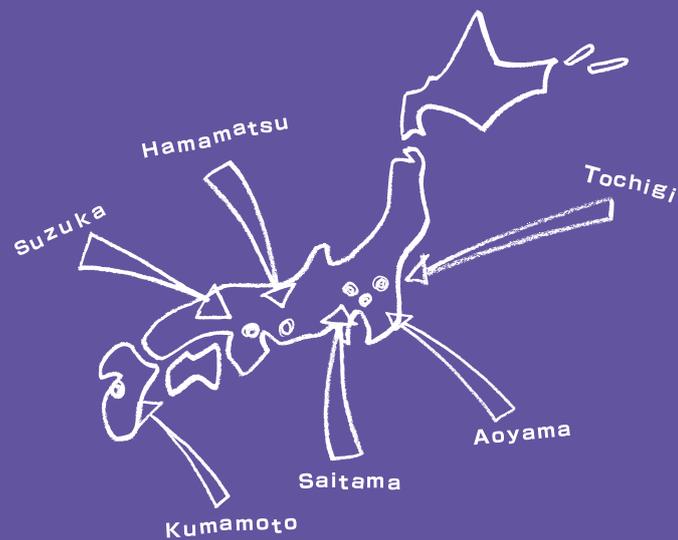


## Hometown Honda

### Community Activities

Since its foundation, Honda has not only sought to be a model citizen in each town it calls home. Vigilant in eliminating any burden our activities might have on local communities, we have also worked to share our success as a company. To help achieve this goal, Honda has engaged in a variety of charitable and volunteer activities, tailoring these activities to match the needs and the character of each local community. Honda has grown into a company that participates in community life and whose presence is welcome throughout Japan.



community-based activities

**Facilities**

Each Honda Factory operates a Community Outreach Center that supports wide-ranging, proactive, and deep-rooted social activities in its region. To facilitate coordination between each of these centers and the own Community Outreach Planning Section at headquarters, Honda has set up a Community Outreach Communication Committee that ensures multi-facility programs such as the Traffic Safety Caravan and Nature Wagon are smoothly and consistently implemented across regions, and also provides support for each factory's own unique community outreach activities.

● **Multi-Facility Activities**

**Cardboard Crafts Workshops**

■ 2004–2005 Achievements

Location	Events	Participants
Saitama	25	1,161
Suzuka	34	1,600
Hamamatsu	13	860
Kumamoto	7	364
Tochigi	3	247
Total	82	4,232

Designed as a fun introduction to making things by hand, Honda's cardboard crafts workshop teaches youngsters how to construct four cardboard models: a motorcycle, a Formula One racecar, an ASIMO robot, and a Step WGN. Honda regularly conducts this educational program at elementary schools, community centers, and other places and events where children gather.



**Clean Campaigns**

■ 2004–2005 Achievements

Location	Events	Participants
Suzuka	2	3,000
Hamamatsu	1	35
Kumamoto	1	2,915
Total	4	5,950

In addition to daily cleanups of their campuses and the vicinity, all Honda factories engage in clean initiatives in their communities. Honda employees not only participate in community-sponsored events but also plan and implement their own cleanup activities, having fun with their families and colleagues while beautifying the environment.



**Collecting and Redeeming New Year's Cards**

■ 2004–2005 Achievements

Location	Winning cards	Location	Winning cards
Honda Headquarters	158	Hamamatsu	41
Saitama	15	Kumamoto	39
Suzuka	73	Tochigi	13
		Total	339

Every year Honda associates volunteer to collect and sort New Year's cards that the company receives, in order to check whether any of them contain winning lottery numbers. Winning cards are redeemed and the prize money, which otherwise would go unclaimed, is donated to local welfare agencies and other organizations deserving of financial support.

## Factory Tours

Honda regularly offers tours of its factories to local elementary school social studies classes as well as to members of the community as a way of spreading greater appreciation of Honda's activities.

