

Honda in America

Honda has deep roots in America and a long history of contributing to the U.S. economy through U.S. manufacturing, sales, R&D and finance, with cumulative capital investment of more than \$17.2 billion since the establishment of American Honda Motor Co., Inc., as Honda's first overseas subsidiary in 1959. The company also makes positive contributions to society and people's quality of life through its pioneering efforts to improve fuel efficiency, reduce emissions – and enhance vehicle safety.

Employed in America

Working together across all sectors and all phases of product development and customer support – research and development, manufacturing, product financing and sales and service – Honda associates strive to deliver the highest possible quality and value to customers.

- Nearly 30,000 Honda associates are engaged in manufacturing, R&D, sales, finance and other operations nationwide.
- Honda's U.S. business supports the employment of approximately 158,000 people at more than 1,300 Honda and Acura dealerships across the country.

Researched and Developed in America

Honda's commitment to local product creation extends beyond local manufacturing to include U.S. research and development. Honda was the first international automaker to undertake major product research and development efforts in America, marked by the establishment of Honda Research California in 1979.

- Today, Honda's U.S. R&D operations employ more than 2,200 engineers, designers and support personnel engaged in the research and development of new technologies and products – automobiles, power equipment, powersports products and aviation – from initial market research and concept creation to styling, design and complete engineering.
- Honda operates 16 R&D facilities in the U.S., including three design studios and a proving center in California, a power equipment research and testing center in South Carolina, and a major vehicle development center in Raymond, Ohio, which features extensive product development, testing and prototype fabrication capabilities, along with a wind tunnel and one of the world's most sophisticated indoor crash-test facilities.
- More than two dozen Honda and Acura automobile and light truck models have been researched, designed and developed in the U.S. since 1991.

Sourced in America

Honda has been growing its local U.S. supplier base for 30 years. Through technology and mentoring, Honda helps its U.S. supplier base increase quality and productivity. These improvements strengthen the suppliers' business, while contributing to the stability of the entire U.S. automotive industry.

- Honda works with nearly 600 U.S. OEM parts suppliers in 34 states, which provide the parts and materials to assemble Honda and Acura products in the U.S.
- Honda spent more than \$24.4 billion with suppliers in the U.S. in calendar year 2015.
- In addition to its OEM parts-supply network, Honda works with 19,000 companies that supply maintenance, repair and operational (MRO) services to Honda's U.S. operations.

Manufactured in America

Honda has been manufacturing automobiles in America, using domestic and globally sourced parts, for more than three decades, beginning with production of the Honda Accord in Marysville, Ohio, in 1982. Today, Honda remains committed to enhancing its local manufacturing capabilities.

- More than 99 per cent of Honda and Acura vehicles sold in the U.S. in 2015 were made in North America, using domestic and globally sourced parts, the highest percentage of any international automaker.
- Honda's diverse U.S. product manufacturing portfolio includes 12 major manufacturing facilities in six states – Ohio, Alabama, Indiana, Georgia, North Carolina and South Carolina.
- Cumulatively, Honda has invested more than \$14.2 billion in its U.S. manufacturing operations, including more than \$3.8 billion in new capital investments undertaken within the last four years.
- The company's twelfth and newest U.S. auto plant, the Performance Manufacturing Center, in Marysville, Ohio, produces the Acura NSX, the only supercar produced in America.

Safety Leadership in America

Honda invests in original technologies designed to enhance the safety of its customers and of all road users, including pedestrians.

- Honda has made an industry-leading commitment to applying its Honda Sensing™ and AcuraWatch™ suites of advanced safety and driver-assistive technologies as standard equipment on the vast majority of its Honda and Acura vehicles by fall 2019.
- The company is targeting a 50 percent reduction in collisions involving its vehicles by 2020 and a "zero-collision society" by 2050 in part through the application of these advanced technologies.
- Honda also is among the leading automakers in collision safety ratings and has nine 2016 Honda and Acura models that earn the highest available *TOP SAFETY PICK+* rating from the Insurance Institute for Highway Safety (IIHS).
- Honda is reaching beyond federal safety regulations with the adoption of leading pedestrian-injury mitigation design features and also with advanced body designs, including its Advanced Compatibility Engineering™ (ACE™) body structure, that provide a high level of occupant protection while also addressing the issue of compatibility between vehicles of different sizes and ride heights.

Environmental Leadership in America

Honda is a leader in the development of leading-edge technologies to improve fuel efficiency and reduce emissions with more efficient internal combustion engines and advanced alternative-energy products, including gas-electric hybrids, battery electric vehicles, plug-in hybrids and fuel cell vehicles. Moreover, Honda is endeavoring to reduce the environmental impact of manufacturing, distributing, selling and servicing its products.

- Globally, Honda is targeting a 50 percent reduction in total company CO₂ emissions by 2020, compared to a year 2000 baseline.
- Honda will introduce a series of advanced alternative-energy vehicles over the next several years, to include a reengineered Accord Hybrid and new Clarity Fuel Cell in 2016 and a new Plug-In Hybrid model launching by 2018, to be followed by a battery electric vehicle.
- The 2016 HR-V was recently named “2016 Green SUV of the Year” by *Green Car Journal* for its top-in-class fuel efficiency.
- The new 2016 Civic sedan, using small-displacement turbo engine technology, has earned a class-leading EPA highway fuel economy rating of 42 mpg.
- Honda is advancing its long-term vision for low-CO₂, sustainable living *and* mobility with a variety of initiatives, including our Honda Smart Home US project and Honda-SolarCity partnership.
- Through its Honda and Acura Environmental Award “green dealer” program, the company is endeavoring to reduce energy use and emissions by its U.S. dealers. More than 300 Honda and Acura dealers already are engaged in the program, including America’s first “Electric Grid Neutral” dealership in Vineland, New Jersey, which generates more power from renewables annually than it consumes from the public utility grid.