

**Years of Achievement**  
**THE GROWTH OF HONDA IN AMERICA**  
**1946-2009**

**2009**

- Honda's U.S. auto plants in Ohio and Alabama receive Energy Star awards from the U.S. Environmental Protection Agency based on advances made in curbing energy use during the production of passenger cars and light trucks.
- Honda receives the second annual EARTH ANGEL award by the International Car of the Year committee. Honda is heralded as "the most environmentally progressive automaker demonstrating the most significant progress with environmental initiatives and partnerships on a worldwide basis."
- Honda produced its 20 millionth automobile in North America based on January 2009 production totals.
- For the sixth consecutive year, Honda won the Industry Brand Residual Value Award from *Automotive Lease Guide*. Honda also received individual segment awards for the ACCORD in the Midsize Car category, and the Honda FIT in the Compact Car category. In addition, Acura won the overall Luxury Brand Residual Value Award for the first time. The award honors vehicles in each segment that are predicted to retain the highest percentage of their original price after a conventional three-year lease term and are based on 2009 model year vehicles.
- Recognizing Honda's dedication to fuel efficient and alternative fuel technologies, three Honda vehicles earned recognition from the American Council for an Energy-Efficient Economy as the "greenest vehicles of 2009" with the CIVIC GX natural gas car taking the title of the greenest vehicle for the sixth consecutive year. The gasoline FIT and CIVIC HYBRID join the list of the 12 most environmentally-friendly vehicles available to the public. This is the ninth year in a row that a Honda vehicle received the number one ranking.
- In February, United Way of Union County recognized Honda of America as being a valued partner in addressing social service issues. Contributions from Honda associates and the company match (50 cents to each dollar) places Honda as the top Union County United Way contributor with donations totaling \$247,873, or 30 percent of the \$813,000 campaign total for United Way of Union County's 2008-09 campaign.
- The Carnegie Foundation recognized the Honda-OSU Partnership program as one of the top 15 outreach initiatives that serves as a positive model for community outreach and engaged curricula. The national recognition showcases outstanding mission, culture and leadership practices between higher education institutions and businesses.
- On February 23, Honda Motor Co. announced that Takanobu Ito would become Honda's President and Chief Executive Officer pending approval at the board of directors meeting in late June. Mr. Ito will replace Takeo Fukui, who has served as Honda's president since 2003.

- On Feb. 23, Honda Motor Co. announced that Tsuneo Tanai, Honda of America Mfg. President and CEO since April 1, 2008, would be returning to Japan, effective April 1, 2009, where he will serve as the company's Chief Operating Officer for Automobile Operations. In addition, Mr. Tanai will assume the role of director on the Honda board of directors in June upon shareholder and board approval. HAM's new president and CEO will be Hidenobu Iwata, currently Managing Officer and General Manager of Production Operations at the Suzuka Factory in Japan. Mr. Iwata has extensive experience managing both engineering and manufacturing operations.
- On April 1, Hidenobu Iwata becomes Honda of America Mfg.'s President and CEO, bringing extensive experience managing both engineering and manufacturing operations. He previously was Managing Officer and General Manager of Production Operations at Honda's Suzuka Factory in Japan.
- The East Liberty Auto Plant claims J.D. Powers' prestigious Gold Plant Award as the top auto manufacturing plant in North America. ELP improved its problems per hundred units (PPHU) from 55 to 41 on its way to claiming the top spot. Of American Honda's 13 models included in the study, 10 showed improvement. The Acura TL, built at the Marysville Auto Plant showed the most improvement of any vehicle during a full-model change going from 116 PPHU to 87. American Honda had six models in the top three spots in their respective segments. This included the Honda CR-V, which finished first in the Multi-Activity Vehicle segment with 93 PPHU.
- On Tuesday, June 23, the final motorcycle is produced at the Marysville Motorcycle Plant, ending almost 30 years of quality motorcycle production by Honda in Ohio. A 2010 Gold Wing was the final bike produced in the plant that started Honda's manufacturing in North America in 1979.
- On September 10, Honda of America Mfg. marks 30 years of manufacturing in America with a symbolic tree planting ceremony that represents the company's deep roots in America and its longstanding relationships with the communities that have hosted the company's operations.
- On November 3, Associates at the East Liberty Auto Plant begin mass production of the 2010 Honda Accord Crosstour, a new type of crossover utility vehicle that combines the refinement of the Accord with the versatile characteristics of a sport-utility vehicle.
- On December 10, Honda's plants in Ohio receive the 2009 Ohio Environmental Stewardship Award, demonstrating leadership in protecting the state's environment while making their operations more efficient.
- On December 18, community leaders come to the East Liberty Auto Plant to recognize 20 years of auto production in a facility that set new manufacturing and environmental standards when it started producing Civic Sedans on Dec. 18, 1989.

## **2008**

- In February, the American Council for an Energy-Efficient Economy recognizes the CIVIC GX as the "greenest" vehicle for the fifth consecutive year. *Consumer Reports* chooses the Honda ACCORD as the best family sedan on its annual Top Picks list.