### 2004–2005 Achievements

Location	Tours	Visitors
Saitama	288	16,966
Suzuka	827	45,425
Hamamatsu	175	4,706
Kumamoto	140	6,984
Tochigi	21	425
<b>Total</b>	<b>1,451</b>	<b>74,506</b>



## Factory Blood Donation Drives

In cooperation with local blood banks, Honda factories hold employee blood drives on their campuses several times each year.

### 2004–2005 Achievements

Location	Drives held	Donors
HQ	1	82
Saitama	3	169
Suzuka	6	338
Hamamatsu	4	727
Kumamoto	3	570
Tochigi	2	102
<b>Total</b>	<b>19</b>	<b>1,988</b>

Note: For information and statistics about the Traffic Safety Caravan and the Nature Wagon programs, please see pages 11 and 17, respectively.

## Individual Honda Factory Activities

### Saitama Factory



Flower Planting Drive

### Summer Festival 2004 and Christmas in Saitama

The Saitama Factory Summer Festival is enjoyed by Honda associates, their families, and members of the local community. Over 40,000 people attended Summer Festival 2004, at which the factory marked its 40th anniversary with a special history exhibit and live music concert. The Saitama Factory also brought good cheer to the holiday season with its Xmas in Saitama event, decorating its campus with tens of thousands of Christmas lights and welcoming over 15,000 visitors.



Youth Baseball Clinic

### Flower Planting Drive in Shin-Sayama

The Saitama Factory held two flower planting drives in its hometown of Shin-Sayama. Thirty-five people helped to plant begonias in spring and pansies in autumn along the roads that parallel the local Seibu Shinjuku Railroad Line.

### Youth Baseball Clinic

Members of the Saitama Factory Baseball Club, finalists in the 2004 Intercity Championship, held a baseball clinic for 150 children from 14 Sayama City youth baseball clubs.

### Transportation for the Disabled

Thirteen current and retired Honda associates provided transportation to and from a variety of charity events, including a concert and social gathering sponsored by the Kawagoshi City Council of Social Welfare, and a sporting event for physically disabled athletes held by the Saitama Chapter of the Honda Motor Workers' Union.



Mini Concert and Social Gathering

### Saitama Prefecture Vocational High School Fair

This event provides students the opportunity to demonstrate their knowledge of agriculture, industry, business, and other subjects covered in their curriculum. Last year's fair featured an exhibit about Honda products and a cardboard crafts workshop held in conjunction with Honda Schools.

## Suzuka Factory



Safety Map Initiative



Handball Clinic



Sign Language Lessons

## Hamamatsu Factory



Yaramai Car Go-Carts



Ground Golf Event



Visits to Welfare Facilities

### Honda Summer Festival at Suzuka Circuit

Families of Honda associates and members of the local community were invited to attend the Suzuka Factory's annual Summer Festival at Suzuka Circuit. Some 37,000 people turned out for this year's event.

### Oin Suzuka

Nineteen current and retired Honda associates took part in Oin Suzuka, an event sponsored by the local chamber of commerce. The volunteers helped local companies with their exhibits and staffed a Honda products display and children's crafts corner.

### Gymnasium and Tennis Facilities Public Access

The Suzuka Factory makes its gymnasium and tennis facilities available throughout the year to local school groups and community members. This year about 1,600 people used the facilities.

### Safety Map Initiative

This event was a joint effort with Suzuka City traffic safety officials to help raise awareness about traffic safety among senior citizens. 37 seniors took part, sharing their knowledge about places in their city that pose special traffic hazards for the elderly. Participants were asked to mark a map indicating places they consider hazardous.

### Handball and Gateball Lessons

Suzuka Factory volunteers taught handball lessons for elementary school and junior high school students on the second and fourth Saturday of every month, attracting a total of 1,968 participants. In addition, Honda volunteers held gateball lessons every Saturday for local enthusiasts, with 544 people participating in 50 sessions.

