



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

# Honda Philanthropy 2009 Global Initiatives



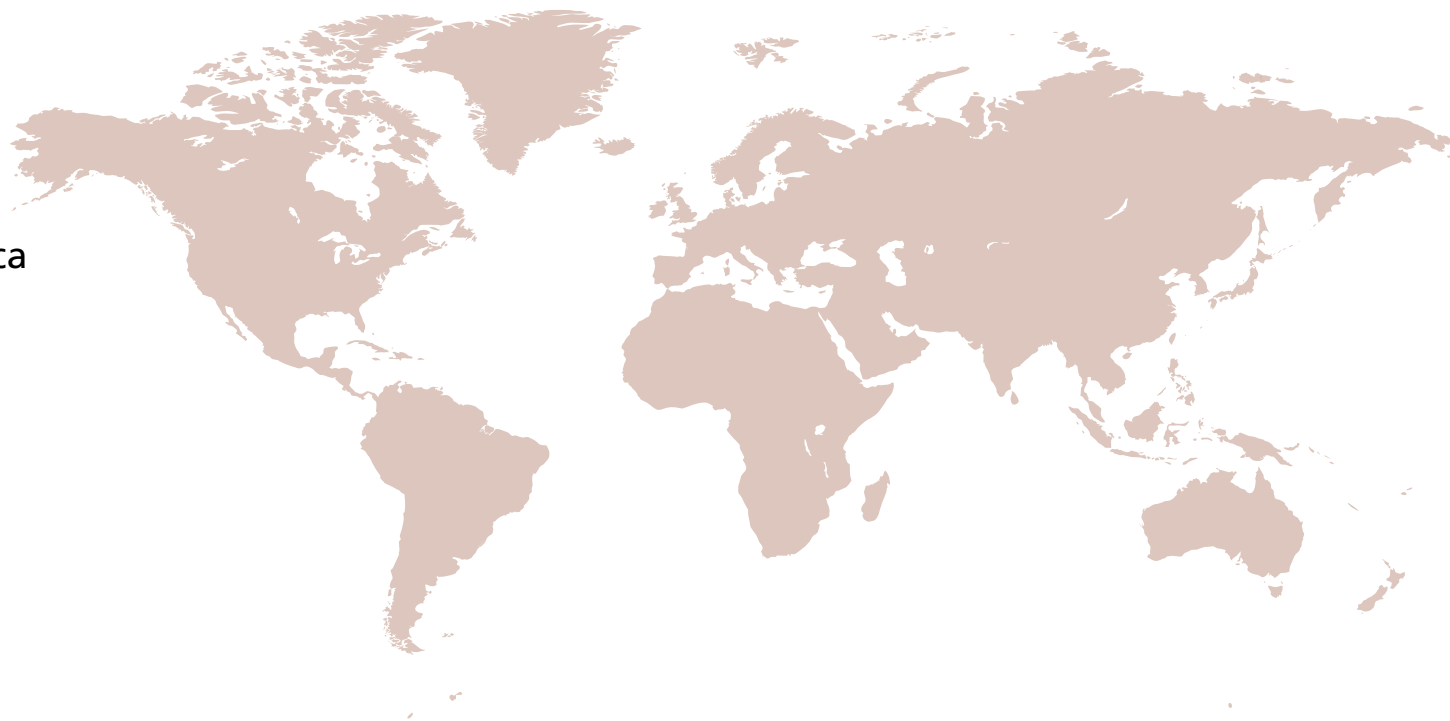
**Together for Tomorrow**

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.

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# Policies

## Honda philanthropy—vision

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

## Honda philanthropy—basic principles

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

## Global directions

Striving to create a future society in which everyone can pursue their dreams, Honda shall:

- Support educating our youth for the future
- Work to preserve global environments
- Promote traffic safety through education and training

# 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.



Together for Tomorrow

- Educational Initiatives
- Environmental Initiatives
- Traffic Safety Initiatives
- Community Initiatives



Together for Tomorrow

## Philanthropic initiatives in North/Central America

### Highlights

#### Honda Canada Inc. Honda Canada Foundation

##### Supporting Earth Rangers

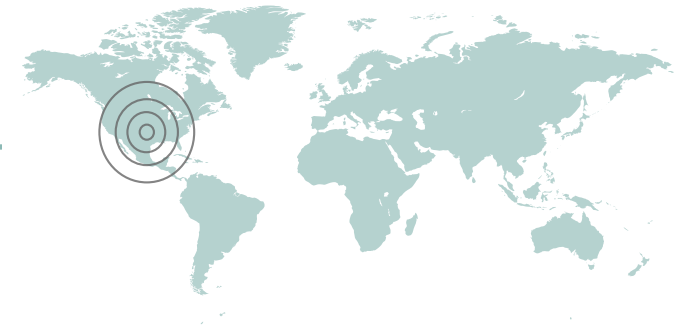
Since 2004, Honda Canada Inc. and subsidiary Honda of Canada Manufacturing have supported Earth Rangers by providing both funds and Honda vehicles, including Odyssey minivans and Insight hybrid vehicles. In schools across Ontario, the Ambassadors of Earth Rangers present animals up close in an exciting, interactive and safe manner, helping more than 200,000 children each year learn about endangered habitats and things they can do to protect ecosystems and conserve the environment. Through both these in-person presentations and activities on Earth Rangers' interactive website, children gain the knowledge and skills they need to help change the world and inherit a healthy planet. Said Honda Canada Inc. Executive Vice President Jerry Chenkin, "We are committed to preserving 'blue skies for our children,' and Earth Rangers imparts a powerful message on environmental protection to children and youth."

##### Volunteering in Civic Reading Circles for children

Civic Reading Circles help second- and third-grade students improve their literacy skills and learn to enjoy reading. Associates spend one hour a week for 10 weeks reading with the children, mentoring them and helping them enhance their reading level. Honda treats 30 minutes of each hour volunteered as work time to provide additional support to the initiative. On the last day of the program, the children take a tour of the Honda location sponsoring their circle, enjoying a final reading session there. Honda donates books to the children and their schools as an additional way to promote the enjoyment of reading. Honda Canada currently supports four Civic Reading Circles: one in Boucherville, Quebec; one in Richmond, British Columbia; and two in Toronto, Ontario.

##### Spring Creek preservation

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.



## Philanthropic initiatives in North/Central America

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### Highlights

#### Honda Canada Inc. Honda Canada Foundation

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##### Family Literacy Day

Joining hands with the ABC CANADA Literacy Foundation, Honda Canada is the founding sponsor of Family Literacy Day. Every year, on January 27, families and communities across Canada celebrate this special day, a key part of an initiative that promotes the importance of reading and learning together as a family.

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##### The Toronto Marathon and Honda Relay

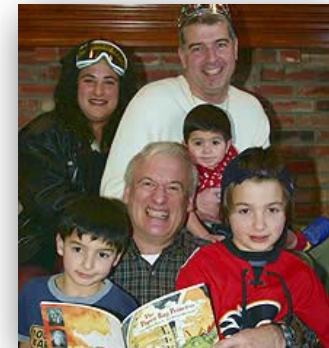
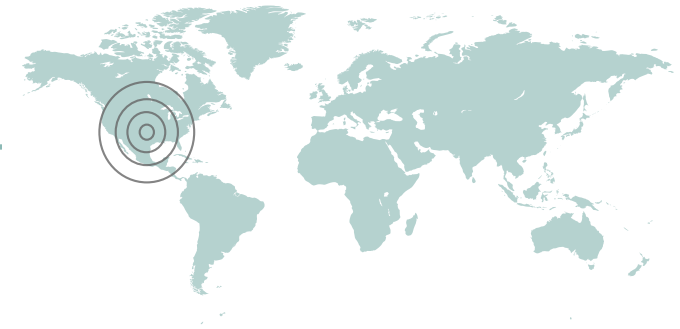
In support of the Toronto Marathon, Honda sponsors the Honda Relay, an initiative designed to raise pledges in support of cancer research at the Princess Margaret Hospital Foundation.

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##### Community Volunteer Action Committee (Associate volunteer program)

##### Community Partnership (Associate volunteer program)

Honda Canada provides programs to facilitate individual associates to take active roles in communities where they live and work.



## Philanthropic initiatives in North/Central America

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### Highlights

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

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##### 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.



##### Sea turtle preservation

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

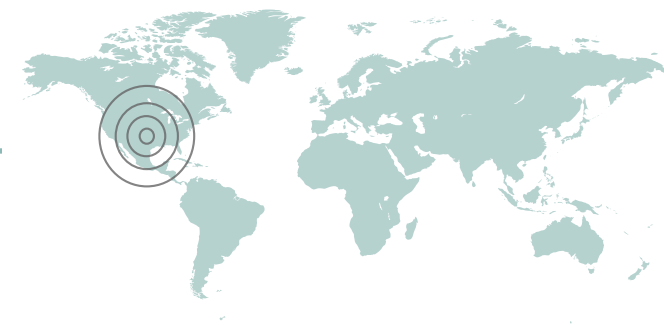


#### American Honda Finance Corp.

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##### Supporting Midway Elementary School

Every Tuesday, six American Honda Finance Corporation associates out of 30 total volunteers spend one hour tutoring first-grade students in Midway Elementary School, which is located near the company in a lower-income area of Forsyth County, Georgia. Through financial contributions, American Honda Finance Corporation helped build a school media center and has supported a program that provides each child educational materials appropriate for his or her reading level. In addition, associates participate in a year-long fundraiser that culminates just before Christmas, making individual contributions through raffles, auctions and other events to purchase Christmas gifts for disadvantaged families whose children attend the school.



## Philanthropic initiatives in North/Central America

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### Highlights

#### American Honda Foundation

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##### 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.

