

## Where Honda mobility all began

Motorcycle production began in Japan shortly after World War II with models imitative of imports in design. These bikes were very expensive and beyond the reach of the average person. Soichiro Honda had the idea to produce a convenient, easy-to-use bike for everyone, and, in 1958, the Super Cub was born.

At the time, most bikes on the market were equipped with 2-stroke engines with an output of around two horsepower. Since most of Japan's roads were still unpaved, however, Honda decided to make a bike that would be easy to handle at low speeds and set to work making the world's first production 50cc 4-stroke engine. Although most bikes had 18-inch wheels, Honda elected to develop a 17-inch wheel for its easier low-speed handling. A manufacturer was found to make the new tire, which was completed after much experimentation. An automatic centrifugal clutch was also developed to allow easy one-handed operation for people making deliveries. A step-through design with leg shield was also implemented to make it easier for women in skirts and dresses to ride. Honda's determination to create a new, convenient means of transportation

that would be easy for all to use resulted in the Super Cub, an all-new type of motorcycle from Japan.

Since then, the Super Cub has continued to evolve with the times, incorporating the latest technologies on the inside while its distinctive exterior design has remained largely unchanged. Along with regular improvements to the engine, a puncture-resistant inner tube was developed and deployed in 1996. Then, in 2007, the Super Cub was fitted with PGM-FI, which uses computer control to determine the ideal fuel quantity and injection timing depending on driving conditions, for enhanced driving comfort and environmental performance.

The Super Cub's function and design has responded flexibly to changing market demands, with such innovations as the addition of a fun-to-ride Sports Cub model to the lineup in response to demand for enhanced performance.

The starting point of Honda mobility, the little Super Cub's basic concept has been a big part of the inspiration for all Honda products.



United Kingdom



China



Malaysia

# Super Cub Celebrates 50th Anniversary

**The popular, long-selling bike boasts cumulative production of more than 60 million units and has won fans in over 160 countries**

The Super Cub represents the Honda ideal of creating products that are both useful and fun. Introduced in 1958, it forever changed the way people look at motorcycles. Its 50cc, 4-stroke engine, affordable price and step-through design easy on both pants and dresses gave it broad appeal. Made according to the same design concept for some 50 years, today the Super Cub is the world's best-selling production motor vehicle.

## Enhancements in environmental performance, ease of operation and durability

1966

**Enhanced fuel efficiency and quietness**

Switch made from OHV to quieter, more fuel-efficient OHC (overhead cam) engine



1971

**Enhanced ease of operation**

The Deluxe goes on sale with a newly designed frame for enhanced ease of operation



1983

**Ultra-high fuel economy achieved**

The new eco-power engine delivers amazing, ultra-high fuel economy of 180 km/L



## Where Honda global development began

Honda began to export the Super Cub just ten months after it was released in Japan. American Honda Motor was established in 1959 and sales began in the same year. Honda chose the US, believing that if the Super Cub couldn't make it in the world's toughest market, then Honda products were just not good enough.

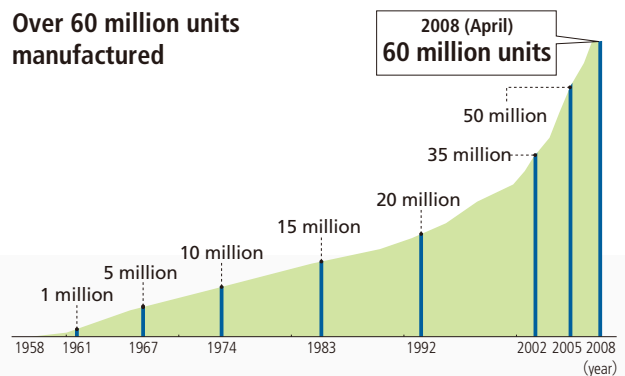
Almost all American motorcycles at the time were 500cc or larger and designed for use on long stretches of paved road. Americans saw motorcycles as vehicles for people who prioritized speed. In such an environment, it was tough going for American Honda at first, but they increased sales by introducing models that met local needs, such as the Hunter Cub, which targeted America's unique recreational hunting market. Honda established production in the United States in 1978.

Honda also established bases of operation in Europe and Asia, expanding the distribution routes for the Super Cub. The Super Cub played a pioneering role in the implementation of Honda's policy of establishing local production and sales networks worldwide.

Honda's first overseas factory was established in 1962 at Belgium Honda, a wholly owned subsidiary. This was followed in 1964 by the establishment of Asian Honda Motor, a sales base for Southeast Asia located in Thailand, and in 1965 by Thai Honda Manufacturing, a motorcycle manufacturing joint venture. Later, in 1996, Honda Vietnam was established as a motorcycle manufacturer.

Today, Honda continues to expand production and sales to meet new Super Cub demand, and the Super Cub is key to mobility for people everywhere. The Super Cub delivers the essence of the Honda ideal of helping people and making their lives easier. This fun, convenient mobility product from Japan continues to be sold and produced at more and more locations. Even as times change, the Super Cub is the choice of Honda fans and new customers all over the world.

### Over 60 million units manufactured



Mexico



Brazil

# 1958

### The Super Cub is born

With output of 4.5 hp, the air-cooled, 4-stroke, OHV, single-cylinder engine was the world's most powerful 50cc powerplant at the time

# 1996

### Enhanced durability

Puncture-resistant introduced



# 2007

### Enhanced environmental performance

PGM-FI electronically controlled fuel injection achieves improved fuel economy and cleaner emissions