### Sign Language Employee Education

Starting in 2003–2004 the Suzuka Factory added sign language lessons to its lineup of volunteer education programs. A retired Honda associate qualified to teach sign language offered 40 lessons, every Monday and Wednesday, over a period of six months. This year 20 Honda associates participated.

### Yaramai Car Go-Carts

Together with local university students, Hamamatsu Factory associates created a build-it-yourself go-cart kit. The Yaramai Cars program shows local children how to assemble the kits and lets them test-drive the go-carts. The program was held three times this year, with 56 children and 34 Honda volunteers participating.

### Public Access Pool

Every August during the summer school vacation, the Hamamatsu Factory opens its swimming pool to the families of associates and the local community. This year 1,505 people used the facility.

### Ground Golf Event

The Hamamatsu Factory held a Ground Golf Event for residents of Hamamatsu City who live in facilities for senior and disabled citizens. Seventeen current and retired Honda associates volunteered to help with the event, which attracted 68 participants.

### Visits to Welfare Facilities

Twenty-two associates visited welfare facilities for the disabled and offered their services cleaning wheel chairs, gardening, washing cars, performing magic shows, and demonstrating how to make home-made soba noodles.



Walking for Health

### Kumamoto Factory



Sweet Potato Festival



Country Gold



Parent-Child Traffic Safety Workshop

### Tochigi Factory



24-Hour Endurance Ekiden Festival



Softball Clinic

### Volunteer Drivers for the Physically Disabled

30 employees took part in an event reaching out to the residents of a facility for the physically disabled who rarely have the opportunity to go on excursions. The volunteers took 26 participants on a scenic drive around Lake Hamanako followed by a relaxing boat ride.

### Walking with the Physically Disabled

Residents of a facility for the physically disabled were invited to join members of the factory's associates' walking program. 69 participants joined 14 Honda volunteers for a day of healthy exercise.

### Ozu's Big Three Festivals

Factory associates lent a hand with the nearby town of Ozu's Big Three festivals: The Azalea Festival, The Jizo Festival, and the Sweet Potato Festival. Their contribution also included a cardboard crafts workshop and Honda products display.

### Junior High School Rubber Ball Baseball Tournament

Members of the factory's baseball club sponsored a rubber ball baseball tournament among local area junior high schools, with club volunteers acting as umpires and tournament officials.

### Country Gold Country Music Festival Sponsorship

The factory proudly co-sponsors the annual country music concert Country Gold held at Aspecta in the village of Minamiaso each November. During the event, volunteers conducted a Honda product display and cardboard crafts workshop.

### Kyushu Corporate Women's Ekiden Relay Race

Honda provided official race vehicles for the Kyushu Corporate Women's Ekiden, held on a course that runs around the factory's campus. 30 associates volunteered to act as drivers and course officials.

### Parent-Child Traffic Safety Workshop

At this workshop held in cooperation with the Ozu Police Department, 260 children aged six and under and their parents listened to lectures on traffic safety and watched demonstrations showing how accidents can occur.

### 24-Hour Endurance Ekiden Festival

The factory launched this event in 1994 as a way of promoting healthy exercise and community spirit. It has since become a regular rite of summer, attracting some 9,000 participants to the factory's campus each year, including representatives of local Honda dealers.

### Mohka City Industrial Festival

Honda provided three cars for the festival and volunteers held crafts workshops to teach youngsters how to build cardboard models and assemble a solar car. Nine associates participated in the festival.

### Softball Clinic

The factory's women's softball team sponsored a two-day softball clinic for local elementary and junior high school girls. 386 girls from 21 local teams received instruction from Honda players and coaches.

## Honda Motor Headquarters

### Honda Welcome Plaza Aoyama

Honda Welcome Plaza Aoyama, located on the first floor of Honda's head office in Aoyama, Tokyo, is not just for exhibiting Honda cars, motorcycles and power products. It's a free communication space open to the local community and a venue for many different types of cultural activities. Welcome Plaza Aoyama receives nearly half a million visitors per year.



