

## Growing with Society

### Community Involvement and Support

To fulfill our responsibilities as a contributing member of society and to foster a cooperative, mutually supportive relationship with the communities where we work and live, Honda believes it is essential to help meet society's diverse needs. Working closely with local communities to further activities whose objectives we share, Honda's involvement extends beyond financial support to include direct participation.



Cultivating  
Craftsmanship

● Idea Competition—National Technical College Robot Contest 2004 Special Sponsor

■ 2004–2005 Events

Regional Competition

Dates	Every Sunday from Oct. 10, 2004 to Nov. 7, 2004
Venues	Locations in 8 competing regions nationwide
Schools, Teams	63 schools, 126 teams

National Competition

Date	Sunday, Nov. 28, 2004
Venue	Ryogoku Kokugikan, Tokyo
Teams	25 teams



All 63 technical colleges in Japan participated in the competitions, in which contestants were required to design robots capable of performing a specified set of tasks, which then squared off against one another. Organized and sponsored by NHK, the Robot Contest has gained a reputation as an educational event that enables participants to experience the wonder and pleasure of creativity—both in dreaming up ideas and in making those ideas a reality. On both the regional and national levels, the events attract many spectators who enjoy seeing the innovative capabilities and advanced engineering of these unique robots put to the test.

Honda sees these competitions as an ideal forum for cultivating the talents of the next generation of engineers through the experience of creating things, and has been providing special support to these events since 2002–2003. Honda has provided logistical as well as financial support, and has dispatched ASIMO to participate in regional and national competitions. Honda and its corporate cosponsors also present a special award aimed at encouraging students to take on the challenge of building things by hand.



● FIA Alternative Energies Cup  
Dream Cup Solar Car Race Suzuka 2004

■ 2004 Event

Date	Friday, July 30, 2004 to Sunday, August 1, 2004
Venue	Suzuka Circuit
Vehicles	78 vehicles entered, 76 vehicles participated



In the midst of worsening global warming and air pollution, as well as increasing destruction of the earth's woodlands and forests, the Dream Cup Solar Car Race kicked off in 1992 to promote the development of eco-friendly vehicles powered by the sun's clean and limitless energy. Considered among the finest competitions of its kind in the world, the Dream Cup is staged at Japan's Suzuka Circuit, famous for hosting Formula One and international motorcycle races. Composed of students and adults alike, 76 teams took part in this year's race, including one



powerful contender from Australia. As the developer of the Honda Dream—winner of the first Solar Car Race—Honda views the event as an excellent way to help pass the urge to invent on to the next generation, and has been a special sponsor of the event since 1998. In conjunction with the event, Honda also offers workshops on how to build things by hand, such as electric-power carts.

### ● The 81st Tokyo-Hakone Ekiden Relay Race Sponsor

#### ■ 2004–2005 Event

Schools	20 schools
Vehicles	FCX: 1; Elysion: 22; Other: 4
Honda Staff	About 60



Honda began supporting the Hakone Ekiden in 2003–2004 as part of its commitment to fostering the development of young people through sports and to promoting student athletics. Honda provided a total of 27 vehicles for the event, including a Honda FCX fuel cell vehicle that served as the pace car for the race, 22 Honda Elysions for transporting team managers, and 4 other Honda vehicles for race officials. In addition, about 60 associates from Honda's motorcycle and automobile driving school subsidiary, Rainbow Motor School Co., Ltd., helped with race logistics, including driving race officials' vehicles and providing vehicle maintenance. At Lake Ashi in Hakone, the race's outbound goal, Honda set up a booth and distributed hearty bowls of soup, along with Honda-branded items. Honda also contributed to the excitement and enjoyment of the event by setting up stalls along the course in cooperation with local stores, providing restroom facilities and drinks, and distributing race handbooks to cheering spectators.

### ● 2004 Hot Air Balloon Japan Honda Grand Prix & 2004 Hot Air Balloon World Honda Grand Prix (Special Sponsor)

The Hot Air Balloon Japan Honda Grand Prix was launched in 1993 with the aim of promoting public understanding and appreciation for hot air ballooning. In addition to five domestic Hot Air Balloon Japan Honda Grand Prix events, Honda also sponsors the Hot Air Balloon World Honda Grand Prix, a series of international events that has astonished, thrilled and inspired balloonists and spectators alike since 1998.

