



A
DRIVING
FORCE
IN
OHIO

HONDA
The Power of Dreams

BUILT ON DREAMS

We see the world not as it is, but as it could be.

This philosophy drives everything we do, pushing us to generate revolutionary ideas that enhance human mobility and improve the lives of our customers and the world we live in.

Motivated by the dreams of our founder, Soichiro Honda, we are inspired to innovate and think creatively. We see this as our responsibility, not just in our manufacturing plants, but also in our efforts to protect the environment or enhance customer safety. Simply put, we strive to have a positive impact on society in every endeavor.

That is why for more than 30 years, Honda has conducted research, development and manufacturing in Ohio. But we are just getting started.

The unique contributions of our Ohio associates provide us with not only new insights and technologies, but also the will to forge a better future – **fueled by the “Power of Dreams.”**

OHIO'S LARGEST AUTOMAKER

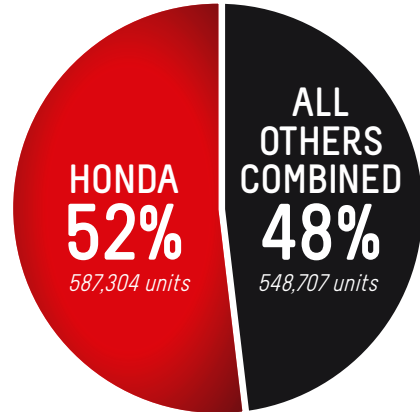
2010 Ohio Vehicle Production

Honda opened its first U.S. manufacturing plant in 1979 in **Marysville, Ohio**, where we began production of the CR250M Elsinore motorcycle. We became the first Japanese automaker to build cars in North America and that, too, began right here in Ohio, with production of the Honda Accord at the Marysville Auto Plant in November 1982.

Our two Ohio auto plants, in **Marysville** and **East Liberty**, have the annual capacity to produce 680,000 automobiles, making Honda Ohio's largest auto manufacturer today.

Honda's largest auto engine plant in the world is located in **Anna, Ohio**. It supplies fuel-efficient, four-cylinder and V6 engines for cars and light trucks manufactured at Honda auto plants in Ohio, Indiana and Canada.

Ohio is also the center of Honda's automatic transmission manufacturing. The facility in **Russells Point** is currently undergoing a 200,000-square-foot expansion.



» Each day, more than 13,000 Ohioans drive Honda's commitment to design, engineer and manufacture top-quality automobiles.

Manufacturing at a Glance

	Marysville Auto Plant Marysville	East Liberty Auto Plant East Liberty	Anna Engine Plant Anna	Honda Transmission Mfg. of America, Inc. Russells Point
Established	1982	1989	1985	1997
Employment	4,200*	2,500*	2,400*	1,050
2010 Production	340,561 Automobiles	246,743 Automobiles	771,642 Engines	599,404 Automatic Transmissions
Models & Components in Production	Honda Accord Sedan & Coupe Acura TL Acura RDX	Honda Accord Crosstour Honda CR-V	Four-cylinder & V6 Engines Disc Brakes Drivetrain Components	Automatic Transmissions Gears 4-wheel-drive Systems
Investment	\$4.1 billion	\$1.1 billion	\$1.7 billion	\$425 million
Plant Size (sq. ft)	3.6 million	1.9 million	1.8 million	733,000

*Honda of America Mfg. also employs 1,100 associates in support areas



Since 1982 we've manufactured:

- » 14 million automobiles
- » 18 million automobile engines
- » 14 million automatic transmissions



ENGINEERED HERE, BUILT HERE

Honda Research & Development (R&D) Americas, Ohio Center

More than 1,000 Ohioans are engaged in the research and development of new models that are produced in Honda's North American plants.

Located at the R&D facility in **Raymond, Ohio**, these engineers work closely with the plants and parts suppliers to engineer highly technical designs into passenger cars and light trucks.

Ohio's R&D center engineered more than one-third of all 2011 Honda and Acura models sold in America – including nearly all light trucks.

Honda's Automotive Safety Research Facility is also located here. Associates make significant contributions to product safety leadership by developing nearly all safety systems on Honda's U.S. developed vehicles.