### 2004 Events and Attendance

Type of event	Events	Participants	Principal events
Bike/Car forums	12	2,910	Suzuka 8-Hour Endurance Road Race Pre-race Talk Show
Live concerts	13	3,150	Summer Night Piano Concert, Aoyama Variety Show (comedy, magic)
Special events	33	8,819	Driving Safety Promotion Center Activities Report Meeting, F1 Driver Sendoff
Honda Smile Program	12	1,940	Tanabata Festival, ASIMO 4th Birthday, Rice Pounding, Doll's Festival
Photography, Painting and other exhibits	59	—	Oleander Story Paintings /Essay Contest, Chinese Desert Reforestation Photo Exhibit
School field trip visits	146	1,503	

### Aoyama Elementary School Social Studies Class Visit

A Honda associate became a teacher for a day at nearby Aoyama Elementary School, speaking to a fifth-grade social studies class about the history of the automobile and how environmental considerations are taken into account in the automobile development process. Afterward, the students broke into groups and designed their own car pamphlets. The guest lecturer listened to their presentations and offered feedback and advice. This school visit began in 1999 and this year 26 students and 3 teachers participated.



### Minato Ward Indoor Soccer Tournament

Honda helped sponsor the Tokyo Youth Council's 7th Annual Minato Ward International Indoor Soccer Tournament, which Honda strongly believes helps benefit the local community by fostering international exchange. Honda Hall on the 2nd floor at Aoyama headquarters played host to an awards ceremony and reception, and the staff of the H-Kids Project organized a number of fun attractions for the participants. 238 elementary-school students (126 from Japan and 112 from abroad) took part, and were joined by 160 family members and volunteers.

### Minato-Net

Minato-Net is a philanthropic network set up by the community outreach coordinators of various corporations in Minato Ward and the Minato Ward Social Welfare Council Volunteer Center. Minato-Net holds one or two volunteer events each year in order to foster both the exchange of information designed to promote social volunteerism as well as interaction between corporate employees and residents of the community. Established in April 1996, Minato-Net has 21 corporate and group members as of March 2005. The network held its 16th and 17th events in 2004: the Kids Performance Contest in June and Charity Work in Minato Ward in December.

### Other Operations

Honda's Wako Building and its other regional management offices are also active in their local communities, participating in community cleanup and various charity activities. In addition, Honda has worked closely with its regional sales centers around the country to collect donations for disaster relief efforts in the wake of typhoons and the 2004 Niigata Chuetsu Earthquake.

### ● Environment, Safety, and Public Welfare Certification System

With the aim of developing progressive dealerships that earn the trust and approval of both their customers and the local community, Honda has established its own special standards governing the activities of its sales and service centers in regard to the environment, safety, and public welfare.



#### Green Dealers

Honda encourages practical, continued environment-friendly practices by certifying its dealers as either Good Green Dealers that comply with all environmental regulations and work toward beautification of the environment, or Best Green Dealers that have adopted even stricter standards for efficient environmental improvement.



#### Rainbow Dealers

Honda encourages activities that contribute to driving safety among its customers in local communities by designating Good Rainbow Dealers that sponsor two or more Safety Mini Courses per year, and Best Rainbow Dealers that sponsor the activities of two or more Driving Schools per year.



#### Orange Dealers

Honda aims to create customer-friendly dealerships by encouraging its sales centers to become barrier-free and to make special needs vehicles (display vehicles and test-drive vehicles) available in order to serve the needs of the elderly and physically disabled in their local communities.

### ● Honda C Card Aids Charities

Honda's C Card provides users the opportunity to participate in charitable giving. Honda donates 0.05% of the total amount of annual purchases made by cardholders to the Japanese Red Cross and the Japan UNICEF Association. The amount Honda contributed to these charities in 2004–2005 was 61,140,000 yen, and total contributions since the card's inception now exceed 370 million yen.

