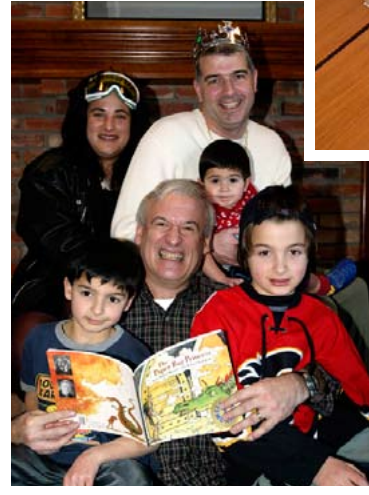


# Honda Philanthropy 2006



Together for Tomorrow



## A Message from the President and CEO

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

This report is an overview of Honda's philanthropic initiatives—a description of what we have done and intend to do. We invite your full and frank feedback.

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



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

# Sharing joy with people worldwide, striving to become a company society wants to exist

## The history of Honda philanthropy

Since the company's foundation in 1948, Honda has sought to contribute to society by creating quality products and technologies. Honda has also been involved in corporate philanthropy since its earliest days, seeking prosperity as a company by striving to engage with societies throughout the world and to coexist in mutually beneficial harmony with them. As early as the 1960s, Honda was launching initiatives to nurture ties with the communities hosting its operations. Seeking to make more profound social contributions, in the late 1970s Honda began establishing foundations and trusts to support research, education and cultural exchange in a broad range of fields. Beginning in Japan, these efforts soon

extended worldwide. In 1998, on the occasion of the 50th anniversary of the company's founding, a new corporate vision was defined: "Sharing dreams with people around the world, Honda will strive to become a company society wants to exist." In order to respond to the expectations of people around the world, Honda Philanthropy Offices have been established and basic principles for Honda philanthropic activities determined. Broad new initiatives are in progress, and Honda is building on its history of contributing to the development of individuals and societies, creating new value and sharing dreams with people around the world.

1948 onward

### Contributing through products and technologies

Honda has contributed to society by providing new value in the form of quality products and new technologies.

1960s

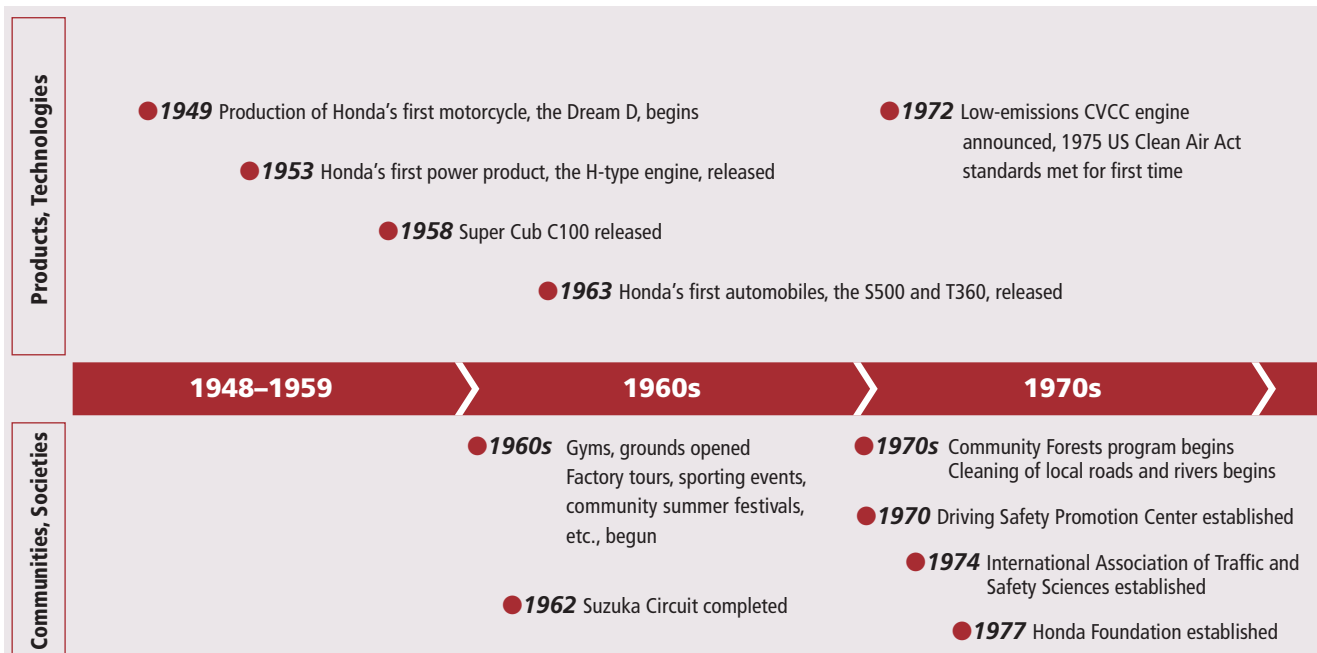
### Nurturing community ties

As the company expanded its operations in Japan and around the world, Honda sought to nurture ties with local host communities and create open, accessible facilities.