- Honda of America Mfg. President and CEO Akio Hamada announces the consolidation of Marysville Motorcycle Plant production at a new manufacturing facility in Kumamoto, Japan, beginning in spring 2009. The purpose of the consolidation is to strengthen the competitiveness and appeal of Honda products by applying advanced technologies. Motorcycle plant associates will be assigned to other HAM facilities.
- On March 12, Honda of America Mfg. and the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) enter an agreement for joint work and information sharing in safety and ergonomics and plant floor communications. It is the first agreement of its kind between an automaker and OSHA.
- Two Honda of America Mfg. teams take top honors at the 2008 International Ergo Cup competition. The Ergo Start Cart team from the Anna Engine Plant wins in the Engineering/Ergonomist-driven category. The Partnership for a Healthy Workforce team from East Liberty Auto Assembly, Medical/Health/Safety, and Watson Wellness Center wins the Training and Education category. The awards represent the first time one manufacturer has earned two Ergo Cup awards.
- Honda of America Mfg. and other partners of The Nature Conservancy open the new 800-acre Big Darby Headwaters Nature Preserve located in Logan County on April 26. Open to the public, the preserve features a footpath along the start of this designated national scenic river.
- The Ohio Cooperative Education Association presents its E. Sam Sovilla Award for Excellence to Honda of America Mfg. on May 29 in recognition of its student co-op program.
- On June 20, more than 150 Element owners from North America visited the East Liberty Auto Plant for the second time to see where their beloved vehicles were built.
- On July 16, more than 1,400 Honda of America and R&D associates turned out for Race Day to meet Honda-powered Indy and ALMS (American Le Mans Series) drivers. The annual afternoon autograph session took place at four locations with 17 drivers.
- More than 13,000 visitors attend the last Honda HomeComing® event at the Marysville Motorcycle Plant in July. About 6,400 guests took a tour of the plant. The light parades through Logan and Union counties set records with 751 and 1,072 guests respectively. Jerry Newland, a dispatcher for the Richwood, Ohio Police Department, was the winner of the one-of-a-kind uranium green 2008 factory custom Gold Wing 1800. More than 250 motorcyclists participated in the Ride for Kids® event that raised \$136,179 to benefit the Pediatric Brain Tumor Foundation.
- Honda of America President and CEO Tsuneo Tanai present to East Liberty Auto Plant the prestigious J.D. Power and Associates Initial Quality Study award on Aug. 19. The Civic was Honda's best-performing vehicle with 96 problems per hundred units (PPHU) en route to claiming top honors in the compact car segment.

- Marysville Auto Plant associates launch the all-new 2009 ACURA TL on Aug. 25. American Honda's Executive Vice President of Sales Dick Colliver addresses associates during the line-off ceremony.
- More than 15,000 Honda associates and family members attend the 2008 Family Festival at Cedar Point in Sandusky, Ohio, the roller coaster capital of the world, on Sept. 6.
- In October, Honda associates and executives, and government and community leaders celebrate the completion of the \$138 million, 135,000 square-foot steel parts expansion at the Anna Engine Plant.
- American Honda Motor Co. establishes a new subsidiary, Honda Patents & Technologies North America (HPT), with the goal of strengthening the coordination and handling of Honda's intellectual property (IP) business in the North American region. Offices are located in Torrance, Calif. (HPT-LA) and Raymond and Marysville, Ohio (HPT-O).
- The Ohio Department of Transportation and Honda of America Mfg. open a new railroad crossing bridge on Oct. 6 that promotes safety and eases congestion on State Route 739 in Union County. The new roadway balances the movement of people and freight, and better links to the region. The railroad crossing bridge, which cost \$7 million, was funded entirely by Honda. Construction took just 10 months to complete.
- Honda of America Mfg.'s 2009 United Way Campaign comes to a close with HAM associates giving selflessly during tough economic times by raising nearly \$1.7 million to help others.
- In November, *Motor Trend* magazine featured *Automotive Lease Guide's* Residual Value Award winners. Honda was crowned the top brand for the sixth consecutive year and its subsidiary, Acura, has been crowned the top luxury brand for the first time.
- For the only time in the history of Insurance Institute for Highway Safety (IIHS) testing, an automobile nameplate has earned the prestigious TOP SAFETY PICK rating for every vehicle in its lineup. To accomplish this safety milestone, all 2009 Acura luxury sedans and SUVs received the highest possible rating in each IIHS crash test.
- Honda leads the automotive industry in retaining the highest percentage of new-vehicle purchasers, according to the J.D. Power and Associates 2008 Customer Retention Study<sup>SM</sup>. Now in its sixth year, the study measures the percentage of new-vehicle buyers and lessees who replace a previously purchased new vehicle with another from the same brand.
- In December, the Honda ACCORD COUPE V6 makes *Ward's* 10 Best Engines list.
- Former Honda of America Mfg. President and current Honda Motor Co. President and CEO Takeo Fukui is named the 2009 *Automobile Magazine* Man of the Year.