### ● Support for Guide Dog Training

Guide dogs provide a vital service in helping the visually impaired navigate as pedestrians in their communities, but there is a severe shortage of trained animals. In 1995, after participating in a charity golf tournament that raised funds for guide dog training, Honda decided to actively become involved in this cause by supporting the Japanese Guide Dog Association as a way of contributing further to the public welfare. The Association was certified by the Ministry of Health and Welfare in 1967 and is the oldest guide dog training organization in Japan. In addition to co-sponsoring the annual charity golf tournament, Honda acts as a trustee of the Japanese Guide Dog Association, and in this capacity is proactively engaged in its day-to-day operations, applying business acumen in providing advice and planning assistance.



#### Donation Boxes for Guide Dog Training

Honda is asking its affiliated motorcycle and automobile dealers for their cooperation in setting up donation boxes throughout Japan to collect contributions for the Japanese Guide Dog Training Association. In 2004–2005, 1,176 dealers were participating in the program and a total of 3,220,000 yen in donations was received.

Honda  
Affiliates

Honda affiliates are active in a wide range of activities throughout Japan that are tailored to the needs of their own local communities. Below is a brief overview of the various types of activities in which Honda affiliates have been engaged. A more complete listing of each company's major corporate citizenship activities can be found in the final section of this publication.

● **Community Activities**

In addition to providing financial and organizational support to festivals and events sponsored by local community groups (local government, citizens' associations, and children's groups), Honda affiliate factories and regional offices host a variety of appreciation events to which the public is invited. Honda affiliate associates play an active role at these events, helping to foster a spirit of community cooperation.



● **Environment Conservation**

As part of Honda environmental conservation efforts, associates lend their support to local community groups and governmental organizations in litter removal and beautification efforts along roads near their facilities, as well as around parks, rivers, and other public places. Honda regional offices and Honda affiliates throughout Japan are taking part in these efforts, which Honda calls its Clean Strategy. Affiliates also take part in the planting of trees and flowers in their communities, and offer lectures and displays of environment-friendly technology at local environmental fairs.



● **Sports Events**

In addition to corporate support and co-sponsoring of various sporting competitions and tournaments put on by local community groups, Honda affiliate associates assist at these events by acting as judges, referees, and event staff members. Affiliates also make their own sporting facilities such as athletics fields and gymnasiums available to the public, and host coaching and training sessions of various kinds.



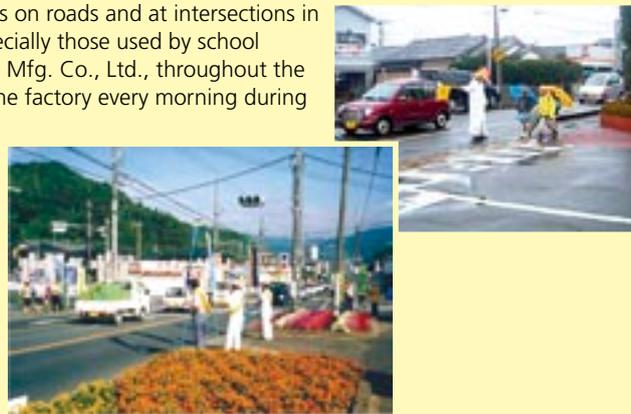
### ● Public Welfare/Healthcare

Honda affiliates throughout Japan are engaged in supporting the Japanese Red Cross blood donation program. In addition, many make financial gifts or donations of goods to welfare facilities in their communities, while associates volunteer their time, visiting these facilities and participating in activities with residents. Tsuzuki Manufacturing Co., Ltd. donated three Honda Life special needs vehicles to a local social welfare council.



### ● Traffic Safety

Honda affiliate associates act as crossing guards on roads and at intersections in the vicinity of Honda offices and factories, especially those used by school children as they walk to school. At Honda Lock Mfg. Co., Ltd., throughout the year associates stand outside the entrance to the factory every morning during the time when children are on their way to school to help make sure they do not get involved in accidents with vehicles coming in or out of the facility. A total of 1,000 employees take part in the program every year. In addition, the Rainbow Motor School Co., Ltd., which has branches throughout Japan, holds traffic safety festivals in its communities every year in cooperation with local governmental agencies. It undertakes traffic safety education targeting a broad segment of the local community, from children to the elderly.