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

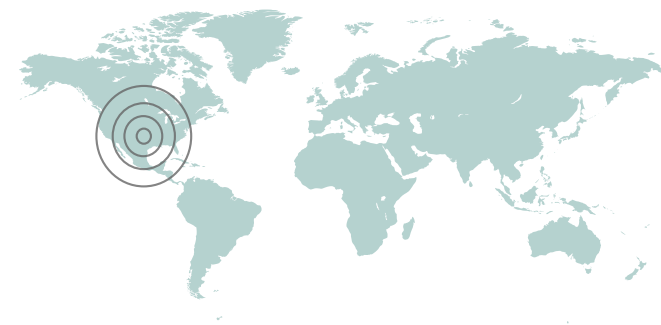
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##### Supporting the NYPUM and at-risk youth

Founded in 1969, the National Youth Project Using Minibikes, or NYPUM, uses the incentive of riding motorcycles to help at-risk youth make positive changes in their lives and behavior. Kids discover the fun of riding, explore the great outdoors and receive valuable instruction in safe riding. Since its inception, NYPUM has helped more than 250,000 children and teenagers, and Honda has sponsored NYPUM from the very beginning, cumulatively donating over \$40 million in minibikes and financial contributions. The funds support the NYPUM National Operations Center, as well as mentor training and special events. In addition, the NYPUM program in each community receives the support of a local Honda dealer.

##### Hosting the Honda Campus All-Star Challenge

As the founder and host of the Honda Campus All-Star Challenge, an academic challenge for Historically Black Colleges and Universities (HBCU), American Honda provided more than \$300,000 in institutional grants in 2008 to the participating schools. Over the past 20 years, the Honda Campus All Star Challenge has touched more than 50,000 students, and Honda has awarded more than \$5 million in grants to improve campus life through facility improvements and expanded academic resources.



## Philanthropic initiatives in North/Central America

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### Highlights

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

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##### Fighting cancer through Ride for Kids®

Ride for Kids® is a charitable motorcycling program that supports the Pediatric Brain Tumor Foundation's mission to find the cause of and cure for childhood brain tumors. Founded in 1984, Ride for Kids® welcomed Honda as its presenting sponsor in 1991. With the help of the Honda Rider's Club of America and thousands of other motorcyclists taking to the roads in fundraising rides across the United States, the program has cumulatively raised more than \$37 million to support pediatric brain tumor research and family support programs. Thanks to America's motorcycling community, the Pediatric Brain Tumor Foundation has become the world's largest non-governmental source of funding for childhood brain tumor research.



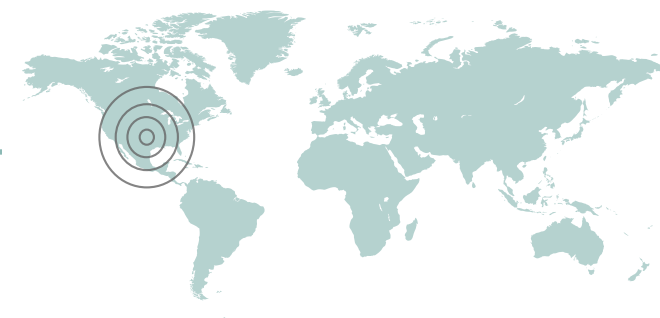
##### Eagle Rock School and Professional Development Center

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.



##### Community Action Teams (Associate volunteer program)

American Honda Motor provides a program to facilitate individual associates to take active roles in community where they live and work.



## Philanthropic initiatives in North/Central America

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### Highlights

#### Honda Manufacturing of Alabama, LLC

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##### Cleaning up Alabama roads

On May 30, 2009, more than 40 Honda Manufacturing of Alabama associates and associates' friends and family members took to the roads in Lincoln, Alabama, as participants in the "Don't Drop It On Alabama" cleanup campaign sponsored by Alabama PALS (People Against A Littered State). The group picked up more than 200 bags of litter over the course of three hours. Since 2008, Honda has also been an active partner in the Alabama PALS "Adopt A Mile" program. In an effort to keep Alabama beautiful, HMA has committed to picking up roadside litter along US Highway 78 near the Honda factory.

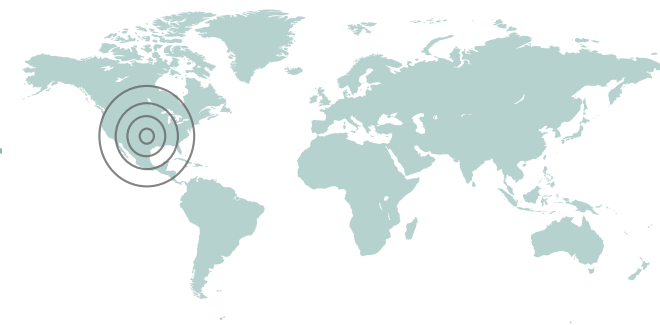


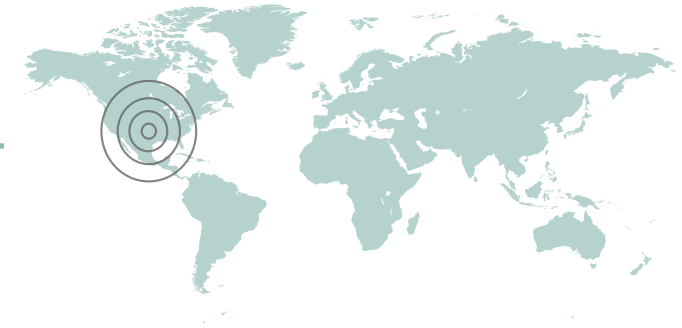
##### Holding Volunteer Month

Volunteer Month is a yearly Honda Manufacturing of Alabama initiative intended 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 . 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. During July 2008, the third annual Volunteer Month, over 500 associates participated, joined by over 300 friends and family members. One charitable initiative that drew extensive Honda participation was Birmingham Zoo Community Day on July 12, in which nearly 90 associates and associates' friends and family members volunteered to assist the zoo in repairs, improvements and cleaning.

##### United Way Campaign

The company adds financial contributions to the donations made by individual associates to the United Way in support of the United Way's efforts to assist agencies that provide health and human services to those in need.





## Philanthropic initiatives in North/Central America

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### Highlights

#### Honda Manufacturing of Alabama, LLC

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##### Honda Star (Associate volunteer program)

Honda Manufacturing of Alabama provides a program to facilitate individual associates to take active roles in communities where they live and work.

#### Honda Manufacturing of Indiana, LLC

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##### Holding blood drives to benefit the Red Cross

Building on a successful initiative of 2008, in August 2009, Honda Manufacturing of Indiana held a blood drive to benefit the American Red Cross. Associates from Honda Manufacturing of Indiana and associates from Honda of America Mfg. on special assignment in Indiana gave blood in significant numbers.

##### Supporting two Indiana food banks

In 2008, the associates of Honda Manufacturing of Indiana donated more than 450 kg of food to two Indiana food banks: Bread of Life Food Pantry in Greensburg, home of the associates' factory, and Gleaners Food Bank in Indianapolis, the nearby state capital. Bread of Life serves the hungry in a geographically mixed territory of rural and small town areas, while the Gleaners Food Bank serves a more urban and diverse population. Honda Manufacturing of Indiana selected these two organizations because of their excellent reputation and their presence in communities where a large number of the company's associates work and live.



## Philanthropic initiatives in North/Central America

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### Highlights

#### Honda of America Manufacturing, Inc.

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##### Sponsoring the Invention Convention

Since 2005, Honda of America Mfg. has provided sponsorship grants to the Invention Convention, which inspires curiosity, confidence and creative problem solving in children from kindergarten through grade eight. A project of Just Think Inc., a local non-profit organization, the Invention Convention offers an invention-oriented educational program for schools in Central Ohio and the Miami Valley region of Ohio. The program culminates in a regional competition at which each school's best young inventors present their creations to a panel of judges, vying for the grand prize—a \$2,500 college scholarship.

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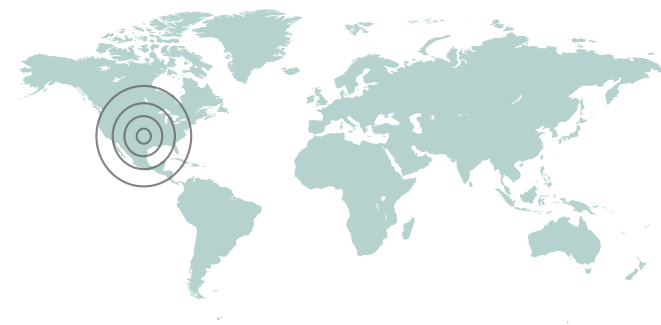
##### Helping conserve Big Darby Creek

Since 1998, Honda of America Manufacturing has worked with The Nature Conservancy, a leading conservation organization, to protect the creeks and wetlands on and around its Ohio manufacturing facilities. The Marysville and East Liberty plants are neighbors to the headwaters of Big Darby Creek, a state and national scenic river widely recognized as one of the most biologically diverse streams of its size in the Midwest. Honda helps conserve this precious ecosystem through water quality monitoring, public education programs and research and restoration initiatives. In addition, Honda provided \$465,000 in grants to help acquire the land for the 324 ha Big Darby Creek Headwaters Nature Preserve. Volunteers in the Honda Heroes program joined in the headwaters restoration effort by removing invasive bush honeysuckle along a new trail in the preserve. In 2008, the preserve and trail opened to the public, showcasing the importance of the ecosystem both to wildlife and people. "The most amazing thing about this project is that we have a newly created preserve which is part of a unique ecosystem and located within a stone's throw of a large manufacturing facility. This project is a model for the compatibility between a strong manufacturing sector and environmental protection," said Ohio EPA Director Chris Korleski at the opening.