## 2007

- The Honda CIVIC is named the Best First New Car in *AutoWeek* magazine's 2006 Reader's Choice Award competition in January. Earlier, the CIVIC GX earns the "greenest" vehicle title for the 2007 model year from the American Council for an Energy-Efficient Economy. The rest of the CIVIC line-up appears on its top 12 list.
- The Acura RDX built exclusively at the Marysville Auto Plant is voted "Canadian Utility Vehicle of the Year" by the Automotive Journalists Association of Canada on Feb. 14.
- *Consumer Reports* releases its Top Picks for 2007 including the Honda CIVIC as its top small sedan and the Honda ACCORD as its top family sedan.
- The Marysville and East Liberty Auto plants receive the 2006 ENERGY STAR designation from the U.S. Environmental Protection Agency and the U.S. Department of Energy for superior energy performance based on Honda's Green Factory Program.
- More than 10,000 members of the National Society of Black Engineers attend the organization's annual convention in Columbus sponsored in part by Honda of America Mfg.
- American Honda Motor Co. officially breaks ground March 19 for Honda Manufacturing of Indiana, LLC. (HMIN) located near Greensburg, Ind. The plant will produce HONDA CIVIC automobiles with an annual capacity of 200,000. The plant will employ 2,000 associates when mass production begins in fall 2008. Honda of America Mfg.'s Anna Engine Plant will supply engines to the new plant.
- [For internal use only] After a 25-year production run, associates at the Marysville Motorcycle Plant suspend production of the SHADOW VT1100 SABRE and SPIRIT models on April 4.
- In May, the Marysville Auto Plant receives a Best Plant Award in the annual *Harbour Report*. The report measures automotive productivity in assembly, stamping, engine and transmission production.
- The East Liberty Auto Plant captures a Bronze Award for plant quality in the 2007 Initial Quality Survey conducted by independent research company J.D. Power and Associates. The Honda CIVIC placed first in quality in the compact segment. The Honda Accord finished second in its segments.
- A V6 auto engine built on Line 2 on May 17 is the 15 millionth engine manufactured at the Anna Engine Plant. From its start in July 1986, the Anna Plant has grown into Honda's largest vehicle engine plant in the world.
- Production of the all-new 2008 HONDA Accord begins Aug. 13 at the Marysville Auto Plant.
- Honda associates and the company contribute \$1.76 million to the annual United Way campaign. The funds go to 67 counties in Ohio and another 39 counties in other states designated by associates.

- Honda of America marks the 25th anniversary of the start of auto production at the Marysville Auto Plant on Nov. 1.
- Continuing its record, the Honda ACCORD is named to *Car & Driver* magazine's 2008 10 Best Cars list – its 22nd appearance since the awards started in 1983.
- The Honda ACCORD is one of three finalists nominated by automotive journalists for the 2008 North American Car of the Year Award.

## **2006**

- The 2006 HONDA CIVIC is named Car of the Year at the North American International Auto Show in Detroit in January. The HONDA RIDGELINE light-duty truck is named Truck of the Year. This is the first time both honors are voted to a single motor vehicle company.
- Honda Motor Co. President Takeo Fukui announces on May 17 the company's 2010 Vision in North America to increase auto production from 1.4 to 1.6 million in 2008. The strategy includes:
  - Construction of a new auto plant in the U.S. with an annual capacity of approximately 200,000 vehicles;
  - Construction of a new engine plant located close to Honda of Canada Mfg.;
  - and
  - A \$75 million expansion to Honda of America Mfg.'s Anna Engine Plant to increase the number and types of engine components produced there.
- Marysville Motorcycle Plant associates begin installing safety airbag systems on some GOLD WING GL 1800 units in July, a first for Honda and the motorcycle industry.
- Production of the ACURA RDX sports luxury SUV begins at the Marysville Auto Plant on July 17. The RDX features a turbo-charged four-cylinder engine built at the Anna Engine Plant – its first turbo engine.
- Construction of a 9,600-square-foot addition to the Anna Engine Plant begins. The addition will accommodate production of four-cylinder camshafts, crankshafts, conrods and spincast cylinder sleeves.
- Production of the all-new HONDA CIVIC begins Aug. 29 at the East Liberty Auto Plant.
- Production of all-new third-generation HONDA CR-V sport utility vehicle begins at the East Liberty Auto Plant on Sept. 25.

## **2005**

- Akio Hamada becomes president and CEO of Honda of America Mfg. replacing Koki Hirashima.

- In January, limited production of the ACCORD SEDAN begins at the East Liberty Auto Plant, along with CIVIC and ELEMENT models. Production continues through March 31.
- The Acura RD-X concept car is unveiled at the North American International Auto Show in Detroit on Jan. 10. The new SUV will be built at the Marysville Auto Plant – its first light-truck model. Placed in the Acura lineup beneath the MDX in both price and size, it will be the fourth performance and luxury Acura model produced in North America.
- April 1 marks the production of the last TRX all-terrain vehicle at the Marysville Motorcycle Plant. Motorcycle plant associates built more than 1.24 million ATVs during 16 years of production. Honda of South Carolina Mfg. in Timmonsville, S.C., becomes the exclusive manufacturer of Honda ATVs in the U.S. and the Marysville Motorcycle Plant focuses on its core business -- Honda's big motorcycles.
- Akio Hamada becomes president and CEO of Honda of America Mfg. on April 1, replacing Koki Hirashima.
- East Liberty Auto Plant associates launch the all-new HONDA CIVIC.
- *Motor Trend* magazine names the HONDA CIVIC its 2005 Car of the Year on Nov. 22.