### ● Education

Honda affiliates are taking an active role in giving tours of their factories and other facilities to children as part of school social studies curriculums or vocational training. In addition, many companies offer internships to young people, support university research, and send their employees into schools to lecture to students.



### ● Disaster Relief

From typhoon floods and the Niigata Chuetsu Earthquake in Japan to the South Asian Tsunami triggered by an earthquake off the coast of the Indonesia island of Sumatra, 2004 was a year marked by natural disasters of historic proportions. Honda affiliates were active participants in disaster relief efforts in all of the affected regions. At the same time, many associates helped solicit donations for victims of the disasters. Honda Finance Co., Ltd. responded to the Niigata Chuetsu Earthquake and the Niigata-Fukui Floods by deferring monthly payments for all Honda Credit customers and car leaseholders affected by the disasters.

Note: For a detailed listing of the activities of Honda affiliates, please refer to the final section of this document.

Foundations

● **International Association of Traffic and Safety Sciences**

The International Association of Traffic and Safety Sciences (IATSS) was founded in 1974 through an endowment from founder Soichiro Honda and Takeo Fujisawa, as well as from Honda Motor itself. The purpose of IATSS is to provide a forum for free discussion and research on the present and future state of transportation in mobile societies. Association members include scholars and other top experts from various fields who tailor IATSS's activities in response to pressing concerns of the day.

**Main Activities of 2004–2005**

- Received the Commissioner General of the National Police Agency's Certificate of Appreciation for Distinguished Service at a ceremony marking the 30th anniversary of IATSS's founding
- Conducted investigatory and research activities related to traffic and traffic safety and held a Research Report Conference
- Published IATSS Review and IATSS Research, among other publications
- Presented the 26th International Association of Traffic and Safety Sciences Awards
- Held symposia both in Japan and overseas, including ISSOT 2004 and Decentralization and a Mobile Society.



Research Report Conference

**IATSS Forum**

The IATSS Forum is a study course that aims to invite promising young professionals from Southeast Asian countries to Japan with a view to helping them gain a deeper understanding of Japanese culture and society from many different perspectives. The Forum comprises a broad range of activities and courses in many different fields of study. Participants attend seminars, conduct group research, and participate in regional international exchanges. The Forum has been held 36 times since 1985, including twice in 2004–2005, and has a total of 627 alumni around the world.



IATSS Forum

● **The Brain Science Foundation**

The Brain Science Foundation was established in November 1986 for the purpose of supporting and promoting further scientific research into how the brain works. The Foundation concentrates its efforts on encouraging young scientists through the Tsukahara Nakaakira Memorial Award, named for Nakaakira Tsukahara, a pioneer in the field of life sciences, and by awarding grants to applicants who wish to conduct scientific research or take part in international conferences in Japan or overseas.

● **The Honda Foundation**

The Honda Foundation was established in 1977 through a private grant from Honda's founder Soichiro Honda and his brother Benjiro Honda with the goals of contributing to the creation of a truly humane civilization and putting the finest inventions of modern society to work for the peace and welfare of mankind (what the Foundation calls "Eco-Technology"). The main activities of the Foundation include awarding the Honda Prize, an international prize with a cash award of 10 million yen, and hosting international symposia and seminars.



International symposium (Hanoi)

**The Honda Prize**

The Honda Prize is awarded every year without regard to nationality to an individual or group who has made an outstanding contribution to advancing the notion of Eco-Technology. In 2004–2005, the Prize was awarded to Walter C. Willett, MD/PhD, Professor of Epidemiology and Nutrition at Harvard University's School of Public Health.



Honda Prize



Technology demonstration