoors and riding minibikes.

Kids in NYPUM programs get a chance to discover the fun of riding and explore the great outdoors in the company of supportive adults who truly connect with them. The kids get valuable instruction in safe riding—NYPUM's training programs follow guidelines set by the Motorcycle Safety Foundation. Youth can also participate by doing environmental and community service projects, and by taking on responsibilities to develop leadership.

NYPUM has supported approximately 250,000 children in the program's 39-year history, and Honda has sponsored NYPUM since its inception, donating \$40 million in minibikes and program funding, which is used to support the NYPUM National Operations Center and subsidize program expenses for training, quality improvement visits and special events, including the first-ever NYPUM National Conference in 2007. Each NYPUM program also benefits from the support of a Honda dealer.



#### Kids finding each other and themselves: NYPUM Rodeo

A unique feature of the program is the NYPUM Rodeos, three-to-four-day special events which bring kids from different NYPUM programs together to make new friends, practice sportsmanship, celebrate ethnic and cultural diversity, and just have fun. The young participants often realize that they face common issues, lessening their sense of isolation and helping foster appreciation for others.

#### Building community ties from Los Angeles to Boston

The key to NYPUM is mentoring that helps guide and support youth to make good decisions. Presently operating more than 40 programs in urban, suburban and rural communities across the United States, NYPUM continues to deliver on the commitment to America's youth expressed in its mission statement: "NYPUM provides at-risk youth of America an opportunity to develop self-esteem, strong values and a sense of responsibility using the minibike as a motivational tool."

Honda's engagement with NYPUM was one of the company's earliest initiatives in building ties with communities throughout the United States. Today, Honda and American youth continue to grow and prosper together.



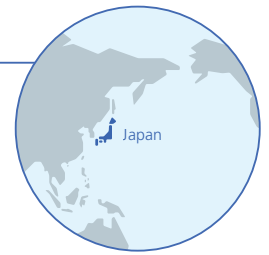
Helping clean up the community

#### Received the "Embracing the Legacy" award

Honda was honored as the first company ever to receive the Robert F. Kennedy Children's Action Corps Embracing the Legacy Award for its efforts to improve the lives of at-risk youth through the NYPUM program. The award was created to acknowledge and honor the dedication and drive of others who have taken on the realization of

a better future as envisioned by the late Senator Robert F. Kennedy. The award is given for an individual's or organization's expression of these values by forming community partnerships benefiting children and families, providing direct services or assistance to children, and fighting social injustices that affect children and families.

## Nature Wagon



環境わごん  
あなたの街で海と山に出会える



### Learning about the environment by working with natural materials

Trees, grass, flowers, seawater, river rocks—everywhere we turn, nature offers us new and wonderful experiences. By working with natural materials, children discover these wonders and learn to think for themselves about nature. To encourage these explorations, Honda created the Nature Wagon, an environmental education program on wheels. A Honda van filled with natural objects from the ocean and the forest, the Nature Wagon travels to elementary schools, community centers and other places kids gather in Japan, bringing na-

ture to the city. Retired Honda associates staff the program, talking with the children about the environment and encouraging them to explore it independently. They offer talks about

the workings of nature and the importance of environmental conservation, and teach handi-crafts, giving children the chance to create things with natural materials.



## More than 300 Nature Wagon events in six years in Hamamatsu Factory area

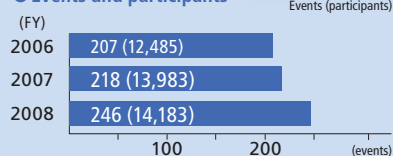
On February 1, 2008, 134 third-grade students from the Hamamatsu Municipal Sengen Elementary School and their teachers participated in a Nature Wagon event with 23 Honda Hamamatsu Factory retired associates volunteering as leaders. Crafting things with such mate-

rials as pinecones, acorns, tree trimmings and driftwood, the children in the Forest Dream Studio program explored the roles of trees and forests and came to better understand the importance of environmental conservation. The leaders began the program with a talk about nature, using panels they had crafted by hand as visual aids. After explaining how to use the handicraft tools safely, the leaders provided the children with materials they had personally found outdoors. While receiving assistance whenever they used saws, awls and other tools requiring special

care, the children were encouraged to explore independently and express their creativity in making things. At the end of the event, they provided reflections on their experience and gave reports on the use of reusable shopping bags, electricity conservation and other ways to protect the environment in and around the home, demonstrating that the program had indeed been thought-provoking. Going forward, Honda will continue to expand the Nature Wagon program in communities that host Honda facilities, helping kids discover the wonder and the mysteries of nature.



### Events and participants



### FY2008 details

Facility	Events	Participants
Saitama	49	3,767
Suzuka	73	3,310
Hamamatsu	59	4,333
Kumamoto	28	984
Tochigi	37	1,789
Total	246	14,183

### Comments

of retired associate volunteers

Inspiration from the children is the program's driving force

Retired Hamamatsu Factory associates reflected upon the trial-and-error beginnings of their Nature Wagon environmental talks: "At first we were including in our presentations quotes from books, using words like 'percent' that the children hadn't even studied yet." Their positive experiences, however, have energized them. "The children treat us just like their own grandparents; it's a real inspiration!" "They say, 'Thank you, please visit us again,' which really make us happy."



Retired Hamamatsu Factory associate volunteers

### Comments

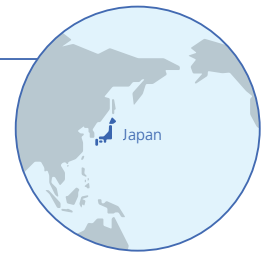
of the teachers

Captivated by nature, the children come alive with enthusiasm

After helping to guide their students in the Nature Wagon program, the teachers of Hamamatsu Municipal Sengen Elementary School commented: "The program really held their interest. Their imaginations just ran away with them.... Even though they were told they could use cellophane tape, some children insisted on using only natural materials. They truly grasped the essence of the program.... It was a great opportunity for them to understand the importance of trees and question why certain species might be disappearing." All in all, the teachers were pleasantly surprised at the children's enthusiasm and the progression in their understanding.



Hamamatsu Municipal Sengen Elementary School third-grade teachers (from left to right) Yumiko Agata, teacher Nobuko Watanabe, senior teacher Toshiko Onoue, teacher

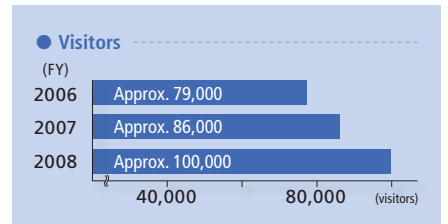


## Learning facilities at Twin Ring Motegi

### Hello Woods nurtures sensitivity and perception

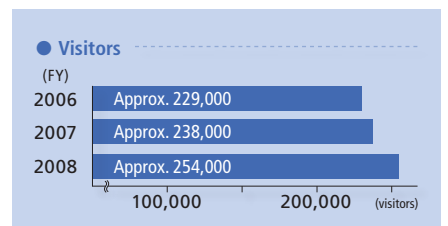
Hello Woods is a forest of discovery where children can connect with nature. Set in a lush woodland environment at Twin Ring Motegi in Motegi Town, Tochigi prefecture, Japan, the facility was established in July 2000 to revitalize the forest with the help of human beings and to use the environment to 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 laboratory facility.

Programs at Hello Woods begin by stimulating children's interest in nature. Having fun in natural surroundings sharpens children's powers of observation, and experiencing the powerful vitality present in nature sparks new discoveries and delights. This experience serves as a foundation in developing an awareness of the natural world that may help guide children's behavior as they grow up.

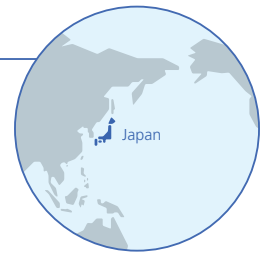


### Fan Fun Lab: creating and experiencing dreams for the future

The Fan Fun Lab stimulates children's ability to dream by allowing them to experience the joy of creation and mobility. There's the ASIMO Zone, which introduces the workings of Honda's humanoid robot and the history of its development, as well as depicts visions of a future in which robots are part of our everyday lives. The Eco Lab nurtures awareness and interest through fun programs that teach children about next-generation renewable energy and mobility, while the Dream Studio provides a variety of materials that allow children to freely realize their ideas while experiencing the joy of making things. In total, the facility houses five zones presenting child-friendly programs on a variety of themes. By responding to children's curiosity with opportunities to learn, discover and experience new things, these programs are structured to foster the initiative, creativity and sociability children need for healthy growth.



## A really big adventure in three short days



### Honda Team-Based Program

#### Participants take part in hands-on activities leading to a collaborative presentation

The Honda Team-Based Program is a hands-on and experiential live-in research study program for junior and senior high school students at Twin Ring Motegi, in which Honda's experience and expertise in business is applied in support of education. The two-night, three-day program focuses on stimulating the students' imagination and creativity. On the first day, the children explore each of the facilities at Twin Ring Motegi and experience some educational adventure. Then they break into teams of about ten and choose a research topic. On the second day, the teams have free run of the facilities to gather information based on their topics. The teams discuss the observations and discoveries gleaned through these experiences and come up with a proposal for a future creation. On the third day, the teams use a projector and microphone to present their materials to the entire group. Through this process, participants have a chance to develop their imagination and creativity in just three days.



Honda「発見・体験学習」

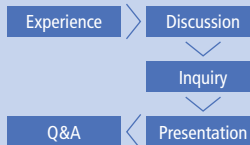


#### Learning Advisors provide gentle support while respecting children's independence

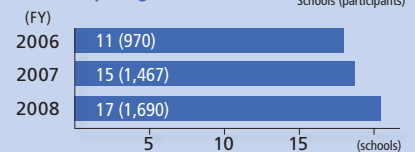
Learning Advisors support the teams in gathering information and formulating and refining presentation materials. Beyond that, they help stimulate communication and debate among the participants and work to draw out each child's abilities. One Learning Adviser is assigned to support each team, and their contributions constitute a unique attribute of the Honda Team-Based Program. An experience a bit different from school, the three-day program helps children to grow and discover their own hidden creative abilities.



#### Program outline



#### Participating schools



#### Comments

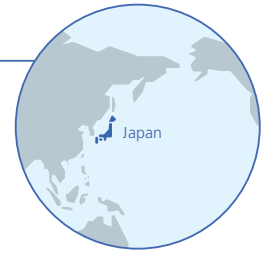
of a Learning Advisor

"Every discussion ends with the children coming to their own conclusions."

"The Learning Advisors are not there to lead discussions or provide the children with answers," explains Ms. Nakashima. "We just foster an environment that encourages quiet children to speak up and we provide fresh stimulation if the discussion lags." The program seeks to nurture independence. "Ultimately, it is the children who come up with the answers."



Chihiro Nakashima  
Learning Advisor



## Children's Idea Contest



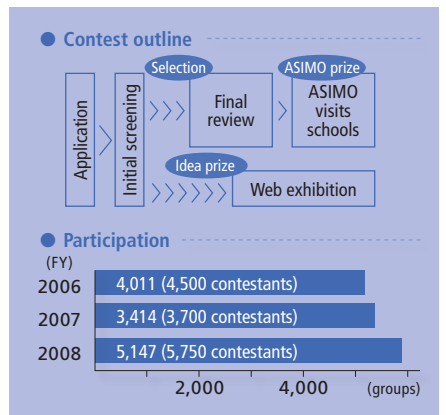
**Dreaming. Rising to a challenge. Creating. Experiencing different cultures.**

An event that conveys the joy of dreaming and the delight of creating, the Children's Idea Contest asks entrants to draw a picture of something they imagine would be really cool and send it to Honda. In 2007, for the sixth such contest, 5,147 entries were received from elementary school children all over Japan. A panel of judges selected the top entries, which were created by 32 groups of students (35 children). The children were 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 highly valuable experience. The grand prize-winners and the runners-up win a very special prize: a visit to their schools from ASIMO, the humanoid robot. The Children's Idea Contest is also a cultural exchange: prizewinners from the Honda ASIMO Super Idea Contest in Thailand\* were invited to attend the final review. Transcending differences in culture and customs, the children from both countries shared the fun that comes from dreaming big.

\* Asian Honda Motor Co., Ltd. has held these contests since 2005 for Thai children in Thailand.