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##### Honda Hero (Associate volunteer program)

Honda of America Manufacturing provides a program to facilitate individual associates to take active roles in communities where they live and work.



## Philanthropic initiatives in North/Central America

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### Highlights

#### Honda of South Carolina Manufacturing, Inc.

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##### Supporting the American Heart Association

Honda of South Carolina Mfg., Inc. supports the American Heart Association. In 2008, a total of 374 associates and their family members participated in the annual Heart Walk. In the company's Heart Walk fundraiser, associates raised \$16,342 and the company contributed \$25,000 for a total of \$41,342. Honda of South Carolina also has a walking track to encourage associates to maintain strong cardiovascular health and excellent fitness overall.

##### Supporting Timmonsville Brockington Elementary School

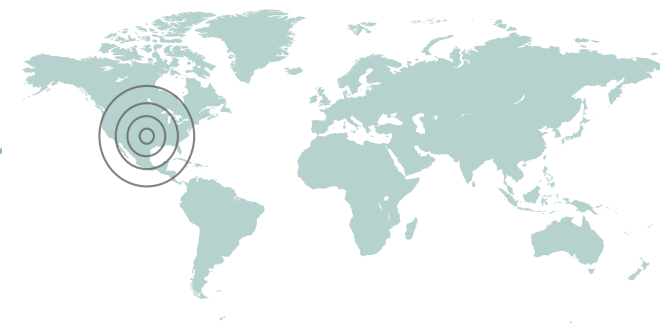
Through a variety of initiatives, Honda of South Carolina supports Timmonsville Brockington Elementary School, which is located within 2 km of the Honda plant. From July 19 to August 19, 2008, Honda held a fundraiser to buy school supplies for the school. More than half of the company's associates took part, collecting over \$25,000 to buy paper, notebooks, binders, glue, tissues, hand sanitizer and many other supplies for the school. Honda of South Carolina Mfg. made the donation on the occasion of its 10th anniversary.

#### Honda Power Equipment Manufacturing, Inc.

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##### Supporting the Christmas Cheer charity

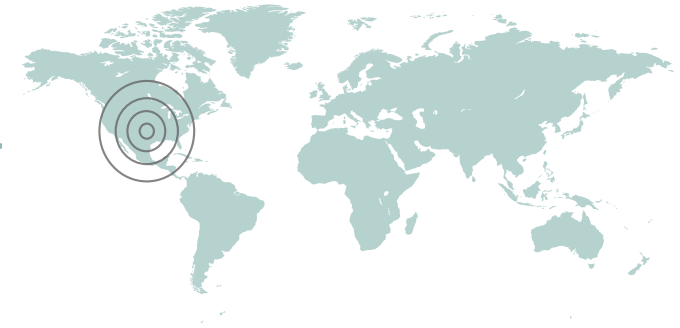
Since 1998, Honda Power Equipment Manufacturing has sponsored the Christmas Cheer charity of Alamance County, North Carolina, which provides toys, food for Christmas dinner and warm clothing to families who have children in the eighth grade or younger or members aged 60 or older. Every November, a committee of Honda Power Equipment Manufacturing adopts Christmas Cheer families, meets with them to understand their needs and holds a competition among company departments to raise funds. After collecting the donations, the committee shops and personally visits each family to present the requested items. The fundraiser usually generates more money than is needed to sponsor the families, and Honda Power Equipment Manufacturing donates the extra amount both to Christmas Cheer to support additional families and to Meals on Wheels, a local nonprofit agency that delivers hot meals to housebound elderly adults.



## Philanthropic initiatives in North/Central America

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### Highlights



#### Honda Power Equipment Manufacturing, Inc.

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##### Holding blood drives to benefit the Red Cross

Associates and temporary staff at Honda Power Equipment Manufacturing understand the importance of donating blood to help ensure that local blood banks maintain an adequate supply. Three times each year, they donate blood to the local chapter of the American Red Cross. On average, 90 persons participate and nearly 40 L are collected. Honda Power Equipment Manufacturing first began conducting regularly scheduled blood drives in 1997. After a brief interruption, the company reinstated blood drives in 2003 and now sponsors them every February, June and October.

#### Honda Precision Parts of Georgia, LLC

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##### Sponsoring the American Cancer Society Relay for Life

Every year, Honda Precision Parts of Georgia sponsors the American Cancer Society Relay for Life. In addition to entering a team in the event, the company holds numerous creative fundraising activities to benefit the Society, such as Honda power product raffles and sales featuring baked goods, hamburgers and neck and back massages. In 2008, associates contributed and raised \$4,629 in total, and a team of 20 associates participated. As always, a large number of Honda associates turned out for the event with family and friends to support the relay and cancer research.



##### Holding blood drives

In FY2009, Honda Precision Parts of Georgia began a new initiative, holding blood drives in May 2008, September 2008 and January 2009. From the three drives, the company collected nearly 50 L of blood to benefit those in need of transfusions in the state of Georgia. Going forward, the company plans to hold a blood drive every quarter.



## Philanthropic initiatives in North/Central America

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### Highlights

#### Honda R&D Americas, Inc.

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##### Supporting Community Care Train

Since 1992, Honda R&D Americas has supported Community Care Train of Union County, a non-profit organization that provides food and toys to families in need during the holiday season. In recent years, Honda R&D Americas and its affiliates have been the organization's largest supporter in the Union County area, purchasing gifts for an average of 300 children each year.



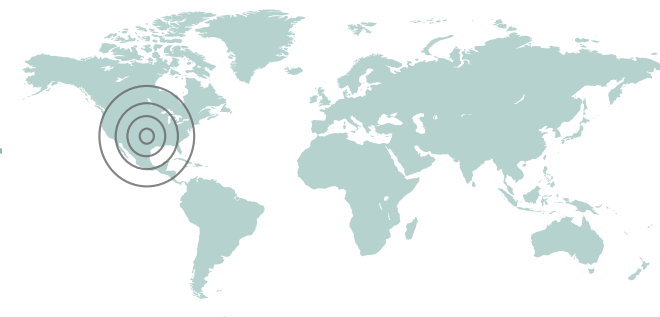
##### Supporting the Detroit Institute of Ophthalmology

Every year since 2006, Honda R&D Americas, Inc. has provided a financial contribution of \$10,000 or more to the Detroit Institute of Ophthalmology. The Institute uses these funds to help the visually impaired maintain their independence through a wide variety of initiatives.

#### Foundations

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



## Philanthropic initiatives in South America

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### Highlights

#### Honda Motor de Argentina S.A.

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##### Traffic safety instruction

In collaboration with the National Agency for Road Safety, Honda Motor de Argentina dispatched trained associates to provide courses on safe operation of ATVs for members of the public and city employees. Trained at the ATV Safety Institute in the US, the instructors provided 4 courses in 2008 in Buenos Aires. Each session lasted approximately 5 hours and a total of 26 people attended, gaining valuable knowledge on traffic safety.



##### Donation to Las Lomas Oral School

Approximately 400 people attended a benefit dinner held October 25, 2008, in Tattersall de San Isidro in support of the efforts of Las Lomas School to provide education for children with hearing and speaking disabilities. Honda has been supporting this annual event as a sponsor since 2002, contributing 10,000 pesos this time. Associates also attended the event, known as "A Solidarity Night", organized by former students and the parents of current students to help every child get the most out of life's opportunities.



## Philanthropic initiatives in South America

### Highlights

#### Honda Automoveis do Brasil Ltda.

##### Providing food and fun to disadvantaged children

Since its foundation, Honda Automoveis do Brasil has been dedicated to helping the less fortunate of its home city of Sumare, a suburb of Sao 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, and associates volunteer to make Workshop events successful. In FY2009, associate and company contributions totaled R\$196,196, and associates put on two charitable events. In October 2008, the Children's Day Party offered local youngsters a wide variety of cultural activities, and Honda donated 8.5 t of food to the community. In December, Honda's annual Christmas party—the region's biggest social event—welcomed 4,000 people. Honda gave away 18 t of food, and associates prepared bags filled with toys, clothes, educational materials and candy for 1,900 children.



##### Fostering children's traffic safety

In 2007, following instructions provided by the Sumare City Traffic Department, five Honda Automoveis do Brasil associates painted crosswalks and other road surface markings and installed traffic signs around five schools near the Honda plant in Sumare. These safety upgrades alert drivers that they are approaching a school and provide children a clearer path across busy streets. Then, the Traffic Department, Honda and teachers at the five schools prepared a special full-day safety event for the children in every grade. Teachers and Honda associates jointly organized the classes and taught traffic rules and safety principles in a fun way. In 2008, Honda Automoveis do Brasil not only maintained the markings and signage it had provided the year before but also donated equivalent traffic safety upgrades to the five other schools in the area. Honda again provided the special day of traffic safety instruction to all 10 schools, also giving out Honda South America's "Harmony in Traffic" leaflet, which encourages parents to drive safely and help their children maintain a high level of traffic safety.



## Philanthropic initiatives in South America

### Highlights

#### Honda Automoveis do Brasil Ltda.

##### Supporting environmental education

In cooperation with the local City Council of Sumare, Honda Automoveis do Brasil Ltda. is providing support for environmental education and awareness-raising initiatives, reaching approximately 40,000 elementary and junior-high school students attending 33 municipal schools. With the slogan "Environmental Education is a Duty, it is Cool," Honda Automoveis do Brasil supports such activities as distributing 30,000 copies of an educational book dealing with environmental pollution and recycling, showing 12 videos on environmental themes in schools, giving out tee shirts and posters and planting thousands of trees to enhance the city environment.