Honda and Acura Vehicles Engineered in Ohio



Honda *Odyssey*



Honda *Pilot*



Acura *TL*



Honda *Ridgeline*



Acura *MDX*



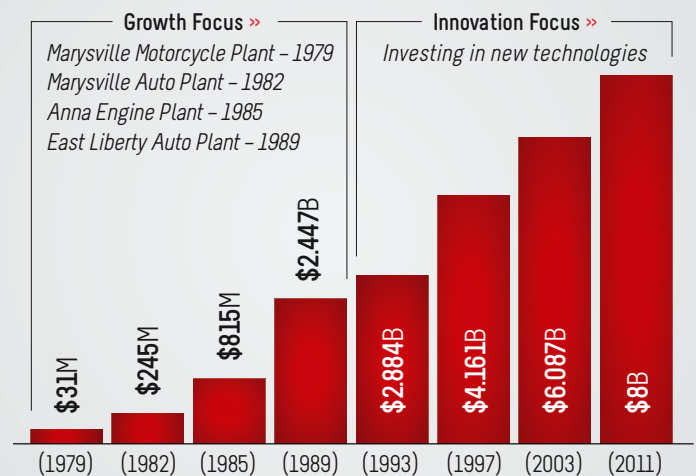
Honda *Civic Coupe & Civic Si*

INVESTING MILLIONS IN OHIO, ITS PEOPLE AND OUR FUTURE

Ohio Facility	Projects Announced Since November 2010	Investments
East Liberty Auto Plant	On-site Parts Consolidation Center	\$31 million
	Assembly Line Expansion	\$69 million
	Vehicle Quality Expansion » Results in more efficient quality confirmation and new advancements in auto manufacturing	\$16 million
Anna Engine Plant	Instrument Panel Paint Innovation	\$6 million
	Body Paint Renovation	\$44 million
Marysville Auto Plant	Stamping Press » Will be the North American leader in terms of speed, precision, capacity and metal-forming technologies	\$64 million
	Assembly Plant Expansion » Will create more than 100 jobs and a new assembly line to produce Honda's most advanced automatic transmissions	\$70 million
Honda Transmission Mfg. of America, Inc. Russells Point	Production Innovation	\$25 million

Total \$355 million

Honda's \$8 Billion Investment in Ohio





NORTH AMERICAN PURCHASING

Supplier Partnerships Drive Success

Honda has established a strong network of 600 domestic suppliers in North America. They share a commitment to manufacturing the highest quality products, which our customers expect and deserve.

80% Average domestic parts content in Honda's Ohio and North America produced automobiles

90% Percentage of automobiles sold in North America that were produced in this region



Purchases (2010)	\$17.5 billion	\$15.8 billion	\$6.7 billion
Purchases (Past 5 yrs)	\$87 billion	\$78 billion	\$33 billion

>> Honda is a member of the Billion Dollar Roundtable, a group that recognizes corporations that spend at least \$1 billion annually on purchases from minority- and women-owned suppliers.

PRODUCTION ENGINEERING

Honda Engineering North America, Inc.

Marysville and Anna
Est. 1988 – 450 associates

Honda Engineering plays a key role in providing product value by engineering and implementing new production technologies. In fact, it has been called "Honda's Secret Weapon," based on the value it adds to Honda products.

Honda Engineering supports production systems for Honda plants throughout North America. The group is responsible for engineering, manufacturing and production of:

- Machining, forging and die-cast equipment for production of engines, transmissions and drivetrain components;
- Robots, fixtures, lift-assists and other equipment used for welding, painting and assembly; and
- Dies and molds for plastic injection molding and metal stamping and forming.

OHIO SUPPORT OPERATIONS

More than 475 associates drive the following efforts:

Honda Midwest Consolidation Center

Troy – Est. 1986

Coordinates shipping and distribution of repair parts to Honda and Acura dealers

Honda Trading America Corp.

Marysville – Est. 1986

Coordinates the purchasing of goods, parts, raw materials and machinery for Honda manufacturing in North America

Harmony Agricultural Products, Inc.

Marysville – Est. 2000

Contracts with hundreds of farmers in the Midwest to grow food-grade, organic soybeans and processes them for shipment to global markets

Honda Access America, Inc.

Raymond – Est. 1996

Conducts research and designs accessories for Honda and Acura automobiles

Honda Lock Mfg. Co., Ltd.

Marysville – Est. 2005

Conducts research, design and development of key cylinder sets, door mirrors, door handles and glove boxes





COMMUNITY

Honda's desire to contribute to each customer's well-being, as well as support and grow a more positive society, extends to working in partnership with associates to strengthen communities and support charitable organizations.

Honda Heroes

Honda associates form the foundation for our philanthropic activities through their support of charitable organizations, and Honda supports them through the Honda Hero Program. By volunteering 50 hours within a year, associates, retirees and their spouses can earn a \$250 grant for their non-profit organizations.

- Associates, retirees and their spouses have given 610,000 hours to local non-profit organizations since the program began in 1995.
- Honda has supported these Honda Hero volunteers by providing more than \$1.6 million to their non-profit organizations.

United Way

Associates at Honda of America Mfg. have expressed their commitment by giving generously to United Way agencies, with total donations exceeding \$30 million since the campaigns started in 1982.

- For the 2011 campaign, associates from Honda of America Mfg. and Honda Engineering North America raised \$1.45 million along with the company match.
- These funds support hundreds of local agencies that provide educational programs for youth and care for people in crisis, among many other needs in local communities.
- While having a significant impact in communities near Honda facilities, these United Way contributions also were broadly distributed in 62 Ohio counties.