Prizewinners from Thailand attend the final review



**Judges' Comments**

**Shimpei Asai**

Photographer  
Chief Judge since the 2nd contest



Congratulations to the prizewinners! Those who didn't win still really accomplished something by making it to the final review. I'd like each of you to imagine what your future will be like and have the determination to use your abilities to create that great future for yourself. Face the future with big dreams and be proud of your participation here today.

I'm truly amazed at the children's ideas. I believe the feelings they experienced today of accomplishment and satisfaction will definitely contribute to their development.

It's totally different from their studies at school. And yet it's very educational. That hopeful "let me try!" feeling always results in something incredible.

**Kimiko Date**

Tennis player  
Judge since the 4th contest



**Kaokaopanda**

Artist (murals, etc.)  
Judge since the 5th contest



## Hands-on experience fosters tomorrow's engineering talent

### Student Formula Challenge

The Society of Automotive Engineers of Japan (JSAE) seeks to foster tomorrow's engineering talent through the Student Formula SAE Competition of Japan, in which teams of college students spend a year designing and building their own scaled-down formula race cars. Judging criteria include not only vehicle performance but also planning, costing and presentation. In addition to sponsoring the program, Honda offers Student Formula Challenge Seminars taught by members of the Honda Meister Klub, a volunteer group of retired Honda engineers. Exploring such practical car-making skills as welding, processing, and tuning engines and suspensions, seminar participants experience the challenges, excitement and joy of making things.



## Spreading the joy of making things

### Dream Hands



We want children to experience the fun and excitement of making things with their own hands. That's why Honda started offering the Dream Hands program at community centers and event spaces in areas in Japan where Honda facilities are located. Dream Hands is an introductory handicraft program combining original Honda cardboard crafts and other simple materials. The program gives kids firsthand experience of the fun of making things. Current and retired Honda associates volunteer their time to assist and guide the children. Honda hopes that participation in this program will help children discover the joy of making things.



## Children helping the community and expanding environmental conservation

### Honda School Environment Challenge Awards

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

In 1999, to celebrate the 72nd birthday of His Majesty the King of Thailand, the Honda Group Companies in Thailand worked with leading environmental NGOs and government ministries to implement this program, in which all Thai elementary and secondary schools are invited to submit an environmental conservation and sustainable development project plan. The best proposals are funded by Honda, and after implementation the best project is awarded the prestigious King's Cup. The latest 4th-cycle project encouraged the school to address environmental problems relating to local needs in any of the three areas: wastewater, garbage and energy management. Since 1999, the green initiatives of over 600 schools from across Thailand have been funded and their projects have helped conserve harmony between community and environment.



Winner Sa School did an excellent job, integrating waste water, garbage, and energy management objectives.

## A school that provides a life-changing experience

### Eagle Rock School and Professional Development Center

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. It is also a professional development center for educators who want to discover how to re-engage students in learning and help them make a difference in the world. 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.



Students discover who they are as individuals, what their dreams are, and what they need to learn in order to realize those dreams.

## The 84th Tokyo-Hakone Ekiden Relay Race (sponsor)

Date: January 2 to 3, 2008

Honda has supported the Hakone Ekiden long-distance relay race since FY2004, with the aim of fostering youth and contributing to student athletics. Honda provided a total of 27 vehicles in FY2008 for event administration and operation, including FCX fuel cell vehicles. Around 60 Honda Group associates volunteered to provide event support, including members of the vehicle maintenance team and instructors from Rainbow Motor School Co., Ltd., who drove officials' vehicles. 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	Volunteer Associates
2006	27	Approx. 60
2007	27	Approx. 60
2008	27	Approx. 60

Associate  
volunteer's  
**Comments**

I applied to volunteer and participated for the first time this year. Seeing the runners close up, I was impressed by how they all seemed to share the same dream and gave it their all. I encourage the teams that lost as well as the winning teams to give it their all again next year. I'm really looking forward to next year's race.



Yayoi Takahashi  
Driving Safety Promotion Center

## Idea Competition—National Technical College Robot Contest 2007 (special sponsor)

Regional Competitions: October 7 to November 4, 2007 (five consecutive Sundays) Venues: A hall in each of eight regions  
National Competition: November 25, 2007 Venue: Ryogoku Kokugikan, Tokyo

Since FY2003, Honda has been special sponsor of the National Technical College Robot Contest, which enables participants to experience the wonder of creativity—both in dreaming up ideas and making those ideas into reality with their own hands. Teams of contestants from 62 technical colleges in Japan design their own robots and Honda associates work as judges. Honda provides administrative support, dispatches ASIMO to attend the event, and presents a special award to encourage young people to pursue their challenges.



Associate  
Judge's  
**Comments**

In this competition, the student contestants think up and design their own robots and make them compete in front of everyone attending, so I think it's a great opportunity for the students to realize their dreams and ideas. There are also those tough moments when the robots they've worked so hard to make end up not operating as planned. As a Honda judge, I value whether an original idea has been used more than whether a robot can beat the others.



Tetsuo Iida  
Chief Engineer,  
Honda R&D Co., Ltd.



## The 27th Oita International Wheelchair Marathon (sponsor)

Date: October 28, 2007    Route: Oita Prefectural Government Office to Oita Athletic Stadium

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 Honda affiliates compete in the marathon, and as part of Honda's ongoing support of sports for persons with disabilities, 50 volunteers from Honda Motor and Honda Technical College Kanto helped with the event.



FIA Alternative Energies Cup

## Dream Cup Solar Car Race Suzuka 2007 (special sponsor)

Date: August 3 to 5, 2007    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. Eighty-one teams from Japan and overseas gathered at Japan's Suzuka Circuit for the 2007 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 handmade electric-powered go-carts and cardboard crafts, offering everyone the chance to share the joy of making things.



## The 8th National Junior High School Hands-on Building Fair (special sponsor)

Date: January 26 to 27, 2008    Venue: Tsukuba International Congress Center

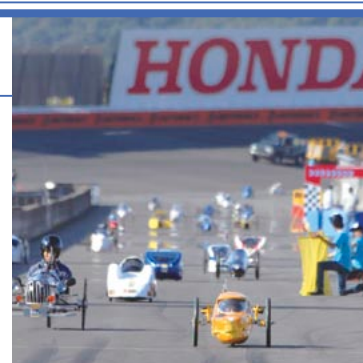
Featuring a robot-building contest and a science fair, this event inspires junior high school students from across Japan to share the enthusiasm of making things. In cooperation with Twin Ring Motegi, Honda acts as special sponsor, helping manage this event with a view to enhancing students' education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



## Soichiro Honda Cup Honda Econopower Race

Date: October 6 to 7, 2007    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 447 teams and 2,300 individuals participated in 2007. A racing team called "The Wednesday Club" composed of Honda R&D associates attained 2,851.501 km/liter to win for the second year in a row and take the Soichiro Honda Cup.



## 2007 Hot Air Balloon HONDA Grand Prix (special sponsor)

Date: April 6 to November 25, 2007

The Hot Air Balloon HONDA Grand Prix was launched with the aim of promoting public appreciation for hot air ballooning, and astonishing, thrilling and inspiring balloonists and spectators alike. 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.





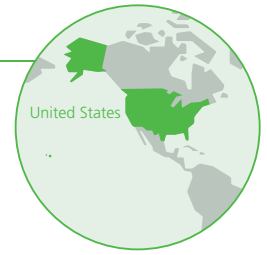
# Environmental Initiatives

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.



Together for Tomorrow





## Big Darby Creek preservation

Honda of America Manufacturing, Inc.

### Working with The Nature Conservancy to protect the local wetlands

In Ohio, Honda is joining hands with The Nature Conservancy to protect the creeks and streams on and around the grounds of its facilities. The sites of the Marysville and East Liberty, Ohio, automobile and motorcycle plants of Honda of America Manufacturing are neighbors to the headwaters of Big Darby Creek, a state and national scenic river and one of The Nature Conservancy's "Last Great Places."

Big Darby Creek is part of a watershed that provides drinking water for tens of thousands of Ohio residents and an important habitat for plants and animals which rely on cold freshwater. As home to more than 100 species of fish and 44 species of freshwater mussels, including 38 species that are rare or endangered, Big Darby Creek is one of the most biologically diverse streams of its size in the American Midwest. The natural treasure of the Big Darby Creek headwaters faces threats from pollution and man-made changes to natural stream flows. Honda is helping The Nature Conservancy to protect the natural environment here through land acquisition, water quality monitoring, research, education and restoration.



### Establishing the Headwaters Nature Preserve; sending in Honda Heroes to look after the land

Wetland and watercourse conservation and restoration are important priorities for the Honda site. Honda has provided \$300,000 in grants to The Nature Conservancy for land acquisition to help establish the 800-acre Big Darby Creek Headwaters Nature Preserve. And in 2008, the preserve and pathway opened to the public to showcase the importance of the headwaters to people and wildlife alike.

As part of Honda Heroes, an internal program that facilitates associate volunteerism, Honda associate volunteers have joined in the restoration effort by removing invasive bush hon-

eysuckle along a new trail at the headwaters near the Marysville Auto Plant.

"Invasive species, like the bush honeysuckle, damage the land and waters that native plants and animals need to survive," said The Nature Conservancy volunteer coordinator Barbara Logan Bhattacharya. On October 13, 2007, nine associates participated in the bush honeysuckle clearing. The company has supported this initiative for the last 10 years.

Honda's North American manufacturing operations encompass more than 12,000 acres of land, including a number of environmentally sensitive areas, and the company is doing what it can to protect the land that nurtures it.

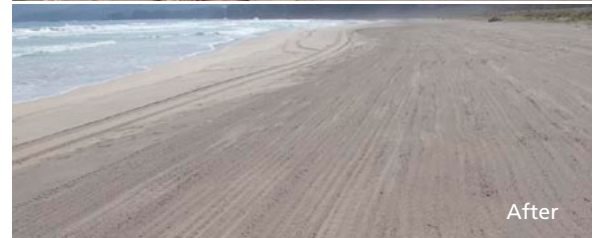




## Honda Beach Clean-up Project



Before



After

### A caravan of volunteers beautifies beaches with Honda's original Beach Cleaner

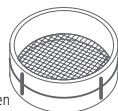
Honda's Beach Cleaner was designed to fulfill a dream of preserving pristine beaches for future generations. Applying its own innovative technology, Honda engineers worked through

a process of trial and error to create the towable Beach Cleaner. Paired with a Honda ATV, the Beach Cleaner was ready to go to work in 2006. A volunteer team of current and retired Honda associates formed a caravan that visits beaches throughout Japan at the request of local municipalities, and in FY2008 they beautified 19 beaches.

tives of Honda Lock Mfg. Co., Ltd. helped form a team of 69 volunteers for the Tondahama beach clean-up near their facility in Shintomi Town, Miyazaki prefecture. Honda intends to continue facilitating collaborative beach clean-up projects with Group companies throughout Japan.



The sand rake is designed after a garden rake.



The sand screen is designed after a sifter.



A sand rake picks up large refuse such as wooden fragments, netting, rope, etc., while a sand screen collects cigarette butts, glass shards, etc.



### Honda Group associates join in enthusiastically

In FY2008 Honda Group companies took part in the caravan for the first time. In October of 2007, 20 workers from the Showa Corporation joined 30 volunteer associates from the Honda Motor Hamamatsu Factory to clean up the Fukude Asaba beach in Iwata City, Shizuoka prefecture. In November, representa-



## The Honda organization at work bringing the project to regions throughout Japan

In FY2008 Honda loaned Beach Cleaners and ATVs to nine local governments in various parts of Japan, striving to help local municipalities conduct even more effective beach cleaning and grow the number of barefoot beaches preserved for future generations. In addition to the loan of the Beach Cleaner equipment, Honda will also provide ongoing support that includes training and guidance in safe vehicle operation and equipment maintenance.

Honda, actively collaborating with its facilities and Group companies, will continue to work closely with members of local communities to expand the unique Beach Clean-up Project to reach communities throughout Japan.