## **2004**

- Demonstrating its flexibility to meet customer demands, company officials announce March 18 that Honda of America Mfg. will add the Honda ACCORD SEDAN to its East Liberty Auto Plant production schedule in early 2005. The plant currently produces the Honda CIVIC SEDAN, COUPE and GX models as well as the ELEMENT light-duty truck.
- On April 27, a silver 2004 ACCORD EX SEDAN became the 10 millionth automobile produced by Honda of America Mfg. The vehicle was built at the Marysville Auto Plant.
- Honda of America Mfg. announces the construction of a \$123 million paint shop behind the Marysville Auto Plant on May 11. The new facility will replace the original paint line and will feature a water-borne paint system, larger carriers and conveyors to accommodate larger vehicles and other environmental and ergonomic innovations.
- The Honda HomeComing<sup>SM</sup> draws a record 16,700 visitors to celebrate Honda's 25th anniversary July 29-31.
- On the eve of its 25th anniversary of manufacturing in the state, Honda of America Mfg. announces on Sept. 7 that a new Acura sport-utility vehicle (SUV) will be produced in Ohio, starting in 2006.
- honda of America Mfg. releases on Sept. 10 the first comprehensive study of the economic effects of Honda's extensive operations in Ohio over the past 25 years.

The report by Levin, Driscoll & Fleeter shows that direct employment at Honda's six Ohio subsidiaries is 16,049, producing an annual payroll exceeding \$1.1 billion.

- Honda Motor Co. President Takeo Fukui talks to associates during a celebration of Honda of America Mfg.'s 25th anniversary on Sept. 10. Re-enacting the line-off of the first product built at Honda of America, one of the original 64 associates rode the first 250R ELSINORE off-road bike onto the stage while associates cheer.
- On Nov. 9, Honda announces that it will invest \$100 million and add 100 new jobs to expand Honda Transmission Mfg. in a move that will result in the transfer of the value-added production of gears from Japan to Ohio. The investment is part of a North American Powertrain Strategy that will also build a \$100 million plant in Tallapoosa, Ga. to produce automatic transmissions for Honda Manufacturing of Alabama.
- The Union of Concerned Scientists recognize America Honda Motor Co. as the 2004 Greenest Automaker. The organization's biennial ranking of car manufacturers' environmental performance is released on Dec. 7. It's the third consecutive number one ranking of Honda in the UCS study.
- In December, Honda Motor Co. announces that it move production of its CR-V minivan from Honda of the U.K. Mfg. to Honda of America's East Liberty Auto Plant in 2006.

## **2003**

- PBS's *MotorWeek*, America's long-running automotive magazine show, announced the 2003 Drivers' Choice Awards Feb. 12 at the Chicago Auto Show. The Honda ELEMENT was named the best small SUV and the Honda CIVIC was named the best eco-friendly car.
- What was a radical concept motorcycle unveiled six months ago at Honda's annual dealer show in Chicago has sprung to life as mass production of the VALKYRIE RUNE cruiser started April 22 at the Marysville Motorcycle Plant. The exotic motorcycle will a limited edition retailing at \$25,000.
- Ohio Gov. Bob Taft and other government and community leaders attended the dedication of the 48,000-square-foot expansion for the new engine assembly line 3 at the Anna Engine Plant on July 17. The expansion boosts annual production to nearly 1.2 million engines, creates 100 new jobs, and increases capital investment at the plant to more than \$1.2 billion. The new line has the flexibility to produce 4-cylinder and V6 engines. It replaces the plant's original Zero Line which started producing Gold Wing GL motorcycle engines in 1985 and Civic 4-cylinder engines the following year. The \$20 million project included approximately \$4.5 million for the building, with the remaining \$15.5 million for equipment. With the capacity to produce 1,300 engines per day,
- Perfect weather encouraged a crowd of 10,000 for the 15th Honda HomeComing event July 24-26 at the Marysville Motorcycle Plant. The attendance is the highest in 10 years and 2,000 more than in 2002. Among the most popular new additions at this year's event was the Goodyear "Spirit of Akron" airship. The blimp flew overhead with the Valkyrie Riders Cruiser Club's third annual ride-in on Friday when

club leaders headed a motorcade of 858 motorcycles – mostly Valkyries -- from Marysville to the motorcycle plant.