#### Honda South America Ltda.

##### Educating disadvantaged high school students

Every year since 2007, Honda South America Ltda. has recruited 20 disadvantaged high school students from Recife, Brazil, to participate in a special educational program comprising three modules: personal development and citizenship; vocational training focused on motorcycle and automobile repair; and instruction in mathematics, Portuguese, English and computer science. In the selection process, the students receive an educational evaluation and a personal visit to ascertain their economic situation. Through this program, the students gain knowledge and skills that can help them become a motorcycle or automobile mechanic or pursue a career in a related field.



##### Educating motorcycle riders

Honda South America operates CETH (Centro Educacional de Transito Honda, or Educational Transit Center Honda) in Indaiatuba, Sao Paulo State (established 1998) and Recife, Pernambuco State (established 2006). 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. CETH provides courses to leisure riders, instructors at companies and riding schools and riders in the military and police and fire departments. In FY2009, close to 300 CETH programs served 28,543 persons.



## Philanthropic initiatives in South America

### Highlights

#### Moto Honda da Amazonia Ltda.

##### Helping protect the Amazon

The Adolpho Ducke Forest Reserve in Manaus City, Amazonas, was established to preserve the tropical ecology of 100 km<sup>2</sup> of Amazonian forest and promote research into tropical ecologies. Since 2003, Moto Honda da Amazonia has partnered with the National Institute of Amazonian Research and the municipal government to help local people learn more about this natural habitat through tours of the reserve and its botanical gardens. Starting in 2009, Honda's program has focused mainly on elementary school children. Each month, associate volunteers transport some 250 children to the reserve, where they enjoy observing aquatic mammals, talking guided walks in the forest, watching environmental plays and puppet shows, playing environmental games and learning about hygiene, nutrition and malaria and other tropical diseases. In FY2009, the program served upwards of 3,000 persons with 12 Moto Honda da Amazonia associates regularly volunteering.



##### Helping provide food to lower-income people

Under the Food for Citizens Project, Moto Honda da Amazonia and twelve local suppliers have worked with local governments to establish two charitable restaurants in Manaus that provide highly nutritious, affordable meals to lower-income people. On an ongoing basis, Honda and the suppliers subsidize the meals, which cost one Brazilian real, contain 1,400 calories and offer the same food quality level that Honda associates enjoy through the Manaus Plant food service. The Human Development Council of the state of Amazonas manages the Citizen Food Restaurant, which is located in the eastern part of the city, while the Manaus City Department of Social Assistance to the Community manages the Easy Food Restaurant, which is located in the western part of the city. Each restaurant serves 500 meals per day, Monday to Friday.



## Philanthropic initiatives in South America

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### Highlights

#### Moto Honda da Amazonia Ltda.

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##### Young Scientist Searcher Project

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

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##### Clean Consciousness Project

Honda teamed up with local broadcasters to carry out environmental education targeting people who live near small rivers and streams. Built around a theme of "One small seed for the future," the project involved river clean-up along with workshops on newspaper crafts, art, how to make mini-sofas from plastic drink bottles, and other activities designed to promote a direct appreciation of the value of recycling.

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##### Manaus Tree Planting Project

In cooperation with the Manaus city government, Honda participated in a campaign under the banner, "Now is the time to make Manaus green! Let's all plant more trees in Manaus."



## Philanthropic initiatives in South America

### Highlights

#### Honda del Peru S.A.

##### Providing civics and vocational education to students

Honda del Peru has developed a civics and vocational educational program for students in 18 local schools and universities based on Honda's principles of corporate social responsibility. In addition to providing instruction in values and civic responsibility, the program offers plant tours to introduce students to the advanced motorcycle production processes of Honda Selva del Peru. The goal of the program is to foster civic pride and civic duty while encouraging an understanding of and interest in the knowledge and skills required to pursue a successful career at Honda.



##### Providing riding safety courses to local residents

Since September 2004, Honda del Peru has provided a traffic and motorcycle safety program to local residents that comprises three modules: a basic safe riding program, an advanced safe riding program and a training program for riding instructors. The company provides the program not only to leisure riders and commuters but also to the Peru National Police, Serenazgo City Security, firefighters, medics and company employees who work in supervision, sales, delivery and other roles. In addition to learning basic and advanced riding techniques, participants gain a new point of view that helps prevent accidents. In 2008, 360 persons took lessons in the program.



#### Honda de Venezuela C.A.

##### Donating generators to charity

In 2008, Honda de Venezuela donated two generators to the charity Colmena de la Vida (The Beehive of Life), which supports youth who are homeless or who have drug problems. Colmena de la Vida uses the generators in a wide range of educational and outreach activities.





## Philanthropic initiatives in Europe/Middle East/Africa

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### Highlights

#### Honda Access Europe N.V.

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##### Supporting children's health care

Honda Access Europe provides charitable donations to non-profit organizations in Belgium that work to improve children's health care. Honda Access Europe also supports organizations that work to improve health care in developing countries.

#### Honda Belgium N.V.

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##### Providing scholarships to study in Japan

In cooperation with other Honda companies in Belgium, Honda Belgium has supported the Honda Belgium Foundation since 1981. Established December 19, 1980, the Honda Belgium Foundation works to establish deeper ties between the people of Belgium and Japan by supporting research on the culture and technology of Japan, holding and supporting exhibitions on Japan, fostering study of the Japanese language and providing scholarships to persons wishing to study in Japan. In FY2009, Honda Belgium NV and other Honda companies in Belgium provided scholarships to three Belgian college students to pursue their dream of studying in Japan.

##### Providing internships to high school students

Each year, Honda Belgium offers internships to high school students, helping them fulfill the requirements of their schools' curricula while learning valuable job skills. In the selection process, the departments at Honda Belgium review the internship applications, looking for students whose backgrounds and aspirations are a good fit. Then, with a focus on the surrounding city of Aalst, Honda Belgium selects several students to participate in internships lasting two to four weeks, in which the students gain knowledge and experience that will benefit them for their entire careers.



## Philanthropic initiatives in Europe/Middle East/Africa

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### Highlights

#### Honda Europe N.V.

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##### Fostering tomorrow's talent

Honda Europe is a supporter of the Visitatie Technical School near the Honda facility in Ghent, Belgium. The school is dedicated to providing students an inside look at how companies work to better prepare them for their careers. Each year, Honda Europe welcomes the third-year class (15- to 16-year-olds) for a company visit. The students get to see the warehouse and have a look at how the logistics of supplying cars worldwide functions.

#### Honda France Manufacturing SAS

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##### Benefiting the Red Cross

In FY2009, Honda France Manufacturing donated six generators to the Red Cross and also held a blood drive that collected substantial quantities of blood for the international organization. The goal of both initiatives was to extend help to victims of disasters.

#### Honda Bank GmbH

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##### Providing internships to high school students

In Germany, all ninth-grade high school students are required to participate in a two-week internship at a company of their choice. Students learn about different jobs, workplaces, fields and the structure and function of companies. Honda Bank received its first application from a German student in January 2009 and offered her an internship that met the requirements of her high school curriculum. Over the course of two weeks, the student experienced roles in all departments, including Sales, Marketing, Retail Financing, Wholesale Financing, Controlling, Internal Audits, Risk Management and IT. Going forward, Honda Bank plans to offer a similar internship to one or two students each year.



## Philanthropic initiatives in Europe/Middle East/Africa

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### Highlights

#### Honda Bank GmbH

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##### 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 Motor Europe (North) GmbH

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##### Supporting the Schaalsee Biosphere Reserve

Honda Motor Europe (North) has provided €200,000 in total to support environmental conservation activities in Germany, of which amount €30,000 has gone to the Potsdam Institute for Climate Impact Research. Since 2004, Honda Motor Europe (North) has had a sponsorship relationship with the Schaalsee Biosphere Reserve, a 303 km<sup>2</sup> UNESCO MAB (Programme on Man and the Biosphere) biosphere reserve located in Mecklenburg-Vorpommern in northern Germany. Drawing 70,000 visitors a year, this biosphere is centered on the Schaalsee lake and contains a wide variety of animal habitats in its forests and wetlands. To support biosphere maintenance, Honda Motor Europe (North) donates Honda power products to the biosphere staff, thus far contributing three marine outboards, two brush cutters, three lawnmowers, one water pump and two generators. As a sponsor, Honda promotes its environmental activities and 4-stroke technologies in the biosphere welcome center. In 2009, Honda worked with UNESCO to promote environmental responsibility at Germany's largest garden show for end users, Bundesgartenschau 2009 Schwerin, which drew approximately 2,000,000 visitors.



## Philanthropic initiatives in Europe/Middle East/Africa

### Highlights

#### Honda Motor Europe (North) GmbH

##### Donating a vehicle to a local school

In making charitable donations, Honda Motor Europe (North) seeks to provide Honda products so that the recipient becomes more familiar with what Honda offers as a company. In FY2009, Honda Motor Europe (North) donated a used Honda vehicle worth €15,000 to a local technical school to support its efforts to provide excellent vocational education to local communities.

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

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

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

#### Honda 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.



Together for Tomorrow

## Philanthropic initiatives in Europe/Middle East/Africa

### Highlights

#### Honda Portugal S.A.

##### Cleaning beaches with the Honda Beach Cleaner

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 campaign went global in 2007, with Honda Portugal and EMAC, a public utility in the Cascais area, leading test cleaning on three local beaches starting in May 2007. Achieving impressive results, Honda Portugal cleaned Carcavelos beach to commemorate World Environmental Day on June 5, 2007. Almost all Honda Portugal associates participated in the event, helping transport the Beach Cleaner to the beach and rolling up their sleeves to help with the work. EMAC staff also participated, helping with the collection of trash. Honda Portugal prominently displayed the Beach Cleaner at a local environmental festival in 2008.