### ● Achievements

FY2007

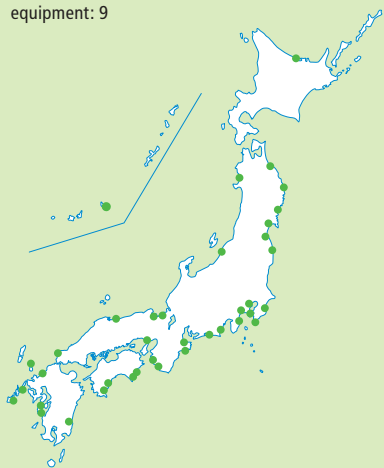
Number of beaches cleaned by the Beach Clean-up caravan: 19 (19 events)

FY2008

Number of beaches cleaned by the Beach Clean-up caravan: 19 (20 events)

Number of group companies taking part: 2

Number of municipal governments borrowing equipment: 9



### Comment

from the municipal government of Tateyama City

"I hope Honda will continue this initiative, working with local governments and communities to keep our beaches clean."

"I was amazed. After we ran the Beach Cleaner, the sand was white and fluffy. I almost wanted to throw myself into the sand – that's how clean it was." These are the words of Shigeki Kawana of the Tateyama City Government, Chiba prefecture, after a Beach Cleaner provided by Honda did its work. Mr. Kawana also expressed his hope that Honda will continue working together closely with local governments and communities to keep the beaches clean.



Shigeki Kawana  
Commerce, Industry and Tourism  
Division,  
Tateyama City Government

### Comment

from the municipal government of Shirahama Town

"The comments we get from local residents and visitors make us really happy."

Kensuke Tanaka, who is engaged in beach clean-up in Shirahama Town, Wakayama prefecture, shared the following sentiments after trying out Honda's Beach Cleaner: "The Beach Cleaner even removes buried trash, leaving the sand powdery and soft. I think it's wonderful." Local residents and visitors also appreciate the clean-up effort, congratulating the clean-up team for its results and encouraging them to keep up the good work. "That makes us really happy."



Kensuke Tanaka  
Tourism Division,  
Shirahama Town Government





## Watershed preservation in Japan

### Restoring forests and watersheds

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.

### Watershed restoration in Yorii, Saitama prefecture

With plans to build a new factory near Mt. Kanetsugido in the Yodo area of Yorii Town, Saitama prefecture, Honda has begun preservation activities in the nearby forests on municipal land in the nearby mountains. In cooperation with Yorii Town, the Saitama Central Forest Owner's Association and OISCA International, Honda has helped fund the project and dispatched volunteers from facilities in the nearby Wako area to plant trees, clear weeds and handle other forest preservation work.

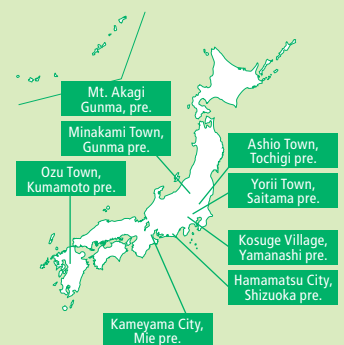
In the first preservation session in June 2007, 34 associates and members of their families volunteered, planting 300 broadleaf saplings under the direction of the Forest Owner's Association on the southeastern slope of Mt. Yatsu. Afterward, a lecture on forest preservation was offered, leading to a lively exchange of opinions and a deepened understanding of the role of forests in the biosphere and their importance.

In the second session, in September 2007, 24 current and retired associates and members of their families cleared weeds away from around the saplings they had planted in June.

Going forward, Honda will continue to engage in watershed preservation activities in eight locations near Honda facilities.



#### ● Program areas



#### ● FY 2008 Achievements

Facility	Events	Participants
Aoyama	2	55
Wako	2	58
Saitama	3	160
Suzuka	2	98
Hamamatsu	1	25
Kumamoto	3	169
Tochigi	2	91
<b>Total</b>	<b>15</b>	<b>656</b>



## Community Forest initiatives

Instead of surrounding themselves with concrete walls, Honda factories throughout Japan create community forests, planting local tree species in their precincts and allowing them to grow naturally. Implemented in 1976, this initiative is designed to revive and preserve local ecosystems, and achieve a harmonious balance of the facilities with nature.

### Hamamatsu Factory adds local communication program

Hamamatsu Factory has added a new local communication program to its Community Forest initiatives, offering local residents the opportunity to experience nature and better understand the importance of environmental protection. Environmental learning areas have been created to encourage visiting children to observe and explore nature and make independent discoveries.



● **Gate area**  
The various grasses, flowers and trees at the entrance to the Community Forest are a living expression of "hometown Hamamatsu."



● **Environmental learning area**  
Panels describe the environmentally responsible production policies and methods of Hamamatsu Factory, including wastewater management and odor control.



● **Water environment**  
Based on the creeks and ponds of old-fashioned community forests, this ecosystem supports a wide variety of plants and animals that live in and around water. Exploring and playing in the creeks and ponds, visitors may observe a fertile environment in which fireflies, Japanese killifish and other species flourish.



● **Insect environment**  
Created to resemble a traditional Hamamatsu community forest, this environment supports a large insect population. It serves as a good example of the traditional mountain forest ecosystem where Japanese rhinoceros beetles, stag beetles, grasshoppers, butterflies and many other species find their home in bushes and trees.

Bringing the desert back to life

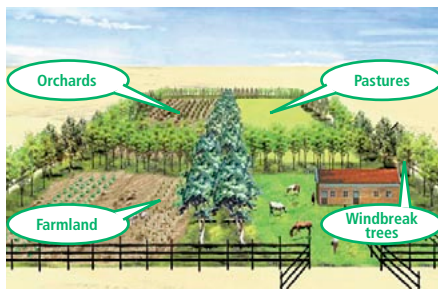
Korchin Desert afforestation in China: the Joyful Forest Project



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

Overcultivation and overgrazing have brought on rapid desertification in the Korchin Desert, located in the Inner Mongolia Autonomous Region of the People’s Republic of China. Honda began the Joyful Forest Project in 2000 to restore life to this desert—the desert closest to Japan—and to foster self-sufficiency in local residents, while helping them bring about reforestation by their own hand. Honda people are directly involved, too: groups of current and retired associates have been visiting the Korchin Desert to help. Through exchanges with local children, the project is helping communicate the importance of greening the land. Over a period of eight years of this project, over 80,000 trees have been planted, and the poplars planted in the first year now stand 7-8 meters tall. Since the project’s inception, the number of observers and enquiries about the Joyful Forest Project has risen each year, and the movement has grown substantially to encompass neighboring areas.

In 2007 the Chinese government transferred authority over the Joyful Forest to 73 households in the local community, who will assume control of the restoration effort, continuing to foster woodlands and agricultural land in the reclaimed area. This concludes the participation of Honda volunteers, but Honda’s financial support of the project will continue.



Using reclaimed land

● Achievements

FY	Volunteer tours of service from Japan		Trees planted on tours and through local efforts
	Tours	Participants	
2006	2	69	2,820
2007	2	69	11,379
2008	2	106	2,171



Honda associates planting trees with local junior high school students

## Protecting host habitats

### Spring Creek preservation

Honda Canada Inc.

Honda of Canada Manufacturing, a division of Honda Canada in Alliston, Ontario, Canada, makes its home along the banks of Spring Creek. The area is also 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 population has been in decline. Honda associates have been supporting local plants and wildlife by helping look after 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 activities that in 2007 involved 75 Honda associates and their families.

Removing trash, planting trees and shrubs, building bird houses and more, Honda has been engaged in helping preserve the environment of Spring Creek and its watershed since 2000. Volunteers have removed a lot of trash. Hundreds of trees and several thousand shrubs have been planted, enhancing the habitat for various species and helping prevent soil erosion. Bluebird houses have been built, and there's a marked trail through the forest. Here

too, Honda is working with the community to help preserve local habitats.



## Connecting people, cars and trees

### Honda TreeFund

Honda New Zealand Ltd.



For every new Honda car sold, the Honda TreeFund funds the planting of 10 native trees in New Zealand. The program was created in 2004, and helps restore biodiversity by helping control water run-off and erosion, protect streams and seashores, and beautify local parks. Honda is not the only contributor: Honda customers are invited to donate to the Honda TreeFund, and

to join associates and local council members in the planting of trees. In FY2008 funds sufficient to plant 78,471 saplings were raised, and in the last four years funds sufficient to plant approximately 329,000 saplings have been raised. Associates have formed relationships with customers that extend well beyond products and services.



How the TreeFund works



1 new car sold



Funding for ten new trees



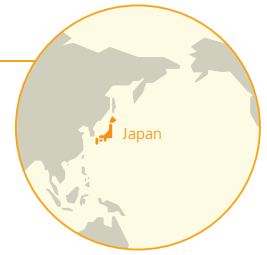
# Traffic Safety Initiatives

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.



Together for Tomorrow





## Traffic Safety Caravan

### 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 FY2008 alone, the Caravan visited 641 kindergartens and nursery schools in Japan.

### Watching, listening, talking—learning by doing

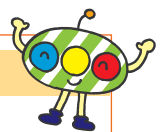
One thing that makes the Traffic Safety Caravan so powerful is the participation of a professional drama troupe, whose members are experts at making learning fun and effective. The session begins with familiar stories being read aloud. Using their voices creatively, the cast of the Caravan captivates 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

## 交通安全キャラバン



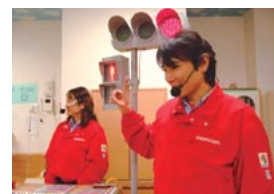
### Program contents



1 Capturing kids’ attention with familiar picture book stories



2 Teaching traffic safety with original materials



3 Learning in a miniature world



### ● Groups & participants as of FY2008

(FY)	Groups (children)	Facility	Groups	Participants
2006	340 (46,186)	Honda HQ	480	58,251
		Suzuka	40	3,964
2007	590 (76,329)	Hamamatsu	40	4,860
		Kumamoto	41	4,566
2008	641 (76,401)	Tochigi	40	4,760
		Total	641	76,401

## Working to create the ideal mobile society

### International Association of Traffic and Safety Sciences (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 Honda's founder Soichiro Honda and Takeo Fujisawa, as well as from 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.

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, and cultural exchanges. Participants discuss issues facing Japan and ASEAN, seeking to enhance mutual understanding.



IATSS Forum

## Working to ensure safety for everyone

### Traffic safety programs

To promote a safer and more comfortable mobile society, Honda established the Driving Safety Promotion Center in 1970. Among a broad range of traffic safety initiatives, Honda has developed driver and rider training, as well as educational software and simulators.

At its eight traffic education facilities in Japan, Honda is providing training in traffic safety to everyone from the youngest children to senior citizens, as well as courses for traffic safety trainers and hands-on training for corporate and other groups. Further, in August 2007 the Suzuka Circuit Traffic Education Center was reopened to respond to a changing traffic environment and a wide variety of client needs. With a focus on reducing common accidents and those with high fatality rates, the center features four new programs that help improve driving habits through increased driver awareness. The center's driving course has also been

enhanced to offer training that is more effective and efficient than ever before.

Promoting lifetime traffic safety education, Honda prioritizes research and development of programs that present the capabilities and limitations of new safety devices and improve the ability of students to anticipate road hazards. Honda continues to expand its safe driving and riding educational initiatives for customers and local residents in 33 countries.



#### ● 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



## Nationwide rider training in Vietnam

Honda Vietnam Co., Ltd.

### A truly practical safety program

For the second year in a row, Honda Vietnam sponsored and organized the Farmer Safety Riding Contest in locations across Vietnam. Surpassing the FY2007 total of seven events, from May to September Honda held a total of nine contests in nine different provinces. As before, the two-day, festival-like events were organized jointly with the Central Farmer Association, the National Traffic Safety Committee (NTSC), and the various Provincial Farmer Associations and Provincial Traffic Police Departments. The events drew acclaim from participants across Vietnam.

Designed for farmers, who represent nearly 70% of the Vietnamese population, the FY2008 program maintained the successful format of the previous year. At every stage, the activities of the program were welcomed with the highest level of enthusiasm by the farmers, who were eager to receive hands-on information about riding in general.