- Production of the redesigned 2004 Acura TL began at the Marysville Auto Plant Sept. 15. The concept and styling for the third-generation TL was created at Honda R&D in Ohio and California. Engineering of the TL took place at Honda R&D's Ohio Center. The V-6 engine, built at the Anna Engine Plant, generates 270 horsepower that offers more performance than the previous TL Type-S model. The new Acura TL is the widest vehicle ever produced at the flexible Marysville plant.
- Andrew Smith from Botkins, Ohio, is named the 2003 Ohio's Safest Young Drivers winner at the conclusion of a drive-off with 10 other high school finalists chosen from across the state. He receives a Honda CIVIC EX from lead event sponsor Honda of America Mfg.
- The combined Honda of America Mfg. associate contributions and company matching funds for the 2003 United Way campaign totals \$1,727,338 – more than \$127,000 above their \$1.6 million goal. Associates give \$1.1 million, marking the fifth consecutive year that associates have donated more than \$1 million to United Way. These funds were matched by the company at 50 cents for each dollar.
- In a significant milestone after more than two decades of automotive manufacturing in the United States, Honda produces its 10-millionth automobile in the United States on Nov. 25. This important production milestone follows by only two months the sale of 20 million Honda and Acura automobiles in America - announced by American Honda Motor Co., Sept. 24. In Ohio, the Marysville Auto plant has produced more than 7.2 million cars on 2 production lines, with another 2.5 million from one line at the East Liberty plant..
- Marysville Motorcycle Plant associates launch the new TRX450R SporTrax all-terrain vehicle on Dec. 2. As the new high performance flagship for American Honda, the quick, sporty TRX450R features a CRF450R-derived engine; Pro-Link suspension; a new aluminum rear frame and wheels that reduce weight and increase speed, handling and flexibility; and a new color called Nitro Red that adds a fluorescent quality to the molded plastic parts.
- *Car and Driver* magazine's January 2004 issue names the Honda ACCORD, S2000 and Acura TSX as winners of its prestigious and highly competitive annual "10Best Cars" award on Dec. 3. Nearly 60 vehicles were nominated for the 2004 award. The TSX is a first-time recipient of this award, while the S2000 is a four-time honoree. The ACCORD continues to hold the publication's record for the most "10Best" trophies in the history of the competition. The Honda ACCORD has been awarded "10Best" status in 18 of the 22 years that *Car and Driver* editors have been evaluating new vehicles for their style, value, features and performance.

## **2002**

- *IntelliChoice* editors name their "Best Overall Value of the Year" vehicles for the 2002 model year. Honda has the most vehicles on the list including the Honda ACCORD SEDAN and COUPE, the CIVIC SEDAN and COUPE, and the Acura 3.2TL.

- On March 6, Marysville Motorcycle Plant associates add the retro-styled 2003 VTX 1300 motorcycle to the production line-up. The VTX 1300 shares family features with the VTX 1800 including deeply valanced, highly stylized fenders; a broad fuel tank with instrument console; a pullback handle bar; floorboards with a heel-and-toe shifter; and the VTX's signature chrome-hooded headlight.
- Thirteen years after launching their first all-terrain vehicle, associates at the Marysville Motorcycle Plant launch the FourTrax RINCON 650 on June 26. As Honda's most sophisticated all-terrain vehicle, the RINCON features a powerful 650-cc engine, automatic transmission and independent rear suspension.
- Anthony Baldwin, a 17-year-old student from Waterford, Ohio, wins the 2002 Ohio's Safest Young Driver title and a new Honda CIVIC EX in the competition sponsored by Honda of America Mfg.
- Led by the HAM-built Acura 3.2 TL Sedan, American Honda's Acura Division marks its two millionth car sold on July 24.
- More than 8,000 motorcycle owners and enthusiasts enjoy the 2002 Honda HomeComing event July 25-27. The Valkyrie Riders Cruiser Club captures a place in the Guinness World Book of Records by staging the largest ride-in rally for a single model. The ride-in totals more than 800 motorcycles, with 368 documented Valkyrie enthusiasts.
- Honda's humanoid robot, ASIMO (Advanced Step in Innovative Mobility), makes its Ohio debut at the Honda of America Mfg. Family Festival at the Columbus Convention Center on Sept. 7.
- The 2002 Gold Wing GL1800 retains the "Best Touring Bike" slot on *CycleWorld's* "10 Best Bikes" list in its September issue.
- In a rolling model change, the first of the 7th generation 2003 ACCORD -- a Metallic Silver sedan -- is driven off the production line at 12:17p.m. on Aug. 16. Exterior styling for the sedan and coupe is more distinctive, and the two models will share only their headlights for '03. Additional standard equipment is featured on all models, including anti-lock brakes, tilt and telescopic steering, and a 5-speed automatic transmission. The V-6 and four-cylinder engines are built at the Anna Engine Plant.
- In conjunction with the launch of the new Honda ACCORD, Marysville Auto Plant undergoes an Innovation Project including the installation of Honda's global New Manufacturing System. The new system standardizes production capabilities among Honda's major plants worldwide, making it easier and less costly to introduce new models in those plants, as consumer buying trends and economic conditions change. With completion of the New Manufacturing System at the Marysville Auto Plant, all major Honda plants worldwide have flexible manufacturing capabilities. In Ohio, both the Marysville and East Liberty plants can assemble any Honda model in the mid- and small-size vehicle categories.
- Honda of America Mfg.'s investment in its four Ohio facilities grows to \$4.4 billion. In 2001, it purchases more than \$3.75 billion in parts and services from 162 Ohio

suppliers. Honda produces 692,377 cars; 122,279 motorcycles and ATVs; 1,072,810 engines; and 923,026 transmissions in Ohio.

