

International Philanthropy

Honda's philosophy has always been to make products where the demand is, and this has led us to put down roots in communities around the world.

Our overseas businesses are encouraged to act independently, and to strive to be valued by the societies with which they coexist.

Honda affiliates around the world are working to find new and better ways to share their growth with members of their local communities, implementing corporate citizenship initiatives conceived to be harmonious with local conditions.

The following is a brief overview of our activities outside of Japan.



overseas activity

North America

● United States

**American Honda Motor Co., Inc.
American Honda Foundation**

American Honda established the American Honda Foundation in 1984 on the occasion of the company's 25th anniversary. It is involved in a number of charitable activities that contribute to youth education and promote science.



NYPUM

NYPUM (National Youth Project Using Mini-bikes)

Founded in 1969, the National Youth Project Using Mini-bikes (NYPUM) is an intervention program for at-risk youth between the ages of 10 and 16 that has rewarded children for their educational and behavioral achievements with the opportunity to ride Honda mini-bikes.



Ride for Kids

Ride for Kids

In 1991 Honda became the main sponsor of this event, first held in 1984 to help raise awareness and fund pediatric brain tumor research. Parades are held in 27 cities across the United States, with police bikes leading a procession of motorcyclists who give rides to children suffering from pediatric brain tumors.

Eagle Rock School

Opened in 1993, Eagle Rock School offers students a hands-on approach to learning that emphasizes individual styles and community service and includes a focus on personal growth. In addition to the unique learning experience provided for the students, some 2,000 educators visit the Professional Development Center to study the Eagle Rock approach and discover new ideas to bring to their own classrooms.

**Honda of America Mfg., Inc.
Honda of America Foundation**

Established in 1981 in HAM's home state of Ohio, the Honda of America Foundation is involved in a number of charitable activities that contribute to the local community.

Honda Hero Volunteer Program

The Honda Hero Volunteer Program was developed in 1995 to provide an opportunity for Honda of America to demonstrate support for associates in their volunteer efforts. For every HAM associate or retiree and their spouse who volunteers a minimum of 50 hours to a qualified non-profit organization within a 12-month period, Honda donates \$200 to that organization. Since 1995, Honda associates have volunteered 260,000 hours of their time and Honda has donated over \$500,000 to non-profit organizations. HAM also has a matching gift program whereby the company donates one dollar for every dollar that associates contribute to local non-profits. In addition, since 1982 HAM has raised over \$21 million for the United Way Campaign.

Honda Education Outreach Program

This program supports a wide variety of educational activities in Ohio by offering workshops and seminars for educators.

In addition to these organizations, the Honda North American Philanthropy Committee has been established to periodically set guidelines and exchange information. It initiates a variety of philanthropic activities among Honda's companies in North America.

● **Canada**

Honda Canada Inc.



Toronto Marathon

The Toronto Marathon and Honda Relay

This event encourages teams of associates, their families, and friends to support the critically important cancer research conducted at the Princess Margaret Hospital Foundation. In addition to raising \$52,770 in 2004–2005 with the help of friends and family, Honda Canada associates volunteered to provide logistical support for the event.

Earth Rangers

Honda Canada provides vehicles (Odyssey) and financial support for Earth Rangers' school-based action projects that help youth nurture a lifelong commitment to the environment.



Earth Rangers

The Otesha Project

Otesha means "reason to dream" in Swahili. Honda Canada provides Civic Hybrids as support vehicles for the project's bicycle tours across Canada aimed to empower youth to take action towards a sustainable future.



Otesha Project

Family Literacy Day and Honda Books for Kids

Every year, on January 27, families from communities across Canada celebrate Family Literacy Day at literacy-themed events coordinated by local literacy organizations, schools and libraries. As the founding sponsor of Family Literacy Day, Honda Canada delivers new books to elementary schools and libraries throughout Ontario.

Formula SAE

Since 1998, Honda Canada has sponsored numerous Canadian university teams who conceive, design, fabricate, and compete with small formula-style racing cars to help nurture the young engineers of the future.