#### Honda South Africa (Pty.) Ltd.

##### Supporting school safety officer training

In FY2009, Honda South Africa supported a Basic Training Workshop for school safety officers in the province of Eastern Cape. In Queenstown and Whittlesea, Honda helped provide support for officers at 90 schools, who gained valuable information on safety and self-defense, as well as the skills needed to pass on their knowledge to teachers and students.



##### Supporting Enduro Africa

Enduro Africa is a motorcycle adventure that supports four causes: UNICEF, Sentebale, the Nelson Mandela Children's Fund and Touch Africa. In September 2008, Honda South Africa supported Enduro Africa and the Nelson Mandela Children's Fund, which improves the lives of young children with AIDS in South Africa. As its contribution, Honda South Africa replaced the desks and chairs in a local school and donated a Honda generator. To help treat the sick children, the company also provided medical supplies and transportation to teachers and doctors.



## Philanthropic initiatives in Europe/Middle East/Africa

### Highlights

#### 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 environmental technology presented in Spain

Established in 1948, the Sociedad de Técnicos de Automoción aims to promote the development and understanding of automotive technology. Honda Automoviles Espana presented Honda's hybrid technology at the society's 2006 conference, distributing technical information and offering test drives to the 200 participants.



## Philanthropic initiatives in Europe/Middle East/Africa

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### Highlights

#### Honda Turkiye A.S.

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##### Supporting the Kocaeli Provincial Afforestation Project

In FY2009, Honda Turkiye provided over 50,000 TL in financial support to the Kocaeli Provincial Afforestation Project. The provincial government planted over 900 trees in a 3.5 ha area located near the local Honda plant.

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##### Civic special-needs vehicle donated

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

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##### Honda Commemoration Forest

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



## Philanthropic initiatives in Europe/Middle East/Africa

### Highlights

#### Honda Finance Europe PLC

##### Supporting BEN

BEN is a charity for the automotive and automotive finance industry, helping people in need due to ill health, commitments to care for family members or financial difficulty. Since 2006, Honda Finance Europe has supported BEN, providing £0.58 for each new customer financed. In 2008, Honda Finance Europe donated £7,083 to BEN. In addition, a significant percentage of Honda Finance Europe associates are gold members of BEN, personally donating to the charity each month through a direct debit.

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

##### Supporting the Safe Drive, Stay Alive program

Born of a Wiltshire fireman's desire to prevent the collisions he regularly dealt with in his work, Safe Drive, Stay Alive uses impactful visual presentations and moving personal testimonies to teach young people the importance of safe driving before they become drivers. Since 2005, Honda of the UK Manufacturing has contributed £85,000 to the program, each year sponsoring an education officer in the local fire brigade who coordinates the program in local schools. In FY2009, Honda of the UK Manufacturing helped bring Safe Drive, Stay Alive to over 8,000 teenagers from 56 schools and colleges in Swindon and Wiltshire.

##### Supporting Swindon Academy

In the UK educational system, an academy is a secondary school funded by the national government with substantial contributions by private sponsors. Academies help address the issue of low academic achievement in a community by providing a beacon of excellence to students ready to take on a challenge. In the five-year period 2006 to 2011, Honda of the UK Manufacturing has committed to investing £1,000,000 in Swindon Academy, which has a specialism in Science with Business and Enterprise. In addition to financial support, Honda offers students of the academy a wide variety of innovative programs, in which associate volunteers play an essential role. In Honda's Prepare for Work workshops, students go through a practice recruitment process from initial application to mock selection tests and learn about the rigors of the modern hiring process. Honda also provides extensive support to the scientific curriculum of the school and is involved in science fairs on an ongoing basis.



## Philanthropic initiatives in Europe/Middle East/Africa

### Highlights

#### 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.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

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

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##### Supporting the Lighthouse Foundation

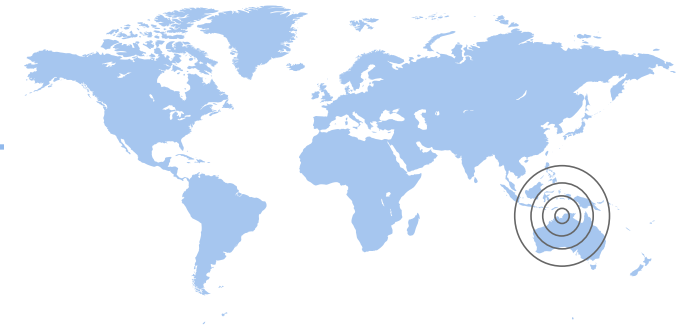
Honda Australia Motorcycle and Power Equipment supports the Lighthouse Foundation, which provides 32 homeless and disadvantaged youth aged 15-22 with a stable family environment, as well as constant emotional and practical support from a full-time, live-in caregiver. The program encourages young people to continue their education or vocational training while imparting to them valuable life skills. Honda Australia Motorcycle and Power Equipment holds a fundraising drive every month at company facilities to collect donations for the foundation. In addition, in November 2008, a new Lighthouse Foundation Honda Home opened in the northern region of Melbourne, thanks to the largest contribution that Honda Australia has yet made to a single charitable organization.

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##### Sponsoring the Snowy Ride

Since the inception of the Snowy Ride in 2001, Honda Australia Motorcycle and Power Equipment has been its main corporate sponsor, contributing over \$500,000 in funds to run the event and benefit its charities. The Snowy Ride is an annual non-competitive ride through the Alpine Region of New South Wales, welcoming riders from Australia and around the world to some of the country's most picturesque roads. Since 2001, the event has raised over \$1.8 million for the Children's Cancer Institute Australia and the Centre for Children's Cancer and Blood Disorders at Sydney Children's Hospital. Participants pay \$60.00 to join the ride and enter the raffle of a Honda motorcycle. To earn the chance to win other, smaller prizes, riders receive stamps at any three of nine checkpoints located along the route, where communities hold their own fundraisers for local worthy causes. In addition to contributing funds and donating bikes and other prizes, Honda Australia Motorcycle and Power Equipment allows associates to take time off to participate in and volunteer for the ride.





## Philanthropic initiatives in Asia/Oceania

### Highlights

#### Honda Australia Pty., Ltd.

##### Supporting the Victorian Bushfire Appeal Fund

In FY2009, Honda Australia donated \$450,000 to the Honda Foundation, which in turn donated \$200,000 to the Victorian Bushfire Appeal Fund. Working in partnership with the Australian Red Cross and the Victorian and federal governments, the Victorian Bushfire Appeal Fund helps rebuild the lives of the many Victorians who lost everything in the devastating fires that hit the area on February 7, 2009.

##### Supporting bird flu pandemic research

With the support of Honda Australia Pty. Ltd., the Honda Foundation has donated \$500,000 to support medical research intended to fight the threat of a global bird flu pandemic. This five-year funding commitment will help establish a pandemic influenza research facility in Queensland, Australia, as part of Griffith University's Institute for Glycomics. The facility will work to develop the next generation of anti-influenza drugs to treat bird flu outbreaks.

##### 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 lifethreatening 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.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Australia Pty., Ltd.

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##### HART (Honda Australia Roadcraft Training)

Honda Australia established HART in 1999 as part of its global focus on increasing road user safety for drivers, passengers, motorcycle riders and motorcycle pillion passengers. Traffic safety education provided by HART is built on a theme of 'street smart' techniques.

#### Honda Motor India Private Ltd.

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##### Supporting the YES Award

Commemorating its 30th anniversary, in 2006 the Honda Foundation inaugurated the YES Award to recognize outstanding students and foster future leaders in science and technology. Recognizing students in Vietnam in its first year, the award began recognizing students in India in 2007-2008. In 2008-2009, working in collaboration with the Indian Institute of Technology, a premier engineering institute ranked among the top 50 universities in the world, Honda Motor India Private Ltd. funded an expanded YES Award program in India. Receiving 100 applications from the Institute's students, Honda Motor India coordinated a rigorous application process, in which the students submitted academic transcripts, project reports and essays and participated in an interview. Honda's team of expert advisers then selected 10 students to receive the YES Award and US\$3,000. The winners also became eligible for the YES Award Plus, which provides US\$7,000 to winners participating in a six-week internship in Japan, and US\$10,000 to winners pursuing an advanced degree in Japan with sponsorship from the Japanese government. The award ceremony for the second annual YES Award in India took place at the ITC Maurya hotel in New Delhi on February 11, 2009.

##### Adopting a local technical institute

To support excellence in education, Honda Motor India Private Limited adopted a local technical training institute. The company is helping the institute upgrade its facilities and take on additional staff for an overall improvement in academic results.



## Philanthropic initiatives in Asia/Oceania

### Highlights

#### Honda Siel Cars India Ltd.

##### Implementing the Model Village project

In FY2009, Honda Siel Cars India adopted Jamalpur, a nearby village of 1,852 persons, to help the village enhance its living conditions and become self-reliant and self-sustaining. Through creating a long-term plan and obtaining the participation of all villagers, Honda not only helped one village to succeed as a "Model Village" but also established a suite of methods and programs that are replicable in any similar village. Among the programs that Honda Siel Cars India created, funded and managed were village meetings, an adolescent training program, health education, children's computer education, Honda plant visits for school children, disaster training, agricultural counseling and health camps for livestock. In 2011, Honda Siel Cars India will review the status of the project with the villagers and adjust the suite of programs to meet needs going forward.



##### Offering 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 villages near its facilities. 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 FY2009, the initiative provided care to 3,821 persons in 9 villages via 17 camps, offering health seminars and medical checkups, as well as free medicines to those in need.