- The city of Dublin, Ohio, trustees from Jerome Township and the head of the Columbus Metro Parks open Glacier Ridge, an area park on the Union-Franklin county line on Sept. 20. Honda of America Mfg. is the major corporate sponsor with a contribution of \$500,000 to be used to create a wetlands within the park.
- Honda of America Mfg.'s combined associate contributions and company matching funds for the 2003 United Way campaign total \$1,727,338 – more than \$127,000 above their \$1.6 million goal. Associates give \$1.1 million, marking the fifth consecutive year that associates have donated West Central Ohio.
- Ohio Gov. Bob Taft, members of former Gov. James A. Rhodes' family, and community leaders attend events on Nov. 1 and 15 commemorating Honda of America Mfg.'s 20th anniversary of auto production at the Marysville Auto Plant. Honda Parkway is dedicated as the James A. Rhodes Memorial Parkway by the Union County commissioners.
- Production of the Honda ELEMENT begins at the East Liberty Auto Plant on Nov. 26. As Honda's first light duty truck built in Ohio, the new vehicle is aimed at young buyers with active lifestyles and features center-opening side doors, a clam-shell rear hatch, vinyl flooring material in stead of carpet, and a rear sun-roof.
- The Honda ACCORD makes its 17th appearance on *Car & Driver* magazine's "10 Best Cars" list – the most of any car in its 21-year history.

## **2001**

- Marysville Motorcycle Plant continues its role as the manufacturer of Honda's biggest motorcycles when production of the new 2001 VTX 1800 V-twin cruiser begins on February 20. Engine components are cast and machined at the Anna Engine Plant and assembled at the Motorcycle Plant.
- *IntelliChoice* names its "Best Overall Values of the Year" at the Chicago Auto Show Feb. 8.
  - Honda has the most models on the list including these HAM-built cars: Honda CIVIC Coupe and Sedan, Honda ACCORD Coupe and Sedan, and the Acura 3.2CL Coupe.
- On March 20, the National Highway Traffic Safety Administration (NHTSA) gives the Honda ACCORD its highest 5-star safety rating for occupant protection in frontal collisions.
- Honda produces its 10 millionth vehicle in North America on April 16. The first vehicle, a Honda ACCORD, was built at Honda of America Mfg.'s Marysville Auto Plant on November 1, 1982.
- Returning to its roots as a free thank-you event for motorcycle riders, the 13th Honda HomeComing held July 26-28 attracts almost 8,000 guests to the Marysville Motorcycle Plant and local communities.

- Marysville Auto Plant receives the Silver Award for quality on the 2001 Initial Quality Survey by J.D. Power & Associates. The survey compares responses of owners of new vehicles after the first 90 days of ownership.
- *CycleWorld* magazine honors two HAM-built motorcycles September 6 on its 10 Best list : the all-new 2001 GL1800 GOLD WING as the 2001 Best Touring motorcycle and the 2002 VTX 1800 V-twin as the award for Best Cruiser.
- Honda of America Mfg. associates demonstrate a commitment to their local communities and the extraordinary circumstances of the September 11 terrorist attacks on New York City and Washington D.C. by contributing \$1,160,805 to the 2002 United Way Campaign. Along with a company match of 50 cents for each dollar, the final amount of \$1,741,207 set a record for United Way giving -- more than \$141,000 over the campaign goal.
- The Acura 3.2 TL builds on its leadership in the near-luxury class with new enhancements, the addition of a high-performance Type-S model with a 260 horsepower engine produced at the Anna Engine Plant, and a sport-tuned suspension system.
- For the first time since 1991, the Honda ACCORD is the best-selling car in America for the 2001 model year (Oct. 1, 2000 to Sept. 30, 2001). The Honda CIVIC continues as the best-selling small car and the Acura 3.2 TL luxury performance sedan is the best-selling luxury sedan.
- The 2001 Honda INSIGHT, the first gasoline-electric hybrid vehicle sold in North America, earns top honors for the second straight year in the Environmental Protection Agency annual report on automotive fuel economy released on October 3. Also making the top ten list were two versions of the all-new 2001 Honda CIVIC built at the East Liberty Auto Plant: the CIVIC HX with manual transmission and the CIVIC HX with CVT (continuously variable transmission).
- The VTX 1800 V-twin street-rod cruiser built exclusively at the Marysville Motorcycle Plant will grow into a family of models by late Spring 2002. Production begins Oct. 16 of the VTX 1800 RETRO version with deeply valanced, highly stylized fenders, a broad fuel tank with instrument nacelle, a pullback handlebar, floorboards with a heel-and-toe shifter, the signature chrome-hooded headlight, and cast wheels with radial tires. A similar version with bias-ply-equipped spoke wheels will go into production in February 2002.
- Honda Manufacturing of Alabama (HMA) produces its first Honda ODYSSEY minivan Nov. 15, six months ahead of schedule. Honda associates from HAM and Honda of Canada Mfg. play a big role in helping the start-up of the newest Honda North American auto and engine plants. At a plant dedication December 4, Honda Motor Co. President Hiroyuki Yoshino announces a plant capacity increase to 150,000 vehicles and engines from 120,000 units originally planned.
- The Honda ACCORD is named to *Car and Driver* magazine's 20th anniversary 10 Best Cars list (January 2002 issue released in December 2001). Joining the ACCORD are the Acura RSX and Honda S2000 models. Honda is the only auto brand to appear on all 20 of the 10 Best lists. The ACCORD is on all but four of them – more than any other vehicle.

