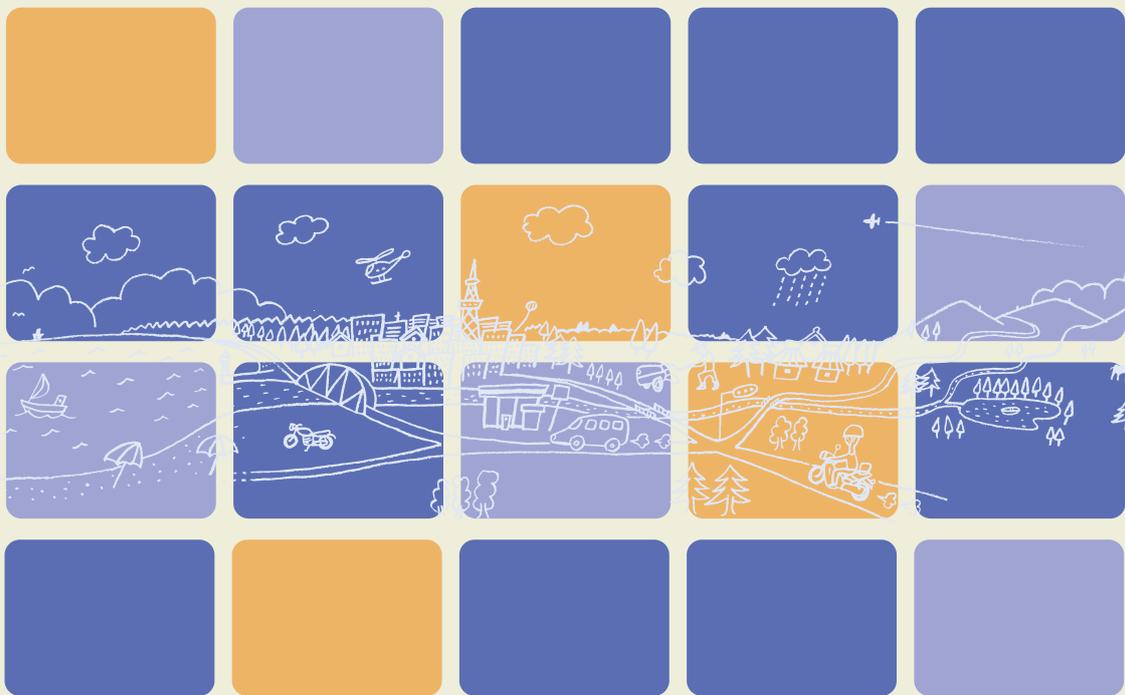


# Honda Philanthropy 2005



Since the company's foundation, Honda has been propelled by the power of dreams. Continuously taking on new challenges, we have worked to achieve the key goal of delivering ever-greater satisfaction to customers worldwide by providing products of the highest quality yet at reasonable prices. And one by one, we have turned dreams into reality.

While seeking to provide products, technologies and services that make people's lives better and more comfortable, we have worked to be good corporate citizens, contributing to the lives of the individuals and communities we come in contact with around the world. Above all, our focus is on the children who will inherit this world and must build its future. We want to help them discover the joy and fulfillment of facing and overcoming new challenges, and we're supporting programs around the world that aim to achieve that goal.