Honda of America Charitable Giving

Honda's philanthropic activities in Ohio date back to the start of our manufacturing in 1979, with the formation of our foundation to support community needs.

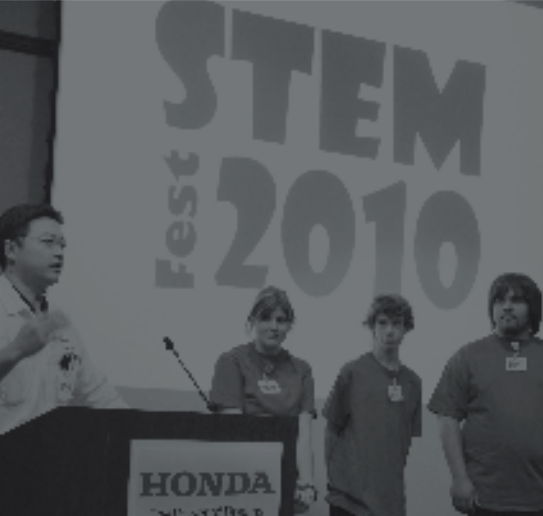
- Since inception, Honda's foundation and corporate donations have provided more than \$45 million for education, environment, safety, arts, health and human services, and our community hospitals, among other non-profit agencies and institutions.
- The foundation assures distribution of funding to diverse organizations, including the YMCA, YWCA, The Martin Luther King, Jr. Performing Arts Complex, Ohio Hispanic Coalition, Columbus Urban League and Native American Indian Center of Central Ohio.

» Honda associates form the foundation for our philanthropic activities through their support of charitable organizations.





« Our reach extends beyond manufacturing.



ENVIRONMENTAL INITIATIVES

Our plants are leaders in reducing CO₂ emissions, eliminating landfill waste, conserving natural resources and promoting land stewardship.

Conserving Energy

Improving the energy efficiency of Honda factories is the single biggest focus of the company's efforts to reduce the environmental impact of its operations. This approach has resulted in both of Honda's Ohio auto plants earning "Energy Star" awards from the U.S. Environmental Protection Agency each of the past four years. Honda's Ohio plants are accomplishing this in a wide variety of ways:

Real-time monitoring - Sophisticated systems monitor electrical use, which in turn helps identify electrical equipment to turn off on weekends and between shifts.

"Intelligent Paint Booth" - Pioneered at the Marysville Auto Plant, this system reduces CO₂ emissions by as much as 25 percent in painting operations, the most energy-intensive area of auto production. Honda has implemented this patented system at all its North American plants.

Eliminating Landfill Waste

Honda views solid waste generated in its factories as inefficient use of raw materials, and the ideal image is to generate no waste from manufacturing processes.

In April, Honda completed a major initiative in Ohio to eliminate all but a small portion of waste sent to local landfills. In fact, virtually all waste from Honda plants in North America (99.75 percent) is reused, recycled or sent for energy recovery.

Sand reuse - The Anna Engine Plant sends approximately 8 million pounds of sand castings out for reuse in soil and mulch products.

Recycled rags - At the East Liberty Auto Plant, associates spin rags in a centrifuge to remove oil and solvents for recycling. The rags then are remanufactured into auto parts.

Washable dishware - Once exceeding 500 metric tons annually, cafeteria waste was one of the final frontiers in our waste reduction efforts. The plants choked off this final waste stream through use of washable dishware, composting, recycling and energy recovery.

Reducing steel scrap - Honda has recycled all its steel scrap from stamping operations since the start of auto production in 1982. However, that is not enough. The Marysville Auto Plant has started an initiative to reduce the size of steel sheets used to form new body parts, cutting the amount of steel scrap at the source.

Land Stewardship and Preserving Natural Resources

Alongside two auto plants, a major R&D center and other operations on its 8,200-acre complex near Marysville, Honda manages 500 acres of wetlands, 1,400 acres of forests and 3,000 acres of farmland.

Honda is committed to providing a rich habitat for plants and animals on its land through the creation of wetlands to manage water flow, responsible agricultural practices and initiatives to help preserve natural resources.

Wetlands control water flow - By establishing wetlands, Honda prevents excess sediments from entering watercourses that feed into Big Darby Creek, one of the most biologically diverse watercourses in the Midwest.

Responsible agriculture - In contract with Honda, farmers use methods that minimize use of chemicals and prevent runoff into watercourses.

Big Darby Headwaters Nature Preserve - Located adjacent to Honda property, this preserve is an education center that showcases Big Darby preservation initiatives. Honda, along with other companies and government agencies, has been a major supporter of this Nature Conservancy project.

Ponds save groundwater - Two ponds covering seven acres capture rainwater from the roof and parking lot at the Marysville Auto Plant for use in the facility's cooling systems. In addition to managing water flow on its property, this avoids the use of approximately 50 million gallons of groundwater each year.

>> Preserving the environment is the foundation of Honda's desire to make a positive impact on the world around us.





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