### Two days full of training and fun contests

On day one, the Provincial Traffic Police instructed participants in traffic law and the principles of safe motorcycle riding. Because such instruction had tended not to reach farmers effectively in the past, participants took part in the class with a serious desire to learn. On the morning of the second day, the farmers wore helmets and proudly rode in a parade that was watched and celebrated by the entire community. An opening ceremony was then held, where as an attraction the farmers put on humorous skits portraying a variety of riding challenges and ways to handle them. Divided into teams, in the afternoon the farmers took part in a con-



test that tested their knowledge of traffic law, as well as their riding skill in balancing on a board and navigating the pylons of a riding course. In the evening, the top three teams, drawing a large and excited crowd from the community, competed in answering test questions based on a realistic riding simulation.

### Committed to fostering safety and mobility in Vietnam

Beyond the competition itself, the event featured other activities designed to foster awareness of motorcycle maintenance and environmental issues. In the service tent, Honda associates offered maintenance advice, free motorcycle adjustments and low-cost oil changes. A tree planting activity in which all the contestants participated emphasized

Honda's commitment to preserve and protect the environment of Vietnam.

The response of participants was highly positive. Many farmers commented that the contest addressed an important need and requested that Honda further expand the initiative. Honda associates who participated felt the program to be highly effective in its goal of safety education. As part of its commitment to a safe and mobile society, Honda will continue to work closely with the community to help create a bright future for Vietnam.





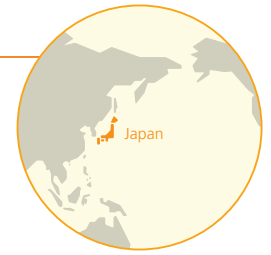
# Community Initiatives

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.



Together for Tomorrow





## Touch the World & Hello Embassies

### Touch the World: an international adventure

Launched in 1999, Touch the World takes advantage of the unique educational opportunities available thanks to the cooperation of embassies located in Tokyo's Minato City where Honda headquarters is located. Between three and five embassies participate in this program every year, providing children with the chance to experience cultures from around the world. The embassies of Algeria, Bosnia and Herzegovina, the Dominican Republic, and Kuwait participated in FY2008. 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 features live performances by performers from around the world. Presentations of Japanese artisan culture and other cultural events were also included. The inquisitive children got to sing and dance together on stage, sample unfamiliar foods from different lands, and enjoy different cultures.



### 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 prepare reports on their valuable experience.



#### Participants

FY	Touch the World	Hello Embassies*
2006	Approx. 1,100	52
2007	Approx. 1,300	45
2008	Approx. 1,500	52

\*Only a limited number of students may participate in Hello Embassies.

#### Embassies participating in Touch the World and Hello Embassies FY2008

- People's Democratic Republic of Algeria
- Bosnia and Herzegovina
- Dominican Republic
- State of Kuwait

## Affiliates proactively offering employment to persons with disabilities

In accordance with the emphasis on initiative, equality and trust that emerges from our basic principle of respect for the individual, Honda believes that human beings are born to think, create and express their individuality freely, thus realizing their hopes and dreams. We strive to attract individuals who share this belief and who will respect each other's individuality. We seek to foster an atmosphere of mutual trust and fairness in which our associates are able to realize their potential and share in the joy of creating new value for society.

Like Honda's facilities, special affiliates Honda Sun Co., Ltd., Honda R&D Sun Co., Ltd., and Kibounosato Honda Co., Ltd. seek proactively to create employment for individuals with disabilities.

Pursuing big dreams, ambitious goals, great challenges—realizing rewarding careers

### Honda Sun Co., Ltd.

Social welfare corporation Japan Sun Industries was founded by Yutaka Nakamura, M.D., in Beppu, Oita prefecture. Visiting the facility, Honda founder Soichiro Honda was moved by the doctor's vision of giving individuals with disabilities a chance to work. As a result, Honda Sun was established as a special subsidiary of Honda Motor Co., Ltd. in 1981 to expand the employment of individuals with disabilities, helping them participate more fully in society and realize their dreams. Since then, Honda Sun has fulfilled its mission by employing individuals with disabilities to manufacture high-quality automobile components. The company facilities are based on a universal design that is wheelchair accessible and emphasizes safety and security.



Honda Sun proactively supports associates taking on big dreams and challenges. The Honda Athlete Club has played a pioneering role in sports for persons with disabilities, helping team members from Honda Sun and Honda R&D Sun produce top-level results in wheelchair marathons, swimming competitions and

other international events. Honda Sun also supports participation in wheelchair basketball, kart racing and other activities in which associates take on great challenges and goals. As a member of the Honda Philanthropy Coordination Council alongside Honda facilities, Honda Sun is engaged in philanthropic initiatives in accordance with the council's policy, with a focus on community and educational initiatives. One way in which the company is contributing to the community is that Honda Sun associates visit local schools for children with disabilities, giving the children a chance to build cardboard ASIMO robots in the Dream Hands programs, sharing the joy of making things.



Opening new employment vistas with a focus on computer-based work

**Honda R&D Sun Co., Ltd.**

Honda R&D Sun was established as a special subsidiary of Honda R&D Co., Ltd. in 1992. Unlike Honda Sun, which manufactures automobile parts, Honda R&D Sun focuses on computerized CAD-based design and drafting, providing employment opportunities to individuals with even more severe disabilities. As a result, more individuals with disabilities in the region have been employed. Located on the same campus, Honda R&D Sun and Honda Sun coordinate their philanthropic efforts, and together their associates pursue a wide variety of volunteer initiatives.



Practicing normalization to enrich careers and lives

**Kibounosato Honda Co., Ltd.**

In 1985 Honda Motor Co., Ltd., Kumamoto prefecture and Matsubase Town (now Uki City) in Kumamoto prefecture, founded Kibounosato Honda with a joint investment, making it the first third-sector factory in the automobile industry to employ individuals with severe disabilities. Meeting the industry's strict standards of globally optimal procurement, the company aims to manufacture top-quality automobile parts while supporting *normalization*, or the independence and social integration of individuals with disabilities.

The company is named after Kibounosato ("Village of Hope"), a community zone established by Kumamoto prefecture in Uki City to foster the social welfare and active participation in society of individuals with mental and physical disabilities. The zone comprises social welfare facilities, a school, a gymnasium and a playground. Local residents can work and enjoy sports, along with individuals with disabilities. As the focus of its philanthropic initiatives,

Kibounosato Honda fosters social welfare and new advances in developmental education. To help its associates achieve personal growth and realize their dreams, the company supports their participation in sporting events and philanthropic initiatives through flexible scheduling and financial support.

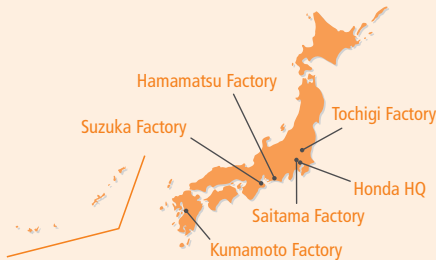


# Honda Group activities in Japan

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 Offices at Honda headquarters and 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 and barrier-free locations. Local relationships also empower them to develop initiatives serving community needs.

This section highlights initiatives of Honda facilities, dealerships and Group companies in Japan. A more comprehensive overview is presented on pages 54–56.

## 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.

## 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 FY2008

Facility	Events	Participants
Saitama	428	19,505
Suzuka	906	55,325
Hamamatsu	162	4,031
Kumamoto	225	6,975
Tochigi	31	608
Total	1,752	86,444

### ● 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 FY2008

Facility	Events	Participants
Honda HQ	42	433
Saitama	17	736
Suzuka	2	587
Hamamatsu	4	244
Kumamoto	2	3,307
Tochigi	1	441
Total	68	5,748

### ● Blood drives

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

Blood drives FY2008

Facility	Events	Participants
Honda HQ	2	236
Saitama	4	351
Suzuka	6	486
Hamamatsu	4	664
Kumamoto	3	479
Tochigi	2	40
Total	21	2,256

### ● 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 FY2008 donations were based on 281 winning cards.

## Saitama Factory

### ● Iruma River clean-up project

Located midway down the Iruma River in Sayama City, Honda's Saitama Factory started the Iruma River clean-up project in 1979. Since transferring control of the project to Sayama City government in 1982, the factory has remained an active participant. On March 1, 2008, 182 current and retired associates and members of their families took part in clean-up activities.

### ● Supporting social welfare concerts

The Community Welfare and Services Division of the Kawagoe City Social Welfare Council holds concerts to encourage the interaction of volunteers and those using local social welfare facilities. The Saitama Factory has supported this program by managing backstage activities, assisting attendees, and transporting to and from the concerts those lacking their own means of transportation. On February 17, 2008, the factory participated for the ninth time, with seven associates and retirees volunteering.



Supporting social welfare concerts

#### Other activities

##### ● Support for community sports activities

During the fiscal year, the Saitama Factory held 38 sporting events and training workshops with the help of 431 associate volunteers.

##### ● Christmas events

Some 3,000 associates, associate family members and members of the local community enjoyed a special Christmas season thanks to the help of some 70 associate volunteers. At the crafts corner, 138 children and their parents tried their hand at making miniature Christmas trees.



Iruma River clean-up project

## Suzuka Factory

### ● Supporting the Suzuka Rugby School

As part of their efforts to give back to the community, members of Honda HEAT, the Suzuka Factory rugby team, help organize at the Suzuka Rugby School between matches and on vacation days. To provide further support to local sports culture, team members serve as flag rugby instructors at nearby grade schools, high schools in Mie prefecture and rugby conferences. Always seeking to strengthen ties with local residents, Honda HEAT also actively participates in the Honda Beach Clean-up Project and similar initiatives.



Suzuka Rugby School

#### Other activities

##### ● Dream Hands at solar car race

Guided by ten associate and retiree volunteers, 122 children participated in Dream Hands and an EV kart assembly workshop.

##### ● Chiyozaki Beach clean-up event

A total of 103 associates and associate family members participated in this year's beach clean-up.

##### ● Gate ball school

The Suzuka Factory held gate ball lessons 48 times during the fiscal year, with 981 persons participating and a total of 274 current and retired associates volunteering.



Chiyozaki Beach clean-up event



Gate ball lessons

## Hamamatsu Factory

### ● Yaramai Car assembly and test-riding

As part of the Dream Hands project, Honda associates and local university students organized events featuring a build-it-yourself go-cart kit for children to assemble and test ride. The program fosters a sense of the joy of building things, and the youngsters were allowed to practice the three basic skills of driving—driving, stopping and turning. The program was held five times in FY2008, with 292 children participating and 82 Honda associate volunteers helping out.

### ● Digging for clams with individuals with disabilities

The factory invited 17 persons with disabilities to enjoy digging for clams and take a boat ride on Hamanako Lake. The guests also enjoyed lunch and conversation with 39 current and retired associates.

#### Other activities

##### ● Hamanako Lake clean-up campaign

806 current and retired associates helped clean up the shores of Hamanako Lake in an event sponsored by the municipalities of Hamamatsu, Kosai and Arai.

##### ● Ground golf social event

14 current and retired Honda associates played ground golf with 48 Hamamatsu residents who live in facilities for senior citizens and individuals with disabilities.

##### ● Factory neighborhood clean-up campaign

Four times a year, associates clean up litter from the sidewalks and parking lots in the area around Hamamatsu Factory. In FY2008, 244 associates participated.



Yaramai Car assembly and test riding



Digging for clams



Ground golf social event

## Kumamoto Factory

### ● Sponsoring the 19th Country Gold Music Festival

Every year, the factory sponsors the Country Gold Music Festival held at the Aspecta outdoor stage in Minamiaso. At this year's festival, held on October 21, 2007, eight associate volunteers ran the Honda booth. Dream Hands cardboard crafts sessions for children were offered, and Honda products were on display at the venue.

#### Other activities

##### ● Sukoyaka 2008

On February 23 to 24, 2008, Honda participated in this parenting support event sponsored by Kumamoto prefecture. At the Honda booth, Traffic Safety Caravan and Dream Hands cardboard crafts events were held.

##### ● Junior high school baseball tournament

The factory held a rubber ball baseball tournament for local junior high schools, with 35 Honda baseball club members serving as umpires and on the steering committee.

##### ● Koshi Municipal Festival

In the Koshi Municipal Festival held in Kumamoto Agricultural Country Park, the Kumamoto Factory offered Dream Hands cardboard crafts sessions.