- The Honda ACCORD regains its title as best-selling car in the United States for 2001. The ACCORD held the title from 1989 to 1991, when it placed second to the Ford Taurus. Between 1996 and the present, it vied for second place with the Taurus behind the Toyota Camry. The Honda CIVIC maintains its number one position in the compact car segment for the fifth consecutive year, while the Acura 3.2 TL is first in the mid-luxury category.

## 2000

- Production of the redesigned, second-generation 2001 Acura CL COUPE begins at Marysville Auto Plant on Jan. 31. The CL joins the Acura TL at the Marysville Auto Plant, making it the manufacturing headquarters for Acura cars in the U.S. Powered by a 3.2-liter V6 engine built at the Anna Engine Plant, the new CL soon wins praise from auto analysts and writers and boosts sales 40 percent over the previous year.
- HAM announces Feb. 1 a \$24.5 million expansion at the Anna Engine Plant to increase crankshaft capacity. The 38,000-square-foot addition will be built next to the existing crankshaft production. The additional crankshafts will be used in the production of popular V6 engines that go into a variety of Honda vehicles, including the Honda Accord Sedan and Coupe; Acura TL luxury sedan; the Acura CL luxury coupe; and the Odyssey minivan manufactured at Honda of Canada Mfg. Construction will begin in March and be completed in December 2000.
- In a move designed to place engine assembly as close to the point of installation in the product as possible, six-cylinder VALKYRIE motorcycle engine assembly is transferred from the Anna Engine Plant to the Marysville Motorcycle Plant on February 2. Gold Wing engine assembly of 75,000 engines per year starts later in the year. At full capacity, the new assembly line can produce 230 engines/day.
- Acura ranks first and Honda seventh among nameplates in the Initial Quality Study (IQS) released May 4 by independent research firm J.D. Power & Associates. The Acura TL is the highest-ranked car produced in North America and ties for first in its car segment. The Honda CIVIC retains its fourth position in its segment while the Honda ACCORD improves its class position to fourth from fifth.
- *Rider Magazine* names the Gold Wing SE built at the Marysville Motorcycle Plant its Top Luxury Touring Motorcycle in its annual Top 10 Motorcycles list.
- Ohio Governor Bob Taft presents Honda of America Mfg. with the Award of Excellence in Exporting from the Ohio Department of Development on June 13.
- Honda of America Mfg. (HAM) produces its two-millionth Civic July 10 at the East Liberty Auto Plant. The first Ohio-built Civic was manufactured at the Marysville Auto Plant on July 24, 1986. The best-selling small car in the U.S. since 1996, Honda has sold more than 5.5 million Civics in the United States since 1973. The Civic coupe and the Civic GX dedicated natural gas vehicle are made exclusively at ELP, along with sedan models. In addition, nearly all engines for Civics made at ELP and Honda of Canada Mfg. are produced at HAM's Anna Engine Plant.
- The Anna Engine Plant celebrates the 15th anniversary of the production of its first engine – a 6-cylinder Gold Wing GL 1200 model on July 22, 1985.

- On Aug. 15, associates at the East Liberty Auto Plant begin producing the all-new 2001 Honda CIVIC – Honda’s best-selling car -- as part of a “simultaneous launch” at Honda plants in 12 countries around the world. The car meets 5-Star Safety Rating qualifications and increases quality levels to zero gap tolerances. The engine is produced at the Anna Engine Plant.
- As part of Honda’s worldwide Innovation Project, East Liberty Auto Plant associates launch a new manufacturing system to build the new Honda CIVIC. Significant parts of the new system include reprogrammable robots to create the white body unit in Weld and a standardized Five-Zone Layout in Assembly. The changes gives increased flexibility and quicker response to market demands.
- In the first major model change of Honda’s largest motorcycle since 1988, Marysville Motorcycle Plant associates raised the industry standard with the introduction of the all-new 2001 Honda GOLD WING GL 1800 on Oct. 10. More powerful and refined, the new Gold Wing is designed to attract motorcycle enthusiasts with a more athletic, sporty ride while retaining all the luxury amenities traditionally associated with the Gold Wing experience.
- A FourTrax RANCHER 350 is the 1 millionth all-terrain vehicle built at the Marysville Motorcycle Plant on Oct. 12. Following on the heels of the launch of the new 2001 Honda GOLD WING motorcycle, this milestone comes only 11 years after ATV production started at the plant in 1989.
- On Oct. 23, *Motor Trend* magazine announces the selection of the Acura MDX as the 2001 Sport/Utility of the Year. The MDX features a 3.5L SOHC V-6, five speed automatic transmission built at the Anna Engine Plant.
- The 2001 Honda ACCORD is named to *Car and Driver* magazine’s Top 10 list along with the Honda S2000 sports car.
- The entire 2001 Honda CIVIC lineup receives the Japanese auto media’s prestigious “Car of the Year” award.