Sponsored by Honda and operated by AIR B, a hot air balloon event management organization, the Hot Air Balloon Grand Prix competitions bring together people and the environment, foster the dreams of children, and enliven local regions and their communities, while demonstrating Honda's commitment to supporting unique regional events.



### ● The 24th Oita International Wheelchair Marathon (Sponsor)

#### ■ 2004–2005 Event

Date	Sunday, October 31, 2004
Venues	Start: Oita Prefectural Government Office; End: Oita Municipal Athletic Arena
Competitors	About 319

The world's first international wheelchair-only marathon, the Oita International Wheelchair Marathon was inaugurated in 1981 to commemorate that year's designation as the International Year of Disabled Persons. Held every year since, the Oita International Wheelchair Marathon has grown to become one of the largest wheelchair races in the world.

Associates from Honda Sun Co., Ltd., an affiliate of Honda Motor, also participate in the marathon, which began receiving support from Honda in 1990. In addition, as part of its ongoing support of sports for disabled persons, the Honda Motor Workers' Union helped manage the 2004 event, with nine associate volunteers participating.



Humanitarian  
Support

● Japan Alliance for Humanitarian Demining Support (JAHDS)

■ 2004–2005 Activities

Supporting the Khao Phra Vihan  
Reconstruction Assistance Project

- XR200 Motorcycles: 5
- EM1000 Generators: 3
- UT31 Trimmers: 10



Landmines may be the most tragic legacy we bring with us into the 21st century. The Japan Alliance for Humanitarian Demining Support (JAHDS) is the first-ever non-profit organization in which corporations, individuals and associations have joined forces to rid the world of these deadly devices. Seeking to lend support to cooperative, international demining efforts, Honda became a member of JAHDS in 1998, and has taken an active role in landmine eradication.



Before becoming a member, Honda had backed post-demining activities in Thailand and Cambodia through financial and material donations. Honda has expanded its involvement to ensure that demining activities continue, helping with finance and planning. It strengthened the group's organizational infrastructure to include a deliberative council, which is responsible for drafting medium-to-long-term strategies and establishing a solid financial base. As a deliberative council member, Honda offers constructive proposals.

Honda has been participating in the Khao Phra Vihan Reconstruction Assistance and Landmine Removal Project since 2004–2005.

Disaster  
Relief

● The Niigata Chuetsu Earthquake

On October 23, 2004, Niigata Prefecture was jolted by a powerful 6.8 magnitude earthquake with an epicenter in Niigata's Chuetsu Region. According to statistics compiled as of May 24, 2005 by Niigata Prefecture's Emergency Task Force Headquarters, the Niigata Chuetsu earthquake took the lives of 46 people, injured 4,793 more, and damaged over 120,000 homes. Operating in cooperation with the Emergency Task Force Headquarters, Honda coordinated with cities, towns and villages damaged in the quake to determine which areas required relief, and what was needed. Honda sent emergency food reserves to affected areas immediately after the quake, and subsequently supplied items like power generators, floodlights, and snow removal equipment to affected areas as needed. Further, the Honda Motor Workers' Union ran an emergency relief campaign that provided 8.5 million yen in funding and the equivalent of 1 million yen in material aid, and Honda affiliates contributed a total of approximately 10 million yen.

● The Sumatra Earthquake and Tsunami Disaster

One of the worst natural disasters in history, the magnitude 9.0 earthquake that struck the northern coast of Sumatra, Indonesia on December 26, 2004, left more than 300,000 people dead or missing in Indonesia, Sri Lanka, India, Thailand, and several other countries. Working through its local operations to aid in the effort to recover from this unprecedented disaster, Honda donated materials, including generators, foodstuffs, and clothing, and contributed approximately 80 million yen in financial support. Honda also donated 20 million yen to the Japan Red Cross Society.

In response to the subsequent tragedy of the powerful March 2005 earthquake—believed to be an aftershock—that again struck Sumatra, Indonesia, Honda contributed the equivalent of 15 million yen in material and financial support through its local affiliates, and provided an additional financial contribution of 10 million yen from Japan. The Honda Motor Workers' Union made a financial contribution of 1 million yen, and ran an emergency relief campaign that generated approximately 6.4 million yen. Further, Honda affiliates contributed a total of approximately 12 million yen.