Junior high school baseball tournament



Traffic Safety Caravan

## Tochigi Factory

### ● Softball clinics

In appreciation of the fans who support the team, Tochigi Factory's softball team held a four-day series of public events and skills clinics in November and December 2007 to give something back to the local community. Designed to contribute to the community and help foster the skills of young softball players, the events attracted a total of 659 elementary and junior high school students, representing 52 teams from around Tochigi prefecture. The Honda team members spent a day each session demonstrating proper fielding technique and putting the kids through drills in fielding, batting and throwing.



#### Other activities

##### ● Gogyo River environmental preservation

A total of 441 Honda associates, associate family members and business partners' employees participated in a clean-up along the Gogyo River, which flows near the Tochigi Factory.

##### ● Support for safe driving model road parade

Renting cars and a gymnasium, 30 factory associates participated in the Safe Driving Model Road Parade sponsored by the Industrial Park Management Council.

##### ● 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 environmental preservation



Hot air ballooning event

## Honda Motor Headquarters (Wako Building)

### ● Tree-lighting ceremony

On December 5, 2007, 800 local residents and current and retired associates attended a ceremony inside the Wako Building precincts in which a decorated dawn redwood was lit. An associate dressed as Santa Claus gave out small gifts, a brass band from a local junior high school played Christmas songs and costumed characters put on a show, resulting in an enjoyable event for children, parents and other attendees.



#### Other activities

##### ● Donation of Driving Simulator and automobile

To foster interest in automobiles and an understanding of safe driving, Honda donated a Driving Simulator and automobile to the Wako Comprehensive Children's Center.

##### ● Cherry-tree lighting

In March 2008 Honda lit up cherry trees around the Wako Building. On the final day of the event, local residents were invited onto the grounds to view the trees.

##### ● Wako Building neighborhood clean-up

Every Tuesday, current and retired associates clean up the route commuters walk between the Wako Building and Wako Station, as well as the public area in front of the station building.



Cherry-tree lighting



Wako Building area clean-up

## Honda Motor Headquarters (Aoyama Building)

### ● International Futsal Tournament

On April 14, 2007, Honda took part in the 10th Annual Minato City International Futsal Tournament for elementary school students. The event was enjoyed by tournament participants, their families and members of the local community.



International futsal tournament

### ● Tokyo Bay clean-up campaign

In keeping with the slogan "Making Tokyo Bay safe and clean for swimming!" Honda Headquarters has co-sponsored the Tokyo Bay clean-up campaign since FY2006 as part of its environmental preservation initiatives. In 2007, this event, run by organizations connected to Tokyo's Minato City, was held on September 8, and the clean-up effort focused on Odaiba beach, where visitors can dig for clams in the spring. Despite its metropolitan location, the Odaiba Seaside Park is home to many aquatic flora and fauna. Thirty-nine Honda associates and family members joined the volunteer force of approximately 350 people.



Tokyo Bay clean-up campaign

#### Comment of a volunteer associate

"It really felt great to clean up a park that we all use, and to see what it looked like when we were done. I think it was a valuable experience to take part as a family. In the future, schedule permitting, I'd like my family to continue participating in the program."

### ● Participation in the Aoyama 1-chome clean-up campaign

In March of 2008, for the third year in a row, the Minato City Akasaka District General Branch Office hosted a clean-up event near Honda Headquarters in 1-chome, Aoyama, Minato City. Twenty Honda associates helped pick up trash in planters and on sidewalks in and around the Aoyama 1-chome intersection. Honda plans to continue participating in Minato City's campaign to promote a more attractive and safer urban environment.



Aoyama 1-chome clean-up campaign

#### Other activities

##### ● Guest-teaching elementary school social studies class

A Honda associate gave social studies students at Aoyama Elementary School a lesson on the automobile industry. The children made presentations of vehicles of their own invention, and the associate gave them feedback.

##### ● 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. Over the course of the year, nearly 80 Honda associates took part picking up litter around Honda Headquarters in Aoyama 1-chome.



Guest-teaching elementary school social studies class

## Affiliate activities

### AIKITEC Co., Ltd.

Headquarters: Higashiura, Aichi prefecture

#### ● Factory tour

AIKITEC offers local grade school children a complete factory tour, showing the students the whole process by which transmission gears are manufactured. The tour also features environmentally responsible wind and solar power facilities, parts-making industrial robots and unmanned parts transport systems. Wrapped up with a question and answer session, the tour helps students understand AIKITEC's industrial processes and approach to environmental protection.

#### ● Green roof

Both visually pleasing and good for the environment, the roof of the AIKITEC factory is covered with grass. As water is taken up by the roots and evaporates through the leaves, heat is released into the air, lowering the roof's temperature. As a result, the use of air conditioning in the summer can be reduced.

- Other activities ● Factory area clean-up campaign ● Donation of special-needs vehicle to Higashiura Town Office  
 ● Participation in the Seki Mugegawa Hometown Summer Festival Fireworks and Higashiura Industrial Festival  
 ● Sponsorship of and support for regional events, etc.



### Asama Giken Co., Ltd.

Headquarters: Komoro, Nagano prefecture

#### ● Komoro International Exchange Festival

In this event, local residents from around the world share their cultures with each other and attendees. In 2007 persons from 13 countries participated, including 28 trainees from Asama Giken subsidiary P.T. Asama Indonesia Mfg. The trainees performed Indonesian songs and dances, displayed traditional instruments and scenic photographs, and shared Indonesian cuisine. The festival was an excellent opportunity for international exchange and the development of mutual cultural understanding.

- Other activities ● Internships for students ● Factory tours  
 ● Providing company field for use by children's baseball clubs  
 ● Support for one-day workplace experiences for junior high school students  
 ● Participation in autumn nationwide traffic safety drives  
 ● Blood drives ● Participation in the Komoro Summer Festival ● Participation in Komoro comprehensive disaster prevention training  
 ● Support for the Komoro Light Fantasy ● Support for the Cherry Blossom Festival, the Saku Balloon Festival, Komoro Sengoku Cycling, the Komoro Citizens Golf Tournament  
 ● Facility area clean-up campaign, etc.



### Honda Commtec Inc.

Headquarters: Wako, Saitama prefecture

#### ● Summer Vacation Seminar: "Energy and the Weather" (a Honda Welcome Plaza event)

For two days in August 2007, local weatherman Masamitsu Morita gave a Summer Vacation Seminar attended by a total of 152 grade school students. After Mr. Morita's talk about the wonders of the weather, the students participated in experiments and crafts workshops involving wind and solar power. Discovering the fun of natural science, the children learned about the close relationship between energy and the global environment.

- Other activities ● Monthly events held for the enjoyment of customers and local residents

#### Honda Welcome Plaza

Located on the first floor of Honda's Aoyama Building in Minato City, Tokyo, the Honda Welcome Plaza has, since its opening in 1985, served as a venue for the introduction of new Honda products and technologies, the location of a wide variety of events, and a place for Honda to welcome customers and local residents. Honda Welcome Plaza is operated and managed by Honda Commtec, Inc.



## Dealership activities

### Environment, safety and public welfare certification (automobile dealerships)

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 (motorcycle and automobile dealerships)

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 FY2008, 1,096 dealers participated in the program and a total of 1.56 million yen in donations was gathered.



Motorcycle dealership

### Honda Dream Sakai

Headquarters: Toyonaka, 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

Automobile dealership

### Honda Cars Yamaguchi

Headquarters: Yamaguchi, Yamaguchi prefecture

#### ● Yamaguchi Iki-iki Eco-Fair

In October of 2007, Honda Cars Yamaguchi participated in Yamaguchi prefecture's Yamaguchi Iki-iki Eco-Fair, hosting a booth to exhibit and present Honda's environmentally responsible technologies such as the Civic Hybrid car and the FCX fuel cell vehicle. In addition to the introduction of Honda products and technologies, Honda's Beach Clean-up Project was showcased, and there was an area where visitors could take part in paper crafts and coloring activities with a "Honda Eco-Car" theme.

- Other activities
- Bus tour of Kumamoto Factory for students
  - Internships



Automobile dealership

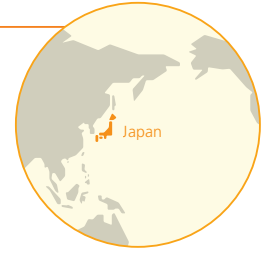
### Honda Cars Yamato Nara

Headquarters: Katsuragi, Nara prefecture

#### ● Community clean-up activities

Every Monday, associates from the Honda Cars Yamato Nara dealership pitch in to clean up in and around nearby JR Yamato Shinjo Station. They also clean the street near the dealership and work year-round to help create a pleasant environment for the local community.





## Onsite environmental seminar Team Kyoto Environmental Activity Project

### An environmental seminar at local schools

Joining Kyoto City, Kyoto-based corporations, the Kyoto Municipal Center for Promotion of Environment Protection and other not-for-profit organizations, Honda Cars Kyoto has served as a member of Team Kyoto Environmental Activity Project, the Kyoto Local Agenda 21 Forum organization dedicated to resolving local environmental issues. As part of its outreach efforts, in February 2008 Honda Cars Kyoto presented an environmental seminar at Kyoto Municipal Fourth Suzaku Elementary School. Four project team members served as instructors, discussing global warming and other environmental topics with 48 sixth-grade students. In addition, the seminar explored environmentally responsible driving and other practical ways to reduce CO<sub>2</sub> emissions.

### Fuel economy, fuel cell cars increase student interest in the environment

Honda Cars Kyoto also presented information about Honda's fuel economy enhancement efforts and the FCX Clarity fuel cell vehicle. These topics and a discussion about solar panels and fuel cell-based cogeneration systems for environmentally friendly homes increased the students' interest in environmental issues. Comments by the children included, "I'm going to tell my family all about this," and, "I learned how important it is to drive smart," indicating they had found the seminar to be a valuable opportunity to explore environmental issues.



Hirohisa Nagaya  
Team Kyoto Environmental Activity  
Project Leader  
Kyoto Local Agenda 21 Forum

### Comment of an event leader

Credibility that only true automobile experts can offer

Honda's associates are passionate about environmental initiatives and are proactive participants in our study groups. When it comes to fuel economy and next-generation vehicles, they have the credibility that only true experts can offer, and their role in our educational outreach efforts has been invaluable.

# 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).

- National Youth Project Using Minibikes (NYPUM): p 8
- Honda School Environment Challenge Awards: p 14
- Eagle Rock School and Professional Development Center: p 14
- Big Darby Creek preservation: p 18
- Spring Creek preservation: p 24
- Honda TreeFund: p 24
- Nationwide rider training in Vietnam: p 28

A more comprehensive overview of our global initiatives is presented on pages 56–57.

## North/Central America initiatives

### American Honda Motor Co., Inc.

#### ● Ride for Kids® enjoys huge successes

Ride for Kids® is a charitable motorcycling program that supports the Pediatric Brain Tumor Foundation's (PBTf) mission 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 Honda Rider's Club of America and thousands of other motorcyclists taking to the roads in rides across the United States, the program has raised more than US\$37 million to support pediatric brain tumor research and family support programs. In 2007 it raised a new record of US\$4.5 million. With the help of America's motorcycling community, the PBTf has become the world's largest non-governmental source of funding for childhood brain tumor research.



### Honda Canada Inc.

#### ● Civic Reading Circles

In FY2008, 47 associates of Honda Canada in four locations around the country volunteered their time to participate in Civic Reading Circles, a mentorship program that helps second and third grade students improve their literacy skills and realize the fun of reading. Under the program, associates spend one hour a week for ten weeks reading with the children. Honda Canada treats 30 minutes of each hour an associate spends with the children as work time, thereby further supporting the program. In Quebec, Circle members read in French; elsewhere, they read in English. On the last day of the program, the children take a tour of the Honda location sponsoring their Civic Reading Circle and enjoy a final reading session there. Honda donates books to the children and their school as an additional way to promote literacy and the enjoyment of reading. Participation in Civic Reading Circles is a rewarding experience for Honda associates and reaffirms Honda's goal of being a company society wants to exist.