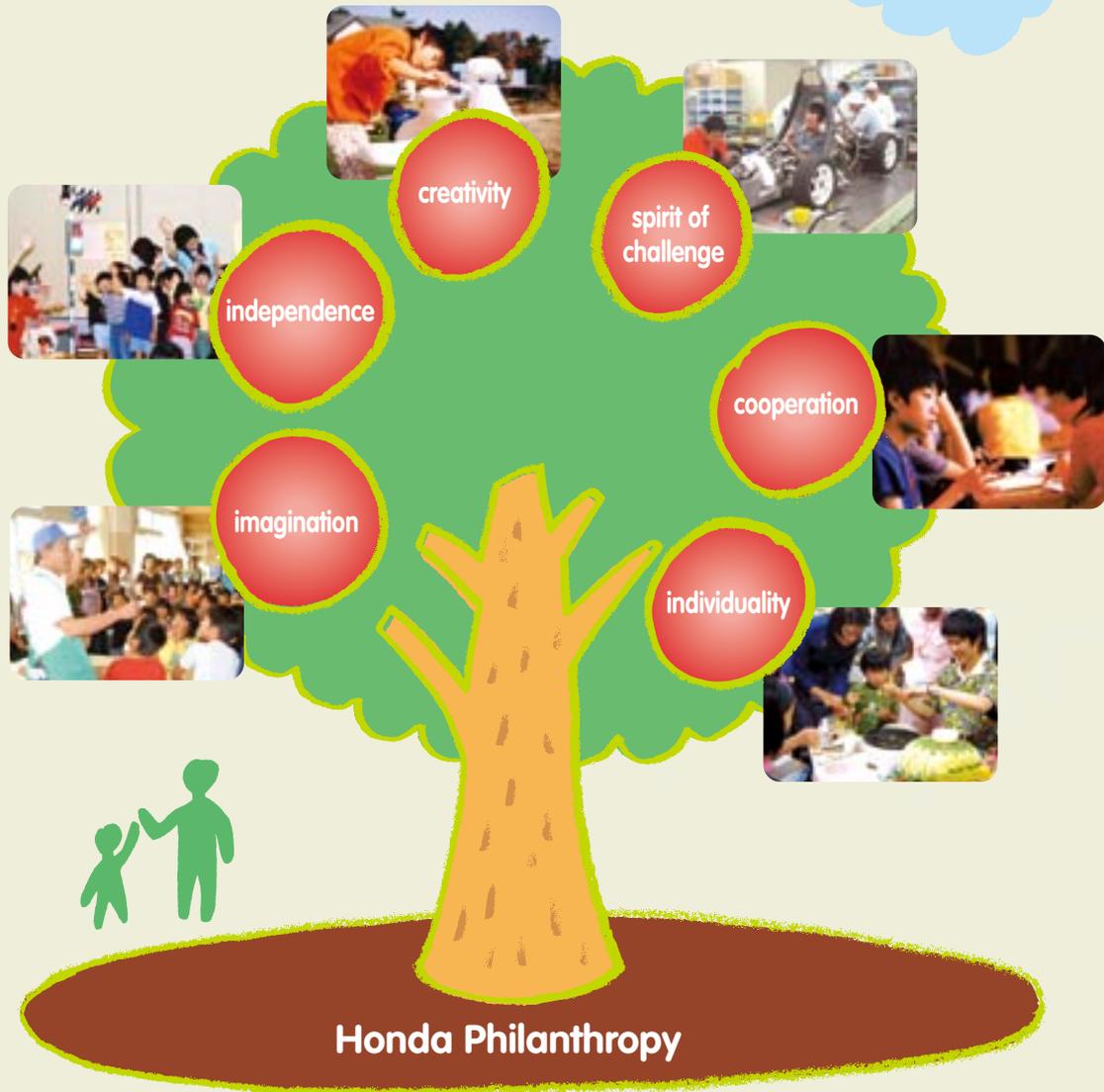
This report is an overview of Honda's philanthropic initiatives, and a description of some of the achievements we have fostered. We invite you to share with us your thoughts on what Honda is doing.

Honda will continue to create new value, to generate fresh excitement, and to provide customers everywhere with genuine satisfaction. We will also continue to put down ever-deeper roots in communities worldwide, sharing our dreams and working to provide greater hope to future generations. Welcoming the chance to contribute, we hope to anticipate future needs and social imperatives. Through all our activities, we shall always strive to foster well-being.

**Takeo Fukui**

President and CEO  
Honda Motor Co., Ltd.

Honda supports the next generation of leaders as they face new challenges and pursue their dreams!



**From the power to dream, the power to make dreams reality**

Honda's  
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



### Traffic Safety

- Traffic Safety Caravan
- Traffic Safety Training
- Rainbow Dealers



### Disaster Relief

- Demining Support
- Niigata Chuetsu Earthquake Relief
- South Asian Tsunami Relief



### Community Activities

- Clean Campaign
- Factory Tours
- Blood Donation Drives
- Welcome Plaza Cultural Events
- Minato Net



### Environment Conservation

- Korchin Desert Afforestation Project
- Japan-based Afforestation Activities
- Green Dealers
- School Environment Support Award (Thailand)



### Public Welfare

- Guide Dog Training Support
- Orange Dealers
- Honda C Card
- Honda Repeat Hotline



### Sports

- Tokyo-Hakone Ekiden Road Relay Race
- Hot Air Balloon Honda Grand Prix
- International Wheelchair Marathon



### Creating Things

- Children's Idea Contest
- Formula SAE Support
- Soichiro Honda Cup Honda Econopower Race
- National Technical College Robotics Contest
- Dream Cup Solar Car Race
- Cardboard Crafts Workshops



### Education and Cultural Exchange

- Honda Team-based Program
- H-Kids Project
- Nature Wagon
- IATSS Forum

Message	1
Overview of Initiatives	2
Areas of Endeavor, Example Initiatives	3
<b>Nurturing the Dreams of the Next Generation</b>	<b>6</b>
Children's Idea Contest	7
Formula SAE	9
Traffic Safety Caravan	11
Honda Team-based Program	13
H-Kids Project	15
Nature Wagon	17
School Environment Support Award (Thailand)	19
Soichiro Honda Cup Honda Econopower Race	21
<b>Preserving the Global Environment</b>	<b>22</b>
Korchin Desert Afforestation Project	23
Afforestation Activities in Japan	25
<b>Growing with Society: Community Involvement and Support</b>	<b>26</b>
Student Robotics/Dream Cup Solar Car Race	27
Hakone Ekiden/Hot Air Ballooning/Wheelchair Marathon	28
Humanitarian Disaster Relief	29
<b>Hometown Honda</b>	<b>30</b>
Factory Activities	31
Sales Center Activities	36
Affiliate Company Activities	37
Foundation Activities	39
<b>International Philanthropy</b>	<b>40</b>
North/Central America, South America	41
Europe/Middle East/Africa	43
Asia/Oceania, China	45
Contributions Through Products & Technologies	47
Honda Motor Workers' Union's Contributions	49
Affiliate Companies: Principal Activities	50