#### P.T. Honda Prospect Motor

##### Implementing the My Green Jakarta program

Every year since 2006, 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. From November 2008 to March 2009, in celebration of the number of cars it sold during the 2008 Indonesia International Motor Show, P.T. Honda Prospect Motor cooperated with railroad company P.T. Kereta Api in planting 1,731 trees along one side of the main railway in Southern Jakarta. P.T. Honda Prospect Motor selected this initiative to create more green space in the inner city and a more beautiful landscape along the railway. P.T. Honda Prospect Motor held a special inauguration ceremony on April 15, 2009, celebrating a Jakarta that had become a little more beautiful and green.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### P.T. Honda Prospect Motor

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##### Honda Jazz University Eco Challenge

The Honda Jazz University Eco Challenge introduces university students in Indonesia to Honda's environmental initiatives, giving the students an opportunity to learn about the importance of fuel economy and how to achieve it. For the six events held in 2006, more than 200 students from various universities competed using Honda Jazz vehicles (known as the Honda Fit in some regions), vying to see who could achieve the best fuel efficiency.



##### Bio Premium Roadshow

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



##### Disaster relief & park funding

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

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



## Philanthropic initiatives in Asia/Oceania

### Highlights

#### Honda Korea Co., Ltd.

##### Supporting the Korea Green Foundation

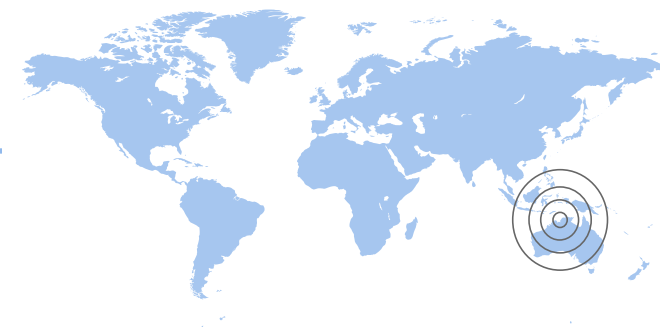
On September 6, 2008, at the 3rd annual Honda Together athletic meeting, Honda Korea presented a donation from associates of ₩30,000,000 to Lee Mee-Kyung, Secretary General of the Korea Green Foundation, in support of the organization's Climate Change Center. The Climate Change Center partners with the United Nations, the government of South Korea, international organizations and businesses to tackle climate change, promote carbon reduction, support environmental programs for NGOs in developing Asian countries and educate the public about environmental issues. About 400 associates of Honda Korea and nine Honda Korea automobile dealers participated in the Honda Together event, during which associates held fundraisers featuring over 180 green products, including organic cotton clothing, natural soaps, organic chocolates and ginkgo products.

##### Heroes' Camp of Hope for Families of Children with Muscular Disease

In cooperation with the Make-A-Wish Foundation, from October 28 to 30, 2008, in Jarasum, Gapyeong-gun, Gyeonggi Province, Honda Korea Co., Ltd. held the Heroes' Camp of Hope, enabling children with muscular dystrophy to enjoy outdoor activities with their family members. The three-day camp comprised a variety of events, including a short-distance run, a cooking competition and kart racing. Over 40 Honda Korea associates and Make-A-Wish Foundation volunteers participated in this event, which helped the children feel hope and begin to develop a plan for their future.

##### 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.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Autoparts Manufacturing (M) SDN BHD

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##### Holding blood drives

Cooperating with a local general hospital, in August 2008 and February 2009, Honda Autoparts Manufacturing held blood drives. In the two drives, a total of 95 associates donated blood to help local people in need of transfusions.

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##### Providing vocational education days to students

With a view to introducing students to rewarding jobs in manufacturing, Honda Autoparts Manufacturing held vocational education days on three occasions in FY2009: for 40 students of a local primary school in May 2008, for 20 students of a Japanese high school visiting Indonesia in October 2008 and for 25 students of a local Japanese expatriate school in November 2008. Honda Autoparts Manufacturing associates introduced the students to almost every manufacturing process, including plastic injection, mold maintenance, crane operation, plastic parts painting, container loading and unloading, quality inspection and waste management. The students also learned about administration, finance, logistics and documentation, gaining a complete picture of work in a world-class manufacturing facility.

#### Honda Malaysia SDN BHD.

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##### Supporting the 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. A five-year project established in 2006, the Rhino Rescue Project funds and manages scientific studies and fieldwork crucial in the fight to save this endangered species. In FY2009, in addition to donating RM1 million to the WWF, Honda Malaysia conducted a range of public awareness initiatives, including school programs, dealer showroom displays and other advertisements, the "Nature Quest" online contest, an essay and photo contest and four public exhibitions featuring celebrity performances and fun activities. In all of these initiatives, Honda Malaysia sought not only to inform people about the danger the Sumatran Rhino faces but also empower them to take practical environmental conservation measures at home.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Malaysia SDN BHD.

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##### Sponsoring the Honda Dreams Fund

Every year, in partnership with the United Nations Development Programme (UNDP) Malaysia, Honda Malaysia provides Honda Dreams Fund full scholarships to 20 young Malaysians who lack funds for higher education. From June 6 to 8, 2008, Honda Malaysia welcomed 66 students to a three-day "Dare to Dream" workshop, at which fun and educational activities allowed the scholarship candidates to demonstrate teamwork skills, logic and creative thinking. A panel of experts determined the final 20 scholarship recipients based on performance during the workshop and an interview.



#### Honda New Zealand Ltd.

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##### Participating in the AA Energywise Rally

Organized by the Automobile Association (AA) and the Energy Efficiency and Conservation Authority (EECA), the AA Energywise Rally is a four-day, biennial car rally in which automakers compete on the basis of fuel economy and environmental responsibility. The winner is the automobile that completes at the lowest cost a route comprising every type of driving environment: expressways, unpaved roads, rural highways and city streets at rush hour. Triumphant in 2008 was the Honda Civic Hybrid, which covered the 1,641 km route for only NZ\$111.72. The event not only generates positive PR for the winning automaker but also serves to demonstrate to the public in a concrete way how high fuel economy and proper driving practices can make a real difference both to the pocketbook and to the environment.



##### Planting native trees via the TreeFund

In 2004, Honda New Zealand initiated the TreeFund, which funds the planting of 10 native trees for every new car sold, and individual Honda sales agents fund a further three trees. The funded native trees are planted locally in the customer's purchase region in association with Regional Councils. Since its inception, the Honda TreeFund has provided funds sufficient for the planting of more than 400,000 trees, helping to restore biodiversity, control erosion, protect streams and seashores and beautify parks while providing customers the opportunity to participate in the greening of their own community. Both customers and members of the public are welcome to donate to the Honda TreeFund and help plant trees with Honda associates and Regional Council staff.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Atlas Honda Limited

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##### Supporting the Milestone Charitable Trust

In 2009, Atlas Honda Limited gave a donation of US\$15,000 to the Milestone Charitable Trust, a non-profit, non-governmental organization established in 1998. The Milestone Charitable Trust provides therapeutic and academic services to academically challenged students between the ages of 3 and 18, empowering them to achieve their maximum potential. Atlas Honda Limited's donations help provide the Trust with modern educational facilities appropriate to the special needs of its student body.

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##### Providing instruction in safe riding

With a view to minimizing traffic accidents in Pakistan, Atlas Honda Limited offers free instruction in safe motorcycle riding to police officers, commuters and leisure riders. In FY2009, Atlas Honda directly instructed 16,228 persons and with police departments jointly instructed an additional 200,000 persons. The course of study covers every aspect of motorcycle and traffic safety, including general safety concepts, pre-ride checks, protective clothing, proper riding posture, motorcycle handling, braking techniques and traffic rules. The instructors also encourage their students to pass their new knowledge and skills on to others for further improvement of the traffic environment.

#### Honda Cars Philippines Inc.

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##### Donating educational materials to elementary schools

Building on a successful program of the previous year, in February and March 2009, Honda Cars Philippines donated educational television packages to four disadvantaged elementary schools in Santa Rosa City. Each package consisted of a 29" color TV, a DVD player and 460 episodes of educational television programs in DVD format covering science, math, English, history and civics. Designed to assist schools in which there is a high teacher-student ratio, the series effectively communicates course content and helps teachers keep students interested. Honda Cars Philippines associates personally visited 12 elementary schools and selected the four that were in the greatest need to receive the packages.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Cars Philippines Inc.

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##### Planting trees

Honda Cars Philippines regularly engages in tree planting activities to enhance local environments, encourage environmental awareness and build community ties. On September 1, 2008, 36 associates of Honda Cars Philippines and other Honda companies in the Philippines planted 70 Norfolk Island Pine saplings in Tagaytay City, Cavite, a popular tourist city and home to a recently opened Honda dealership. Then, on October 18, 33 Honda Cars Philippines associates participated in a tree planting ceremony at the Tree Museum located on the grounds of their plant in Santa Rosa, Laguna. Containing narra, ylang-ylang and other trees indigenous to the Philippines, the Tree Museum grows in size every year: associates plant one tree in celebration of the company's anniversary one tree for every associate celebrating his or her 15th anniversary at the company.

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##### Coral reef preservation project

Honda Cars Philippines Inc. and the Philippine National Police Scuba Divers Association joined forces to undertake a project called Dive to Protect and Conserve '06 to help protect coral reefs in Batangas, a coastal province in the island of Luzon. The project's key measure is the deployment of buoys to alert boaters to the presence of underwater coral, allowing them to drop anchor without damaging the reef.

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##### Promoting the use of alternative fuels

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



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Philippines Inc.

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##### Helping restore the La Mesa Watershed

From 2002 to 2007, in cooperation with the Honda Foundation and Bantay Kalikasan, Honda Philippines helped regenerate the forest in the La Mesa Watershed, planting thousands of saplings and participating in other afforestation activities. Having completed its five-year plan, Honda Philippines continues to provide support, donating eight XR200 motorcycles to Bantay Kalikasan in 2008 for use in monitoring La Mesa Eco-Park and La Mesa Nature Reserve. Established in 1998, Bantay Kalikasan ("Nature Watch") is an organization within the ABS-CBN Foundation Inc., the socio-civic arm of the ABS-CBN Broadcasting Corporation. Leveraging media resources to raise awareness of environmental issues, Bantay Kalikasan also develops and implements strategic environmental projects.