## Honda Manufacturing of Alabama, LLC

### ● Volunteer Month

Honda Manufacturing of Alabama held its first Volunteer Month in July 2007. The yearly initiative is designed to spark associates' interest in giving back to society and encourage participation in Honda Star, the company's long-standing program to support volunteerism in local communities. During Volunteer Month, when an associate gives five hours of his or her time to a certified non-profit organization, the company donates \$100 to the organization. The inaugural Volunteer Month saw extensive participation by associates and their families with 725 persons donating time to the Alabama Institute for Deaf and Blind, the Boys and Girls Club of Pell City, the Children's Hospital of Alabama, and other worthy causes. These results demonstrate the drive of associates to make Honda Manufacturing of Alabama a good corporate citizen that improves the lives of people in the local community.



## American Honda Foundation

### ● Supporting education nationwide

Established in 1984, the American Honda Foundation is a non-profit philanthropic organization that makes grants to worthy non-profit organizations for programs with a specific focus on youth education and scientific education. The foundation has provided more than US\$20 million in grants to organizations which, like Honda, value imaginative, creative, youthful, forward-thinking, scientific, humanistic and innovative action.

Recent initiatives supported by the foundation include: scientific research internships for high school students as part of the Harlem Children Society; and design and problem-solving training for youth (grades five to eight) in the Future Engineers Center at the University of Massachusetts.



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

### ● ATV touring event and clean-up initiative

On April 28, 2007, Honda de Mexico held a touring event for ATV fans on 74 routes throughout the country. Associates from 94 Honda dealerships and over 2,000 customers took part in the event, in which riders toured and cleaned up forests, rivers, beaches and many other precious natural environments. With garbage bags in hand, the ATV riders cleaned up at lunch break areas and anywhere else they found litter.



## South America initiatives

### Honda Automoveis do Brasil Ltda.

#### ● Fostering children's traffic safety

In May 2007 Honda Automoveis do Brasil initiated a new program to foster children's traffic safety. Following instructions and drawings provided by the Sumaré City Traffic Department, five Honda associates painted crosswalks and other road surface markings and installed traffic signs around five schools near the Honda plant in Sumaré. These safety upgrades alert drivers that they are approaching a school or crosswalk while providing children a clearer path across busy streets.

To complement these outdoor safety measures, the Traffic Department, Honda and teachers at the five schools prepared a special safety event for the children. Involving every grade in all five schools for a full school day, the event was a valuable opportunity for the children to learn about traffic safety. Teachers and Honda associates jointly organized the classes and taught traffic rules and safety principles so that the children could learn while having fun. Having received a highly positive response from students and teachers alike, Honda Automoveis do Brasil plans to provide the class again to the same five schools in 2008 while offering both the outdoor safety upgrades and safety instruction to an additional five schools in the area.



#### ● Food and fun for disadvantaged children

Since its foundation, Honda Automoveis do Brasil has been dedicated to helping the less fortunate of its home city of Sumaré, a suburb of São Paulo. In the Solidarity Workshop, Honda associates provide the disadvantaged children of the city with food, entertainment and educational opportunities. Every month, Honda collects donations from associates for the workshop and matches their total contribution.

As volunteers, the associates also contribute time and effort to make the events successful. "The children's response is magical," said one of the volunteers. "It's a big commitment, but there's nothing more rewarding than their smiles. So I encourage everyone here to give of their time to those who really need it—the children." Marcelo Perron, a workshop coordinator, had a similarly meaningful experience: "It's very gratifying to help the community while encouraging our associates to come together in the spirit of good corporate citizenship."

Workshop events bring happiness to children at three different times of the year. In 2007 the company threw a special version of the June Party, a traditional Brazilian celebration, in which associates donated food to the community and put on a drawing competition and other educational activities for children. On October 12 Honda celebrated Children's Day with a party featuring cultural activities for children, and associates donated 540 food baskets to local families.

To round out the year, the company held a Christmas Party whose attendance by 3,000 people made it the city's largest social event of 2007. Associates gave out over 1,000 food baskets and provided 1,800 children with special Christmas gift bags filled with toys, clothes, candy and educational materials. The children also received free haircuts and enjoyed an associate-prepared feast of hotdogs, popcorn and candy.



## Moto Honda da Amazonia Ltda.

### ● Helping protect the Amazon

The Adolpho Ducke Forest Reserve in Manaus City, in the State of Amazonas in Brazil, was established to preserve the tropical ecology of some 100 square kilometers of Amazonian forest and promote research in tropical ecologies. In 2003 Moto Honda da Amazonia partnered with the National Institute of Amazonian Research and municipal government to help members of the local communities learn more about their natural habitat by organizing tours of the reserve and its botanical gardens. On the last Sunday of every month from March to December 2007, some 250 residents were bussed to the reserve from their homes to participate in a program of educational events including a guided walk in the forest, a performance of environmental theater, a workshop on malaria and other tropical diseases, and environment-oriented games for children. The purpose of the initiative is to deepen awareness of the biodiversity of the local environment and its importance to mankind, and to motivate members of the community to be proactive in protecting their environment and helping prevent river and lake pollution, deforestation and other environmental hazards. In FY2008 some eight Moto Honda da Amazonia associates participated in the event as volunteers, helping with transportation, providing refreshments and facilitating event organization.



## Honda South America Ltda.

### ● Promoting safe and skillful riding to the public

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. Honda South America operates CETH (Centro Educacional de Trânsito Honda, or Educational Transit Center Honda) in Indaiatuba, São Paulo State (established 1998) and Recife, Pernambuco State (established 2006). As part of its efforts to help everyone live and work safely in Brazil's mobile society, CETH holds lectures and conducts test rides to teach and demonstrate safe riding practices.

In 2007 CETH held 28 lectures attended by 3,997 persons in São Paulo, Minas Gerais, Pernambuco and Bahia States, and conducted motorcycle and ATV test rides for 10,545 persons at such major events as the Salao Duas Rodas bike show, the Agrishow, the Adventure Sports Fair and the Casa Honda Inverno. In addition, CETH put on three promotional courses at Indaiatuba and the Honda automobile plant in Sumaré that drew 687 participants and more than 5,000 spectators.

Typically put on at the request of local companies and schools, whose growing number of riders has increased attention to safety issues, CETH lectures effectively convey safe riding techniques to a large audience in just an hour and a half. At CETH test rides, participants receive careful guidance by Honda instructors based on their skill level and needs. Demonstrations performed by experienced motorcyclists at CETH events add color to the proceedings, further increasing attendance. All such opportunities offered by CETH are open to any licensed rider who wishes to participate.



## Europe/Middle East/Africa initiatives

### Honda Automoviles Espana S.A.

#### ● Support of Active Africa

Mindful of Honda's aspiration to be a company society wants to exist, associates of Honda Automoviles Espana, Honda Finance Spain and Honda dealers collected 101 bicycles for Active Africa, a Spanish non-governmental organization contributing to social welfare in Malawi and Kenya in Africa. Due to a lack of roads and other infrastructure, doctors and teachers in Malawi require bicycles to visit their patients and students. To help them achieve the mobility they need, Honda associates launched a one-month campaign to collect bicycles, placing posters in dealerships and networking with colleagues to solicit donations. As a result of these efforts, Honda associates and customers alike provided bicycles and monetary contributions. The associates presented Active Africa with the bicycles they had collected and purchased at a special ceremony held on Corporate Day, a yearly event in which all Honda Automóviles España and Honda Finance Spain associates join together to celebrate Honda values and engage in team-building activities. Active Africa expressed appreciation for the donations, and the associates were proud to contribute to the development of a society in need.



### Honda Italia Industriale S.p.A.

#### ● Honda Riding School

Since 1998, Honda Italia Industriale has conducted the Honda Riding School, an exciting outdoor experience through which both skilled riders and complete beginners can advance their knowledge of safe motorcycle and scooter riding under the instruction of qualified Honda associates. Held at special events across Italy, the Honda Riding School introduces the fun and excitement of riding to new generations while advancing the cause of safety in Italy's mobile and dynamic society. During the experience, a special riding course with a variety of obstacles and challenges allows the Honda instructors to replicate real-life situations and instruct each rider according to his or her skill level. In FY2008, 30 associates, considered among the most skilled and experienced riders in Honda Italia Industriale, conducted the Honda Riding School at seven different events, drawing 339 participants. Four of these events were Honda Festivals, where Honda owners could experience riding on a racetrack. The Honda Riding School also took place at the yearly Biker's Festival and at two Honda in the City events, urban extravaganzas put on with Italian flair.



### Honda Bank G.m.b.H.

#### ● Teaching children the value of money

Willi Turturica works for Honda Bank, which specializes in vehicle finance, so when his daughter's teacher mentioned she was looking for an expert to teach local students about financial responsibility, he offered to help. With the support of his company, Mr. Turturica planned and taught a set of two seminars for 7- to 8-year-old students. The children learned about the history and uses of money, why different currencies have different values, and the concept of price. The purpose of the program was to enrich the curriculum and support the educational efforts of parents by teaching children how to manage money responsibly and thus help combat youth debt, an important social problem in Germany. The program was very well received, and Mr. Turturica is now planning another module in which he will teach students about markets.



## Honda of the U.K. Manufacturing Ltd.

### ● The HUM Safety Challenge



In accordance with the principle of respect for the individual and the Honda manufacturing principle of "There can be no production without safety," Honda considers the well-being of its associates a fundamental responsibility. At the same time, Honda seeks always to give something back to society, helping to create a brighter future for everyone. Since 1999, Honda of the U.K. Manufacturing has realized both of these ideals through the Safety Challenge, a program that promotes safety awareness for associates and contributes to society by raising money for worthy causes.

The Safety Challenge has a global effect on associates' understanding and experience of safety issues. Every work team in every manufacturing area participates, keeping its own detailed safety statistics. Each time a work team achieves its target (for example, completes 80 consecutive accident-free full shifts, or "safe working days"), the company makes a donation to the team's selection from a database of preferred local charities. To date, associates have raised over £100,000 for causes of their choice.

In addition, the Safety Challenge instills in associates a greater awareness of society's needs and encourages them to contribute further of their own accord, creating a philanthropic ripple effect well in excess of its already significant monetary results. The actions of the associates also contribute to an increased awareness of safety issues to the industrial community and beyond. Both as a safety awareness initiative and as a philanthropic endeavor, the Safety Challenge has become a popular, long-running and highly successful program.



## Honda Portugal S.A.

### ● Beach Clean-up goes global

A specially designed rake and sieve apparatus towed by an ATV to remove debris from sand, Honda's innovative Beach Cleaner first took to the seashore in Japan in May 2006. The brainchild of a Honda engineer determined to apply Honda technology to help preserve beaches for the bare feet of the future, the campaign has been a big success and went global in 2007, with Honda Portugal leading test cleaning on three local beaches in May 2007. A dedicated team including representatives of Honda Motor, Honda R&D, Honda Portugal and EMAC, a public utility in the Cascais area, led the experiment, which once again demonstrated the efficiency of Honda's beach cleaning system and the value of the initiative. The results were nothing short of amazing. Encouraged by the results, Honda Portugal decided to clean Carcavelos beach to commemorate World Environmental Day on June 5, 2007. Almost all of the Honda Portugal associates participated in the event, helping transport the Beach Cleaner to the beach and then rolling up their sleeves to help with the work. EMAC staff helped with the trash collection. Honda associates expressed their pride at being involved in the effort and their appreciation that the Beach Cleaner can extract small pieces of litter that could not be captured by other devices. Representatives of the Cascais municipality expressed their gratitude to all involved in helping restore the natural beauty of the local beaches. Honda Portugal will continue the Beach Clean-up project as one of its key initiatives to contribute to the local community.



## Asia/Oceania initiatives

### Honda Philippines Inc.

#### ● The Honda Room

Since 2005, Honda Philippines and the Honda Foundation (of the Philippines) have sponsored the Honda Room, a vocational program for aspiring young mechanics. Under the program, Honda has established five Honda Rooms in nationwide vocational schools; here, students receive hands-on training using tools, equipment and educational materials provided by Honda. In addition, Honda companies in the Philippines are working together to furnish students with excellent systems for realistic training: Honda Philippines currently provides motorcycles, and in FY2009 Honda Cars Inc. and Honda Parts Manufacturing Corp will provide automobile engines and transmissions, thereby making the Honda Rooms truly complete. Upon finishing a Honda Room course, students can use their upgraded skills to find a better job or start their own repair shop. Through the Honda Room program, Honda seeks to contribute to job growth in the Philippines by helping young people develop a marketable trade and achieve their dreams.