● **Mexico**

Honda de Mexico S.A.



Local Elderly Invited to Visit Factory

Volunteer associates invited residents of a local home for the elderly to take a tour of their factory.



● **Brazil**

Moto Honda da Amazonia LTDA



**Amazonas State Government Famine Relief—
Citizen Food Project**

Moto Honda da Amazonia, together with its 10 affiliates and other partners, supported a restaurant in Manaus that provides highly nutritious, affordable meals to low-income citizens, serving 500 meals per day, Monday through Friday.

Europe

● **United Kingdom**

Honda Motor Europe Ltd. U.K. Division



Charity Event

Charitable Giving and Activities

Donated to a charitable consortium of British automakers, supported the Windsor Festival of art and music, and donated goods for a public charity auction, among other activities. Also takes part in associate-initiated charity events.

Traffic Safety

Donated vehicles to a local police department and donated to a fund for environmental upgrades to local roads.

Honda R&D Europe (U.K.) Ltd.



Bicycle Race

Charitable Giving and Activities

Employer-matched contributions from associates were donated to a foundation for breast cancer treatment and research, and also were used to provide prizes for a charity bicycle race.

Disaster Relief

Employer-matched contributions from associates were donated to tsunami disaster relief efforts in South Asia.

● **Germany**

Honda Motor Europe (North) G.m.b.H.

Welfare Activities

Offers a special new car discount for disabled customers.

Charitable Giving and Activities

Made financial and material donations to UNESCO and donated to local area hospitals.

Disaster Relief

Made financial and material donations to tsunami disaster relief efforts in South Asia.

Honda R&D Europe (Deutschland) G.m.b.H.

Welfare Activities

An associate-led company program donates money to support three orphans in Uganda.

Disaster Relief

Made financial donations to tsunami disaster relief efforts in South Asia and collected funds from associates for other charitable giving.

● **Netherlands**

Honda Nederland B.V.

Disaster Relief Donations and Activities

Made donations to tsunami disaster relief efforts in South Asia and to local volunteer groups and municipal hospitals.

- **Belgium**

- Honda Belgium N.V.**



Rider School



- Honda Belgium Foundation**

- Established in 1980 to promote cultural exchange between Japan and Belgium. Provides support for Belgian exchange students to study in Japan.

- Educational Initiatives**

- Conducts factory tours for students wanting to fulfill school curriculum requirements. 20 students participated in 2004–2005. Also donates cars and engines to technical schools for teaching purposes.

- Rider School**

- Holds workshops to promote motorcycle safety.

- Regional Activities**

- Assists with PTA-sponsored school festival at a local Japanese school.

- **Italy**

- Honda Italia Industriale S.P.A.**



Factory tours

- Factory Tours and Practical Training**

- Conducts tours for school and community groups to support education and promote greater understanding of Honda's operations. In 2004–2005, 1,219 people visited the factory. In addition, 18 students received practical training.



Practical training

- **Spain**

- Montesa Honda S.A.**

- Japanese Speech Contests**

- Provided prizes for Japanese speech contests held in Barcelona and Madrid. Associates also provided planning assistance for the Barcelona speech contest.

- Charitable Giving and Activities**

- Donated money and support to the Barcelona International Guitar Festival, the Catalonia Young Musicians Festival, and the New Year Orchestra Concert.

- **Austria**

- Honda Austria G.m.b.H.**

- Disaster Relief Donations and Activities**

- Made donations to tsunami disaster relief efforts in South Asia and to local kindergartens.

- **Turkey**

- Honda Turkiye A.S.**

- Educational Initiatives**

- Supported NGOs that teach children who can't attend school how to read and write, and that teach computer skills in places where this is not part of the compulsory education curriculum. Also provided aid to repair schools in local communities.

Asia/Oceania

● Thailand

Honda Thailand Foundation

The Honda Thailand Foundation was established in August 2002 with an investment of 100 million baht on the part of the Honda Group. Guided by the three goals of providing educational support, cultural preservation, and humanitarian assistance, the Foundation is engaged in a variety of charitable activities.