1970s

### Creating trusts and foundations to deepen social contributions

Honda began to establish foundations and trusts to support research, education and cultural exchange in a broad range of fields, and to work on environmental preservation, starting with the immediate surroundings of company facilities.





**1980s**

### Creation of trusts and foundations expands internationally

Honda began to extend its creation of trusts and foundations to support research, education and cultural exchange through its affiliates in Europe, North America and elsewhere in the world.

**1990s**

### Policy and institutional development

In order to contribute to society more proactively, Honda created internal institutions and policies for philanthropic activity based on its basic principles, and began independent initiatives designed to support environmental preservation and education for future generations.

**2000–06**

### Education becomes key focus

Striving to contribute to the development of individuals and societies worldwide, Honda is reinforcing its support of education, thereby helping to create solutions for future generations

- **1987** Motorcycle ABS technology announced
- **1987** Japan's first airbag system introduced
- **1987** World's first 4WS for passenger cars introduced
- **1988** Low-emissions, high-output VTEC engine announced
- **1992** Honda Environmental Declaration published
- **1996** Autonomous bipedal humanoid robot prototype announced
- **1996** Electric Vehicle Honda EV developed
- **1999** Fuel Cell Vehicle FCX announced
- **1999** Electric chair scooter MonPal announced
- **2000** Humanoid robot ASIMO announced
- **2002** Driver-burden reducing Honda Intelligent Driver System introduced
- **2003** World's first Collision Mitigation Brake System introduced
- **2004** World's first Intelligent Night Vision System introduced
- **2005** Honda Advanced Safety Vehicle ASV-3 completed
- **2005** World's first motorcycle airbag announced

**1980s**

**1990s**

**2000–06**

- **1980** Honda Foundation Belgium established
- **1981** Honda Sun Co., Ltd. established
- **1981** Honda of America Manufacturing Foundation established
- **1984** American Honda Foundation established
- **1993** Eagle Rock School established
- **1994** Policy of supporting volunteer activities announced
- **1999** Forest preservation activities begin in Japan
- **1999** Traffic Safety Caravan activities begin
- **2000** Honda Philanthropy Coordination Council established
- **2000** Korchin Desert Afforestation Project in China, begins
- **2002** Children's Idea Contests begin

## Striving to create a future society full of dreams, Honda defines the global direction of its philanthropic activities

Having worked proactively to contribute to communities in every region where the company is active, Honda has now defined a global direction, identified by a new symbol and statement of global directions for the further advancement of its philanthropic activities.

Honda is determined to mobilize advanced products and technologies, people and a philosophy of respect for the individual in forward-looking initiatives to help the people of the world realize their dreams.

### 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**

#### The key phrase: Together for Tomorrow

The phrase “Together for Tomorrow” and the new symbol capture the spirit of Honda philanthropic activities throughout the Honda Group. Worldwide, Honda is working hand-in-hand with local communities to create a future full of dreams.

## Honda technology and Honda people at work in 2006: another new initiative

Environmental preservation has always been a key focus of Honda philanthropy. Current and retired associates are joining forces with concerned citizens worldwide and taking action. Honda technology is

helping, too. In the new Beach Clean-Up Project, which began in May 2006, energetic individuals and innovative Honda technology are working to pass on a cleaner world to future generations.

### Honda Beach Clean-Up Project



Honda's new Beach Cleaner in action clearing garbage from beaches in Japan. The campaign may soon expand overseas



A simple yet ingenious towable sand screen separates litter from sand

### Barefoot beaches for future generations

Today, one of many environmental problems confronting the entire globe is seashore pollution. In Japan, heavy equipment and volunteers from local communities are pressed into service in various clean-up efforts, but year after year beach litter problems get worse. Honda associates wanted to help clean up the seashore in the hope that in future people could enjoy walking barefoot on the beach. They developed a compact, easy-to-use Towable Beach Cleaner. A group of current and retired associates assembled a volunteer caravan to work with municipal authorities to put the Beach Cleaner to work removing rubbish from sand. In this first year of the project, they plan to visit 20 locations, and are taking great care to maintain correct, safe operations. Honda hopes to extend the beach-cleaning project overseas.



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