### Honda Malaysia SDN BHD.

#### ● Honda Dreams Fund

In partnership with the United Nations Development Programme (UNDP) Malaysia, in January 2007 Honda Malaysia announced the inception of the Honda Dreams Fund, which annually provides full scholarships to young Malaysians who lack funds for higher education. Through the fund, Honda seeks to foster human resource development in Malaysia by helping promising young persons achieve their dreams.

Entry forms required an essay on the applicant's dreams. Sixty persons were selected for the three-day "Dare to Dream" workshop held in April, at which fun and educational activities allowed the candidates to demonstrate teamwork skills, logic and creative thinking. The final 20 candidates were determined by evaluation during the workshop and an interview process conducted by UNDP Malaysia, Honda Malaysia, the Human Rights Commission (SUHAKAM), the All Women's Action Movement and the Malaysian Youth Council.

The scholarship recipients were introduced on April 25 at a ceremony officially launching the fund. Said one successful candidate: "This is truly a dream come true! I have dreamed of receiving the financial assistance to pursue further studies and become a lawyer."



#### ● 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 FY2008, in addition to providing operational funds to the WWF, Honda Malaysia conducted a range of public awareness initiatives, including school programs and dealer showroom displays, continuing from the previous year to extend public awareness and understanding of the importance of protecting the Sumatran rhinoceros and its environment.

Both fun and rich in educational content, Honda's primary school programs for FY2008 included a talk by a guest, who taught students how they could help save the rhino by taking practical conservation measures at home. Participants learned how they can help save the environment and the Sumatran rhino, realizing their important roles as stewards of the natural habitat.



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## Honda Taiwan Motor Co., Ltd.

### ● Riverfront clean-up in Taiwan

On January 19, 2008, Honda Taiwan Motor launched an initiative to help clean up Kaoping Riverfront Park, next to the company's factory. Associates from the factory and local dealerships and their families worked alongside representatives of the local Environment Protection Bureau, gathering and sorting cans, bottles, plastic bags, cigarette butts and other trash. Some 300 participants earned the gratitude of local officials by helping reverse the effects of littering and restore the natural beauty of the park and its surroundings. Honda Taiwan Motor plans to implement a similar program in the coming year, working to strengthen ties with the local community while conserving the environment.



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## P.T. Honda Prospect Motor

### ● My Green Jakarta

For three consecutive years, P.T. Honda Prospect Motor has coordinated with Jakarta Garden Affairs, an agency of the regional government, to implement My Green Jakarta. This community program in the Honda for Indonesia series seeks to improve the environment of the Indonesian capital through the power of trees and plants. In 2007 the company created an 800-meter city park on Galunggung Street that contained 128 trees and 11,916 pots of decorative plants. On May 2, 2007, the company formally introduced the new park. And in early 2008 the company created a green belt of 1,007 trees along the Banjir Kanal Barat River, a measure expected to help prevent flooding. On January 13, 2008, a tree-planting ceremony was held on the riverbank, symbolizing Honda's dedication to a greener, richer environment for all Indonesians.



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## Atlas Honda Ltd.

### ● Traffic awareness and safe riding program

From April to December 2007, in coordination with the City Traffic Police of Lahore, Pakistan, Atlas Honda conducted a program to create awareness of traffic rules and teach safe motorcycle riding techniques. First, Atlas Honda instructed 150 police officers, qualifying them as trainers in the program. In addition, Atlas Honda trained approximately 3,000 traffic police wardens, including the first 200 women traffic police wardens in Pakistan to ride motorcycles. Together, the 150 police officer trainers and Atlas Honda then provided instruction in safe riding practices to 50,000 persons in the general public, 10,000 persons in the corporate sector and students at 300 schools. The program reflects the responsibility Honda feels, as the largest motorcycle manufacturer in the country, to give back to society by fostering safety awareness at the grassroots level through public-private partnerships.



## Bukit Batok Driving Centre Ltd.

### ● Ride Safe 2007

In partnership with the Singapore Traffic Police, Bukit Batok Driving Centre implemented Ride Safe for the first time on September 1, 2007. With participation by 300 riders and 100 guests from corporations, government agencies, motorcycle clubs and other organizations, the one-day outreach event promoted safe riding practices in a fun and interactive way.

To begin the day, participants formed a large convoy, riding from their various workplaces to the center. Then, after watching several entertaining and educational demonstrations, riders took part in a competition of safe and skillful riding. Bukit Batok Driving Centre developed Ride Safe to emphasize the vulnerability of motorcyclists in urban traffic situations and to discourage speeding and drunk riding. Gifts such as windbreakers emblazoned with the program's key messages served to promote safe riding even after the day of the program.



## Honda Korea Co., Ltd.

### ● Orchestra

In 2007 a core team of four Honda Korea associates gathered support from 58 additional colleagues to benefit a home for disabled children. Named "Orchestra" from its goal of bringing joy and harmony to society, the philanthropic club networked within the company to create awareness. Orchestra members collected in-kind contribution from associates, held a charity bazaar in September to sell these items and raise money, and further collected monetary donations from associates for the cause.

The beneficiary of these efforts was Mindulre-wool, a home for eight children suffering from mental and physical disabilities. Orchestra's assistance to the children did not stop with the donation of funds: in October, seven volunteers visited an amusement park with the children, providing them a new and unforgettable experience. Honda Korea supported the trip by covering expenses for transportation and meals, and by allowing the use of company cars. The children and host family of Mindulre-wool were extremely grateful for Orchestra's support, and the club intends to continue its assistance to the home and deepen the relationship going forward.



## Honda Siel Cars India Ltd.

### ● Health Checkup Camps

Since 2005, in collaboration with the Lions Club and Moolchand Hospital, a leading medical facility, Honda Siel Cars India has sponsored a series of Health Checkup Camps in nearby villages. In addition to preventing medical problems through increased awareness and understanding of health issues, the Camps treat the illnesses of local people, who often have trouble either finding good care at home or traveling to receive it elsewhere. In FY2008 Health Checkup Camps provided care to 1,566 persons in 12 villages, offering health seminars and medical checkups, as well as free medicines to those in need. Visitors to the Health Checkup Camps have expressed their appreciation for the quality of their educational and medical services; based on this positive feedback, Honda Siel Cars India intends to expand the scope of the program, deepening its focus on chronic diseases and extending the facilities to cover more villages.



## Honda Australia Pty., Ltd.

### ● Supporting aural health in Australia

Drawing on voluntary contributions from Honda's Australia-wide network of dealers, from Honda Australia itself and from private donors, The Honda Foundation supports organizations who focus their activities on the disadvantaged, the disabled, and those suffering from long-term and life-threatening illnesses. Since October 2002, in partnership with the Fred Hollows Foundation, The Honda Foundation has supported the Sunrise Health Service, whose Aural Health Project focuses on Aboriginal children under eight years old in the Katherine East region of the Northern Territory. Sunrise's workers test for ear disease and hearing loss, working with family members to raise awareness of aural health care issues throughout the community. As a result, more children have been able to enter school with healthy ears, significantly improving their learning and development outcomes. By supporting projects like these, Honda Australia and The Honda Foundation help nurture the current generation of Australians for a brighter and healthier tomorrow.



Photo: Claude Ho

## China initiatives

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

### ● Educational support for disadvantaged children

Seeking to help ensure that children have the opportunity to attend school and contribute to China's development, Honda Automobile (China) received 30,000 yuan in donations from associates and visited an elementary school in a nearby farming village on March 16 and September 11, 2007. The associates' donations were used to cover the educational expenses of 60 disadvantaged students at the school for one year. On September 26 the company welcomed the students for a factory tour, where they watched with great interest colorful Fit automobiles (known as the Jazz in some regions) being produced.



### ● Visiting a local retirement home

On October 13, 2007, some 20 associate volunteers visited the Xingfu Retirement Home located in the Liwan District of Guangzhou. At the home, the associates cleaned and presented the residents with care packages containing useful, everyday items. The associates talked with the residents, and they got to know each other better. Going forward, the company intends to expand such volunteer activities, striving to fulfill society's expectations and contribute to the local community.



## Dongfeng Honda Automobile Co., Ltd.

### ● Afforestation initiative

In keeping with the company's core principles of coexistence with the community and the environment, every March associate volunteers from Dongfeng Honda Automobile get together to plant new trees in the Wuhan Economic and Technological Development Zone, contributing to the community and to environmental conservation.



## 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 FY2008 was 77.39 million yen, and total contributions since the card's inception now approach 590 million yen.

● Achievements		
	FY	Donations
	2006	68.30 million yen
	2007	73.61 million yen
	2008	77.39 million yen

#### Disaster relief

July 2007 Donated five million yen to the Red Cross for victims of the Chuetsu offshore earthquake in Niigata prefecture; in response to local requests, provided Step Wagon vehicles and Super Cub motorcycles.

November 2007 Donated five million yen to the Red Cross for victims of the cyclone in Bangladesh.

January 2008 Donated 16 electrical generators with floodlights to Saitama prefecture to aid in preparation for a large-scale urban disaster.

## 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 FY2008 a total of 1,062 union members volunteered their services, refitting 111 wheelchairs and bringing the total to 1,800 wheelchairs refitted since 1993.



Honda Repeat Hotline—wheelchair-refitting volunteers

#### 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. In 1998 efforts were expanded to include other wheelchair marathons. In FY2008 ten union volunteers participated in the Oita International Wheelchair Marathon, and ten in the Nagoya City Handi-Marathon. To date, 428 members have volunteered their services.

● Honda Repeat Hotline achievements		
FY	Wheelchairs refitted	Volunteers
2006	128	1,607
2007	98	1,013
2008	111	1,062

#### Emergency relief and fundraising drive

In response to large-scale disasters, the union disburses funds from its Social Contribution Fund and members conduct emergency fundraising drives.



Nagoya City Handi-Marathon

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## Support for promising youth and researchers

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### 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 science and technology 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. To help this concept be more widely understood, the foundation conducts such activities as organizing international symposia and seminars and presenting the international Honda Prize and the YES (Young Engineer and Scientist) Award.

#### The Honda Prize

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In 2007 the 28th Honda Prize was awarded to Dr. Philippe Mouret of Lyons, France, for his promotion of endoscopic surgery and related technological innovations, including the world-first practical laparoscopic cholecystectomy. What made Dr. Mouret clearly an advocate for eco-technology is his philosophy according to which a surgeon should honor the natural order that resides within the ecosystem of every human body. Sadly, Dr. Mouret passed away on June 20, 2008.



Honda President Takeo Fukui shakes hands with Dr. Philippe Mouret

#### International symposium

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In March 2008 Honda held a two-day international symposium entitled Innovation and Entrepreneurship in Bangkok, Thailand. Japanese, Vietnamese and Nepalese innovation experts representing industry, academia and government had a spirited discussion about “Resources and the Global Environment” and three other main topics.

#### YES Award

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Commemorating its 30th anniversary, in 2006 the Honda Foundation inaugurated the YES Award to recognize outstanding students who will go on to be future leaders and support the development of science and technology. Recognizing students in Vietnam in its first year, the award also recognized students in India in 2007. Going forward, the foundation has plans for the award to include more countries, with a focus on Asia.

A scholarship for students who have achieved excellent grades in subjects relating to science and technology, the YES Award continues to follow the progress of, and provide support to, its recipients over time. This system of administration has attracted the attention of many corporations and universities for its unique approach.