Elephant Patrols for Forest Conservation Project

Main Activities

Elephant Patrols for Forest Conservation Project

After a three-year trial period starting in 2001, this program, which aims to protect the wild elephant (Thailand's national symbol), reduce unemployment, and prevent poaching, is now being expanded.

AIDS Victim Contribution

Used Computers Donation (Plant the Tree of Knowledge Project)

2004 Activities

- Donated T-shirts and other necessary everyday items to schools in three provinces in southern Thailand.
- Donated hearing testing equipment and computers to 20 schools in Narathiwat, Thailand's southernmost province.
- Awarded funds to the winning team in Bangkok's Robot Contest.
- Donated 2 million baht to the Thai government for treating Thailand's 49,000 cataract patients.

Asian Honda Motor Co., Ltd.



Visiting Welfare Facilities

School Environment Challenge Awards Project
(please see pages 19–20 for more information)

2004 Activities/Celebrating 40th Anniversary Year

- Company associates and their families visited Ban Kul Noi, a home for disadvantaged and mentally handicapped children, and Bankae House, Thailand's first home for the elderly, established in 1953. The company donated nursing equipment and funds toward operational costs.
- Gave monetary rewards to all members of Thailand's Athens 2004 Paralympics team, including 16 medal-winners.



Athens 2004 Paralympics Athletes

South Asian Tsunami Relief—

ASIMO Sawasdee Southern Friends

In March 2005, ASIMO toured 6 provinces in southern Thailand, reaching out to children who have lost family members or loved ones in the wake of the tsunami that struck South Asia in December 2004. ASIMO greeted a total of some 25,000 children during his visit and offered his encouragement.

A.P. Honda Co., Ltd.



Thai Ecorun

Driving Safety Caravan—Thai Motorcyclist Campaign
Thai Team Wins at Twin Ring Motegi

With young participants from many Asian countries, the Honda Econo Power Contest's winning team traveled to Japan to take part in the 24th Soichiro Honda Cup Honda Econopower Race at Twin Ring Motegi on October 3, 2004, where it won both the Soichiro Honda Cup and the Technology Prize.

- **Indonesia**

- **P.T. Honda Prospect Motor**

- **Engine Donations for Vocational Training**

- Honda donates engines, tools, and maintenance manuals to vocational training schools in Karawan province on the outskirts of Jakarta for use in hands-on training (16 schools received donations between 2000–2004)

- **P.T. Astra Honda Motor**

- **South Asian Tsunami Relief—Honda Cares for Aceh**

- Honda offered free repair and service on motorcycles damaged in the South Asian Tsunami in December 2004.

- **Philippines**

- **Honda Cars Philippines Inc.**



- **Lamesa Dam Watershed Afforestation Project**

- Working together with the ABS-CBN Foundation, Honda funded an afforestation project in the 2,700-hectare Lamesa Dam Watershed, which serves the city of Manila. Funds were provided for the care of tree saplings, with many associates personally lending a hand.

- **New Zealand**

- **Honda New Zealand Ltd.**

- **Greening New Zealand Motoring**

- In order to preserve New Zealand's greenery, for every new car sold, Honda New Zealand plants 10 trees (more than 60,000 trees annually).

China

- **China**

- **Guangzhou Honda Automobile Co., Ltd.**



Blood Donation Drive

- **Factory Tours**

- Conducts factory tours for school and community groups to promote education and foster a deeper understanding of Honda's operations. In 2004–2005, 556 groups—for a total of 21,366 individuals—participated in the tours.

- **Blood Donation Drive**

- An employee blood drive is held once a year. In 2004–2005, 121 employees participated in the program.

- **Disaster Relief**

- A donation was made to victims of the South Asian Tsunami.

- **Charitable Giving and Activities**

- In addition to making donations to philanthropic organizations in and around the city of Guangzhou, Guangzhou Honda, together with its sales representatives, is helping to sponsor the 16th Asian Games scheduled to take place there in 2010.



Sponsoring Asian Games