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##### Donating educational materials to elementary schools

In FY2009, Honda Philippines donated educational television packages to seven disadvantaged local elementary schools. Each package consisted of a 21" color TV, a DVD player and over 100 episodes of educational television programs in DVD format covering science, math, English, history and civics. Designed to assist schools in which there is a high teacher-student ratio, the series effectively communicates course content and helps teachers keep students interested.

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##### 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.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Bukit Batok Driving Centre Ltd.

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##### Holding Ride Safe 2008

On October 25, 2008, building on the success of the inaugural 2007 event, the Bukit Batok Driving Centre joined forces with the Singapore Traffic Police to hold the second annual Ride Safe event, a day of activities promoting safe riding to motorcyclists across the island nation. Hundreds of riders from corporations, government agencies, motorcycle clubs and other organizations rode in a large convoy, watched entertaining and educational demonstrations by experts and participated in a competition of safe and skillful riding.



##### Offering traffic safety programs for kindergartners

The Bukit Batok Driving Centre offers traffic safety programs for kindergarten students throughout Singapore, who learn through songs, games and storytelling. In 2008, 56 programs reached students in 34 kindergartens.



#### Honda Taiwan Co., Ltd.

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##### Cleaning up the vicinity of a local school

On Dec. 11, 2008, Honda Taiwan Motor helped clean up the vicinity of a school located next to the Honda factory. Some 150 associates sorted cans, bottles, plastic bags, cigarette butts and other debris, collecting 300 kg of trash in total.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Taiwan Co., Ltd.

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##### Holding factory tours for elementary school students

On November 3, 2008, Honda Taiwan welcomed 17 Japanese fifth graders, their school principal and one of their teachers to its factory. On February 26, 2009, the company held a similar tour for 44 local elementary school students. On both occasions, Honda Taiwan associates provided a thorough explanation of Honda's manufacturing processes, allowing the children to gain an understanding of the structure and function of a modern production facility. The Japanese students were especially interested in talking to Japanese associates stationed in Taiwan, asking them questions about life in Taiwan and the role of the Honda philosophy in Honda's overseas locations.

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##### 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.



#### A.P. Honda Co., Ltd.

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##### Holding the Econopower Race

Every year since 1998, in cooperation with the Thai Department of Vocational Education, A.P. Honda has held the Econopower Race, in which participants vie to construct and operate the most fuel-efficient vehicle. The young competitors learn not only to value energy resources but also to approach environmental problems in a creative way. From September 2008 to February 2009, over 500 teams representing vocational schools and colleges from across Thailand competed, entering vehicles they had constructed with funds and powerplants provided by Honda. Adding an extra dimension of interest to the competition, for the first time the motorcycle engines for use in the vehicles included advanced, fuel-efficient PGM-FI (Programmed Fuel Injection). The winning team was Nontri Esan of Kasetsart University, which set a record of 999.7469 km/L and received a trophy from Her Royal Highness Princess Mahachakri Sirindhorn.



Together For Tomorrow

## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### A.P. Honda Co., Ltd.

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##### Offering motorcycle safety training

For 20 years, A.P. Honda has offered training in safe motorcycle riding. In 1989, the company opened Thailand's first safe riding training center to educate persons both in government and in the private sector. In 2008, A.P. Honda managed eight training centers nationwide and trained more than 1.5 million persons. Since 1989, Honda's training centers have provided training to more than 12 million people in Thailand.

#### Asian Honda Motor Co., Ltd.

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##### Holding the Honda ASIMO Super Idea Contest

Honda started the Children's Idea Contest in Japan in 2002 to help elementary school children experience the joy of dreaming and the delight of creating. Entrants draw a picture of something they would like to see invented in the future, and those whose ideas pass the initial screening are invited to create models of their ideas. On the day of the final review, they present the results of their hard work before a large audience. Based on this contest, Asian Honda Motor and the Honda Group Companies in Thailand initiated the Honda ASIMO Super Idea Contest in 2005. ASIMO participates as Honda's goodwill ambassador, symbolizing dreams for the future. The event enjoys widespread support, with over 50,000 entries each year. In 2009, Asian Honda Motor and the Honda Group Companies in Thailand held the fifth annual Honda ASIMO Super Idea Contest. The winners will earn the opportunity to participate in the Honda Motor Children's Idea Contest in a special exchange program.

##### Sponsoring the Honda School Environment Project

In 1999, the Honda Group of Companies in Thailand worked with leading environmental NGOs and government ministries to initiate the Honda School Environment Project, in which all Thai elementary and secondary schools are invited to submit an environmental conservation and sustainable development project plan. Honda funds the best projects, and the winning team receives the prestigious King's Cup. In 2008, to celebrate the 81st birthday of His Majesty the King of Thailand, Honda selected 81 schools from over 700 applicants, funding their projects and inviting representative students to attend a special environmental camp, where experts mentored them in best conservation practices. As in previous years, the fifth two-year project cycle is focused on the sustainable management of wastewater, garbage and energy. Since 1999, Honda has funded the green initiatives of 681 schools from across Thailand.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Asian Honda Motor Co., Ltd.

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##### Sponsoring the ABU Robot Contest Thailand Championship

Since 2004, the Honda Group of Companies in Thailand has sponsored the ABU Robot Contest Thailand Championship, which encourages the study of technology and the development of advanced robotic technologies. Every year, MCOT, the local Asia-Pacific Broadcasting Union (ABU) affiliate coordinates with the Ministry of Science and Technology and Honda and other sponsors to hold the Thailand Championship in June. On average, more than 100,000 spectators visit to watch the numerous rounds, in which over 400 teams from universities and vocational school across Thailand engage their robot gladiators in spectacular duels. The winner goes on to the International Championship, held in a different Asia-Pacific country each August. To add to the festivities, Honda brings its own robotic technology to the venue in for the form of ASIMO, who encourages both participants and attendees to dream of new technological possibilities.



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

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##### Sponsoring the Bon Voyage safety campaign

On March 26, 2009, Honda Automobile Thailand launched the Bon Voyage safety campaign, which encourages safe driving practices during two festive times of the year in which the incidence of traffic accidents increases greatly: the Songkran Festival (April 10-16) and the New Year Festival (December 29-January 4). To kick off the campaign, a safety caravan featuring the Safety Kid mascot and film stars passed through a busy Bangkok business district, distributing booklets of safe driving tips to drivers and pedestrians. Afterward, the campaign continued at Honda showrooms, where the booklets were also made available. In this initiative, Honda Automobile Thailand works closely with the Department of Disaster Prevention and Mitigation in the Ministry of Interior, the Department of Land Transport in the Ministry of Transport and Communications and the Highway Police Division of the Royal Thai Police.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Leasing (Thailand) Co., Ltd.

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##### Enhancing crab populations

On Sep. 07, 2008, Honda Leasing Thailand launched an initiative to release crabs in Pranburi Forest Park, located at the mouth of the Pranburi River in Prachuap Khiri Khan Province. Some 80 associates set 1,000 crabs free in the river, seeking to help the local population thrive and grow. Going forward, the company plans to expand the initiative with a focus on endangered crab species.

#### Honda R&D Southeast Asia Co., Ltd.

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##### Funding scholarships to Chulalongkorn University

For the period 2007 to 2010, Honda R&D Southeast Asia has committed 500,000 baht per year to fund a scholarship to Chulalongkorn University. The company selected Chulalongkorn University because of both its overall academic strength and its renowned engineering program.

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##### Supporting a disadvantaged school

On January 15, 2009, Honda R&D Southeast Asia provided stationery, toys, towels and other items for 400 students in Dang-Pao School, a disadvantaged elementary school located near the company. The children's teachers distributed the gifts during the school's Children's Day Festival.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Thailand Foundation

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##### Donating the Wat Phra Baht Nam Phu AIDS hospice

On December 1st, 2008, World AIDS Day, the Honda Thailand Foundation supported a telethon benefiting Wat Phra Baht Nam Phu, a temple that serves as a hospice for 400 AIDS patients. Honda donated 100,000 baht to the temple, and 80 associates volunteered at the telethon, working the phone banks and singing songs to cheer the patients. In addition to benefiting the temple, the telethon serves to raise awareness of AIDS in Thailand, especially among teenagers.

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##### Reforestation nearby national park

Since 2008, Honda has cooperated with the Thai Ministry of Natural Resources and Environment to plant 2 million trees in Thailand over a 10 year period. In the initial August 2008 planting, a group of 250 Honda associates and their family members and friends joined a group of 700 government employees, students and community members to plant 40,000 trees in a nearby national park.

#### Thai Honda Manufacturing Co., Ltd.

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##### Providing scholarships

Every July, Thai Honda Manufacturing donates a total of 780,000 baht to 13 schools located in Samutprakan Province, the previous home of the Honda factory, and Bangkok Province, the current home. The funds provide scholarships for 390 students. From 2006 to 2009, the company also donated a total of 400,000 baht to the Thai-Nichi Institute of Technology, which provides education at the undergraduate and graduate degrees in the fields of science, technology and the humanities while fostering stronger ties between Thailand and Japan. In addition, Honda donates 20,000 baht to Tippawas temple every March, when it holds its annual festival, to support its role as a community center.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Thai Honda Manufacturing Co., Ltd.

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##### Cleaning local temples

In January and February 2009, Thai Honda Manufacturing helped clean up at Tippawas, a temple near the factory that serves as a community center. A group of 150 Honda associates collected trash, mowed the grass and performed other landscaping tasks and cleaned the sidewalks and other paved surfaces. In addition, the volunteers helped clean the temple and its community resource facilities.