Indian students receiving awards

#### 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.



# 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 FY2008.



Together for Tomorrow

Company name	Type of initiative					
	1 Educational	2 Environmental	3 Traffic Safety	4 Community	5 Associate volunteer support	6 Philanthropy recognition
Honda Dream Akashi				●		
Honda Dream Iizuka				●		
Honda Dream Otaru	●		●	●		

● 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; 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

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Dream Akashi				●		
Honda Dream Iizuka				●		
Honda Dream Otaru	●		●	●		
Honda Dream Kyoto Fushimi				●		
Honda Dream Kobe Nada				●		
Honda Dream Sakai	●			●		
Honda Dream Sapporo			●	●		
Honda Dream Chubu	●					
Honda Dream Tohoku	●					
Honda Dream Nagasaki				●		
Honda Dream Nagano				●	●	
Honda Dream Nara				●		
Honda Dream Fujiidera	●		●			
Honda Dream Minoo	●			●		

### Automobile Dealerships

Honda Cars Obihiro Kita			●	●		
Honda Cars Sapporo			●	●	●	
Honda Cars Sapporo Chuo	●			●		●
Honda Cars Takikawa		●				●
Honda Cars Iwate Kita			●	●		
Honda Cars Ninohe		●	●	●		
Honda Cars Hasama				●		●
Honda Cars Akita Chuo	●			●		●
Honda Cars Katagami	●					
Honda Cars Senshu			●	●		
Honda Cars Tsuruoka				●		●
Honda Cars Fukushima			●			●
Honda Cars Hitachi Minami	●	●		●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Cars Tochigi Naka	●					
Honda Cars Okegawa	●					
Honda Cars Saitama Naka				●		
Honda Cars Sayama	●		●			
Honda Cars Misato				●		
Honda Cars Noda			●			●
Honda Cars Mobarra				●		
Honda Cars Tokyo Chuo			●	●		
Honda Cars Yokosuka Higashi	●		●	●	●	●
Honda Cars Nagaoka Higashi				●		
Honda Cars Niigata		●				
Honda Cars Niigata Higashi				●		●
Honda Cars Yamanashi	●	●		●		
Honda Cars Shinano	●	●	●	●		
Honda Cars Shinshu	●		●	●		
Honda Cars Nagano Chuo				●		
Honda Cars Kamiichi				●		
Honda Cars Hokuriku	●		●	●	●	●
Honda Cars Kaga				●		
Honda Cars Ogaki	●		●	●		●
Honda Cars Gifu				●		
Honda Cars Fuji Chuo	●	●		●		●
Honda Cars Aichi Nishi				●		
Honda Cars Aichi Higashi	●			●		
Honda Cars Seto		●		●		
Honda Cars Taki			●	●		●
Honda Cars Kameoka	●		●			
Honda Cars Kyoto	●			●		

<b>Automobile Dealerships</b>	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Cars Kyoto Kamigyo	●		●	●		●
Honda Cars Osaka			●	●	●	
Honda Cars Katano			●	●		
Honda Cars Minami Kawachi	●					
Honda Cars Kita Kobe	●			●		
Honda Cars Kita Himeji				●		●
Honda Cars Minami Kinki Nara				●		●
Honda Cars Yamato Nara				●	●	●
Honda Cars Minami Kinki Wakayama			●	●		
Honda Cars Takahashi			●	●		
Honda Cars Miyoshi	●	●		●		
Honda Cars Ube Chuo	●			●		
Honda Cars Shimonoseki			●			
Honda Cars Shimonoseki Minami	●					
Honda Cars Yamaguchi	●	●			●	
Honda Cars Hanzan			●	●		●
Honda Cars Higashi Kagawa				●		
Honda Cars Saiki Chuo			●	●		
Honda Cars Kushima	●	●		●		●
Honda Cars Satsuma				●		

### Affiliates in Japan

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.	●	●		●	●	

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
All Honda Sales Co., Ltd.				●		
Kaneta Kogyo Co., Ltd.	●	●		●		
Kikuchi Co., Ltd.	●	●		●		●
Kibounosato Honda Co., Ltd.	●	●		●	●	●
Kyushu TS Co., Ltd.		●		●	●	●
Kyushu Yanagawaseiki Co., Ltd.	●			●	●	●
Keihin Corporation	●	●	●	●	●	
Goshi Giken Co., Ltd.	●	●	●	●	●	
Komulus Inc.		●		●		
Japan Techno Co., Ltd.			●			
Showa Corporation	●	●	●	●	●	
Shinnichi Kogyo Co., Ltd.	●		●	●		
Steel Center Co., Ltd.	●	●		●		
Sumirex 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.	●			●	●	
Nihon Plast Co., Ltd.	●	●		●		
PSG Co., Ltd.			●	●	●	
Hirose Seiko Co., Ltd.				●		
Fuji Kogyo Co., Ltd.	●			●		●
Bestex Kyoei Co., Ltd.				●		
Best Logi Kumamoto Co., Ltd.				●		
Honda Hokkaido Co., Ltd			●			

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda R&D Sun Co., Ltd.	●		●	●		
Honda Elesys Co., Ltd.	●			●	●	
Honda Engineering Co., Ltd.		●		●	●	
Honda Kaihatsu Co., Ltd.	●	●		●	●	
Educational Foundation Honda Institute	●	●	●	●	●	●
Honda R&D Co., Ltd.		●		●	●	
Honda Foundry Co., Ltd.	●			●	●	●
Honda Airways Co., Ltd.	●			●	●	
Honda Commtec Inc.	●	●	●	●		
Honda Sun Co., Ltd.	●		●	●		●
Honda Trading Corporation				●		
Honda Motorcycle Japan Co., Ltd.			●	●	●	●
Honda Research Institute Japan Co., Ltd.	●			●	●	
Honda Logistics Inc.	●	●	●	●	●	
Honda Lock Mfg. Co., Ltd.	●	●	●	●	●	●
Marujun Co., Ltd.	●			●		
Mizutani Seiki Industry Co., Ltd.	●		●	●		●
Musashi Seimitsu Industry Co., Ltd.	●			●		●
Mobilityland Co., Ltd.	●		●	●	●	
Yachiyo Industry Co., Ltd.	●	●	●	●	●	
Yanagawa Seiki Co., Ltd.	●	●	●	●	●	●
Yamada Manufacturing 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 Precision Parts of Georgia, LLC	●	●		●		●
Honda R&D Americas, Inc.	●			●	●	

### South America

Honda Automoveis do Brasil Ltda.	●		●	●	●	
Honda del Peru S.A.			●			
Honda de Venezuela C.A.	●					
Honda Motor de Argentina S.A.			●	●		
Honda Motor de Chile S.A.			●	●		
Honda South America Ltda.			●	●		
Moto Honda da Amazonia Ltda.	●	●	●	●	●	●

### Europe/Middle East/Africa

Honda Access Europe N.V.	●		●	●		
Honda Austria G.m.b.H.		●		●		
Honda Automobili Italia S.p.A.		●		●	●	
Honda Automoviles Espana S.A.	●			●	●	●
Honda Bank G.m.b.H.	●			●		
Honda Belgium N.V.	●			●		

	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Europe N.V.	●			●		
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 Nederland B.V.	●			●		
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.	●		●			
Honda Ukraina LLC		●		●		●
Montesa Honda S.A.				●		

#### Asia/Oceania

A.P. Honda Co., Ltd.	●		●			
Asian Honda Motor Co., Ltd.	●	●		●		
Atlas Honda Ltd.	●		●	●	●	
Bukit Batok Driving Centre Ltd.			●			●
Hero Honda Motors Ltd.	●			●		
HICOM-Honda Manufacturing Malaysia SDN BHD.		●	●	●	●	
Honda Atlas Cars (Pakistan) Ltd.	●			●		
Honda Australia Motorcycle and Power Equipment Pty., Ltd.	●			●	●	
Honda Australia Pty., Ltd.	●	●		●		●
Honda Automobile (Thailand) Co., Ltd.	●	●		●	●	
Honda Cars Philippines Inc.	●	●	●	●	●	●
Honda Korea Co., Ltd.	●	●		●		
Honda Malaysia SDN BHD.	●	●	●	●		

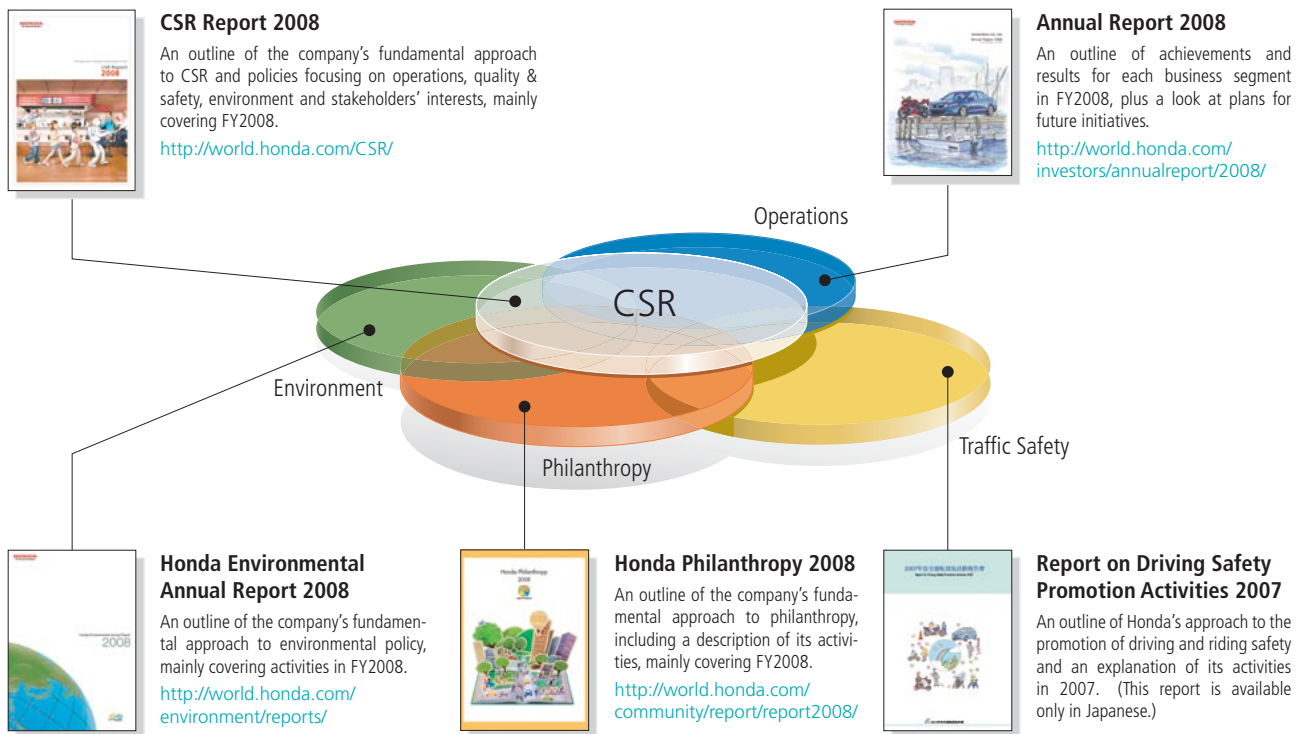
	Educational	Environmental	Traffic Safety	Community	Associate volunteer support	Philanthropy recognition
Honda Motorcycle and Scooter India (Private) Ltd.	●		●	●	●	
Honda New Zealand Ltd.	●	●		●	●	●
Honda Philippines Inc.	●	●	●	●	●	●
Honda Siel Cars India Ltd.	●	●	●	●	●	
Honda Siel Power Products Ltd.	●	●		●		
Honda Taiwan Co., Ltd.		●				
Honda Taiwan Motor Co., Ltd.	●	●	●	●		
Honda Vietnam Co., Ltd.	●	●	●	●	●	
P.T. Honda Prospect Motor	●	●				●
Singapore Safety Driving Centre Ltd.			●			
Thai Honda Manufacturing Co., Ltd.	●	●		●	●	

#### China

Dongfeng Honda Automobile Co., Ltd.	●	●	●	●		●
Dongfeng Honda Auto Parts Co., Ltd.	●	●		●	●	
Dongfeng Honda Engine Co., Ltd.	●			●		●
Guangzhou Honda Automobile Co., Ltd.	●	●	●	●		
Honda Automobile (China) Co., Ltd.	●	●		●	●	●
Honda Auto Parts Manufacturing Co., Ltd.	●				●	
Honda Engineering China Co., Ltd.				●		
Honda Mindong Generator Co., Ltd.		●				
Honda Motor (China) Investment Co., Ltd.	●	●		●		
Honda Motorcycle R&D China Co., Ltd.		●		●		
Jialing-Honda Motors Co., Ltd.				●	●	●
Wuyang-Honda Motors (Guangzhou) 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/>

### Honda Philanthropy 2008

Publication date: September 2008

Published by: Philanthropy Office, Honda Motor Co., Ltd.

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This report covers activities from April 2007 to March 2008.

# 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 minimal-VOC ink. Furthermore, a waterless printing process was used to prevent toxic emissions.  
Printed in Japan