#### Honda Vietnam Co., Ltd.

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##### Holding the Children Idea's Contest

Since 2008, in cooperation with the Ministry of Education and Training of Vietnam and with a view to helping kids develop their imagination and creativity, Honda Vietnam holds the Children Idea's Contest, which is based on the contest created in Japan by Honda Motor. The contest is open to children 6-10 of age, who submit drawings of their mobility-related ideas. From the many thousands of entries they receive, the board of judges selects 50 and invites their creators to produce mock-ups. From these mock-ups, the judges select 20 for the children to present before the judges at a special event. The first-prize winners receive an educational trip to Japan, and the contest also awards several scholarships as prizes. In 2008, the contest's inaugural year, one child received the first prize. In 2009, six children won dream trips to Japan.

##### Sponsoring the YES Award

Since 2006, in cooperation with the Honda Foundation and the National Institute for Science and Technology Policy and Strategy Studies, a research organization under the Ministry of Science and Technology of Vietnam, Honda Vietnam has awarded the YES Award to foster young, prospective leaders in science and technology and to accelerate Vietnam's development in the fields of science and technology. Every year, Honda selects 10 outstanding students from six affiliated technology-oriented universities to receive US\$3,000 from the Honda Foundation and a motorcycle from Honda Vietnam. If a recipient goes on to pursue an advanced degree in Japan, he or she receives an additional US\$10,000 from the Honda Foundation.



## Philanthropic initiatives in Asia/Oceania

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### Highlights

#### Honda Vietnam Co., Ltd.

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##### Nationwide rider training in Vietnam

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.



#### Honda Vietnam Autoparts Co., Ltd.

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##### Supporting victims of the Vietnam War

Although the Vietnam War ended in 1975, the use of the chemical dioxin in that conflict has resulted in birth defects and many other long-term problems. In FY2009, Vietnam Autoparts donated approximately US\$500 to the local chapter of the Red Cross, which used the money to purchase calves for the families of dioxin victims and wounded soldiers. In rural Vietnam, donating calves is an efficient way to help disadvantaged families, since the families can add value to the animals through their own labor and enhance their agricultural produce, enhancing their living standards over time.



##### Supporting the poor during Vietnamese New Year

In Vietnam, Tet, or the traditional Vietnamese New Year, is the biggest event of the year. On this occasion, Vietnamese families buy new clothes, decorations and food and join family and friends in celebration. In FY2009, to help people unable to make such purchases, Honda Vietnam Autoparts provided cakes worth approximately US\$1,100 to some 150 children and elderly persons in Hung Yen Province. Associates visited the recipients personally, offering the gifts and joining them in celebration of the new year.



## Philanthropic initiatives in China

### Highlights

#### 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.



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

##### Educational support for disadvantaged children

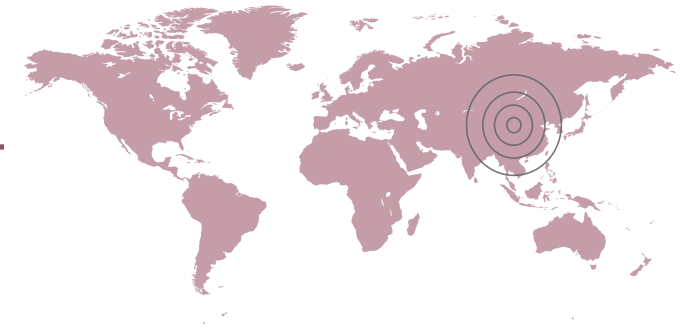
Seeking to help ensure that children have the opportunity to attend school and contribute to China's development, Honda Automobile (China) received 30,000 yuan in donations from associates and visited an elementary school in a nearby farming village on March 16 and September 11, 2007. The associates' 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.





## Philanthropic initiatives in China

### Highlights

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

##### Helping keep education within reach

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



#### Honda Motor (China) Investment Co., Ltd.

##### Holding the Honda China Econopower Race

On November 15 and 16, 2008, at the Shanghai International Circuit, Honda Motor (China) Investment held the second annual Honda China Econopower Race. In this event, 105 teams built a vehicle using a four-cylinder Honda engine, aiming for maximal fuel economy. Then, on the days of the race, they ran their creations on the track, seeing whose vehicle would travel the farthest on one liter of gasoline. In addition to raising awareness of energy efficiency and environmental issues, the Econopower Race helps competitors experience the joy of creating things and taking on new challenges.



##### Performing afforestation activities in Inner Mongolia

In Inner Mongolia, the dry climate and strong winds can result in dust storms that negatively influence the weather even of such cities as Beijing, which is located 200 km away. To help alleviate this situation and preserve valuable ecosystems, the Honda Group of companies in China has made a five-year commitment to perform afforestation activities in the Autonomous Region. On May 10 and 11, 2008, the first year of the project, the 14 companies of the Honda Group in China each sent to the region 100 associates on average, who planted trees and performed other activities to create a greener environment.



## Philanthropic initiatives in China

### Highlights

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

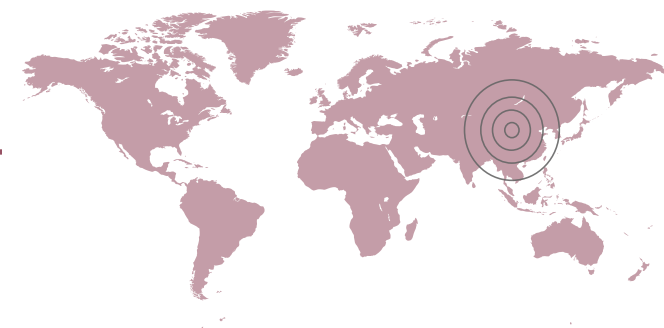
##### Providing aid to China's Three Gorges Dam region

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



##### Drought relief in Chongqing

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



## Philanthropic initiatives in Japan

### Highlights

#### Honda Motor Co., Ltd.

##### 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 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.



##### Affiliates proactively offering employment to persons with disabilities

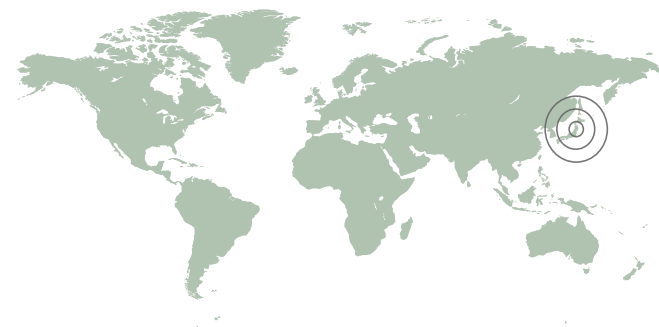
In accordance with the emphasis on initiative, equality and trust that emerges from our basic principle of respect for the individual, Honda believes that human beings are born to think, create and express their individuality freely, thus realizing their hopes and dreams. We strive to attract individuals 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.



##### Children's Idea Contest

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 FY2009, for the seventh such contest, 5,549 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 (39 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.



## Philanthropic initiatives in Japan

### Highlights

#### Honda Motor Co., Ltd.

##### 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.



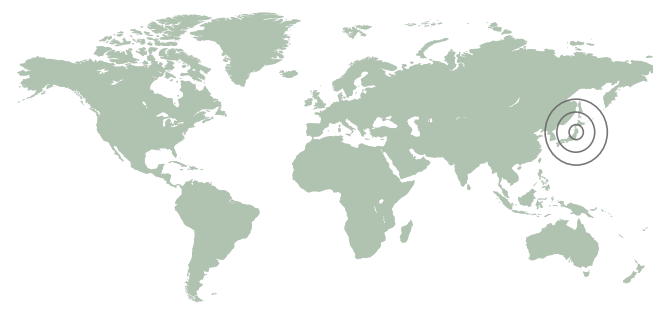
##### Honda Team-Based Program

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.



##### 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.



## Philanthropic initiatives in Japan

### Highlights

#### Honda Motor Co., Ltd.

##### Nature Wagon

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 nature 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 handicrafts, giving children the chance to create things with natural materials.



##### Honda Beach Clean-up Project

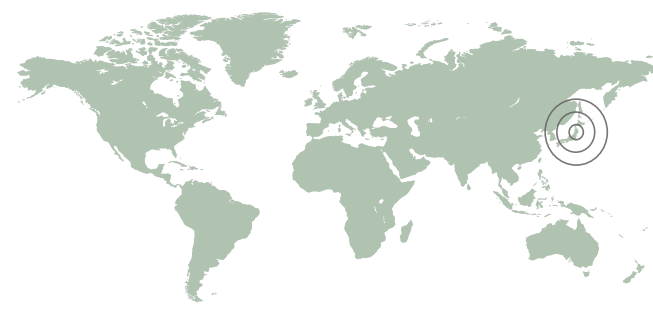
Honda's Beach Cleaner was designed to fulfill a dream of preserving pristine beaches for future generations. Applying its own innovative technology, Honda engineers worked through a process of trial and error to create the towable Beach Cleaner. Paired with a Honda ATV, the Beach Cleaner was ready to 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 FY2009 they beautified 14 beaches.

In FY2008 Honda Group companies started to take part in the caravan.



##### Watershed preservation in Japan

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.



## Philanthropic initiatives in Japan

### Highlights

#### Honda Motor Co., Ltd.

##### Traffic Safety Caravan

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.



##### Nature conservation Review Committee Meeting Focusing on Birds of Prey and Forest Concerning a New Test Course Development by Honda Motor

For the purpose of preserving flora and fauna confirmed to exist at Honda's new test course project site in Sakura City and adjacent areas, a committee was established to investigate the areas and make suggestions on the environmental policies to the local government and Honda.