## **1999**

- HAM is named to *Fortune* magazine's "100 Best Places to Work For in America" list for the second consecutive year, based on confidential surveys of HAM associate as well as documentation on policies, compensation, benefits and programs provided by the company. HAM is the only automaker on the list published in the January 11, 1999 issue.
- HAM makes its Internet debut Jan. 1 with its Web site, [www.ohio.honda.com](http://www.ohio.honda.com). The site includes general information on HAM history, plant operations, community involvement, environmental activities, employment opportunities and special events.
- All four HAM plants achieve ISO 14001 registration for their environmental management systems Jan. 29. This makes HAM an auto industry leader at implementing such a system under guidelines of the International Organization for Standardization in Geneva.

- Testing of the first car-sharing system using "smart card" technology in the U.S. begins at the University of California's Davis Institute of Transportation Studies Feb. 2. The system features 12 natural gas-powered CIVIC GX sedans built at the East Liberty Auto Plant.
- *IntelliChoice* names Honda vehicles in five categories for "Best Overall Value of the Year" awards for 1999. Award winners include: CIVIC DX Sedan as Best car Value under \$20,000; CIVIC CX/DX/HX Coupe, Sedan and Hatchback models as Best Subcompact under \$14,000; CIVIC LX/EX Coupe and Sedan models as Best Subcompact over \$14,000; the ACCORD DX/LX Coupe and Sedan models Best Midsize under \$19,500; and ACCORD EX Sedan as Best Midsize over \$19,500.
- America's widely respected TV auto magazine show, *MotorWeek*, gives its 1999 Driver's Choice award to the all-new Honda ODYSSEY as Best Minivan. The ODYSSEY is powered by a 3.5 V6 engine built at the Anna Engine Plant.
- The Honda ACCORD appears on *Car and Driver* magazine's "10 Best" list for the 13th time. Honda products have been named to the list 30 times, more than any other nameplate. According to magazine editors, the '99 ACCORD was recognized because of its "relentless refinement since its debut more than 20 years ago," including drivetrain excellence and a roomier interior.
- The American Council for an Energy-Efficient Economy ranks the Honda CIVIC GX the most energy-efficient internal combustion car on its 1999 Green Guide to Cars & Trucks. The CIVIC GX places fourth overall after three electric vehicles.
- The ACURA 3.2TL receives praise from *Automobile* magazine writers (March 1999): "[this] is another near-perfect sedan. It's not a car for a short driving adventure, it's a car you want to live with. This car is destined to be legendary."
- *Motor Trend* magazine editors write: "The best Japanese-branded automobile made in the United States may well be the all-new '99 ACURA 3.2TL. [It features] conservative-but-stylish bodywork will remain tastefully attractive for years" (March 1999).
- HAM's four plants receive ISO 9002 certification for its quality management system on March 19. This globally recognized designation is under the auspices of the International Standards Organization based in Geneva.
- Readers select the Honda CIVIC as the "Best Entry-Level Car" in *Automobile* magazine's second annual Readers' Choice All-Stars competition.
- In the "Best of the Best: Top picks for 1999," *Consumer Reports* gives the award in the Green Vehicle category to the Honda CIVIC. "You'll be impressed with the Civic's excellent gas mileage and emissions-reducing engine technology," editors write.
- The Honda CIVIC earns the honor of "Best passenger Car Value and Best Overall Car Value among all used cars according to vehicle studies conducted by IntelliChoice Inc., an independent research firm. This marks the second time in three years that the CIVIC receives these honors. The award is based on

calculating the relationship of the purchase price and the total five-year cost to own and operate a vehicle in order to determine its value.

- Automotive Lease Guide (July 19, 1999) announces its inaugural Residual Value Awards, including the Honda ACCORD in the midsize car class; the Acura TL in the near luxury car class; and the Honda ODYSSEY in the mini van category. The award honors automobiles that are predicted to retain the highest percentage of their original price.
- Reviewing ATVs for the year 2000, *ATV 4-Wheel Action* magazine names the FourTrax 400EX its "ATV of the Decade" in its August issue.
- The 2000 Honda ACCORD EX and CIVIC GX are certified as SULEV (Super Ultra Low Emissions Vehicle) cars by the California Air Resources Board. The CIVIC GX also receives a "Clean Air Award" from California's South Coast Air Quality Management District.
- Honda of America Mfg. marks the 20th anniversary of the start of operations at the Marysville Motorcycle Plant Sept. 10, 1979.
- The Marysville Motorcycle Plant launches the new FourTrax 350 RANCHER ATV Sept. 20. It is available in 2-wheel and 4-wheel drive versions with either manual or electric shift.
- The East Liberty Auto Plant (ELP) marks its tenth anniversary of operations. The plant started mass production with the Civic Sedan on Dec. 18, 1989. ELP is still home of the Sedan, but also is the exclusive manufacturer of the Honda CIVIC Coupe and ACURA CL. Daily production is 950 units.
- As the year ends in December, HAM passes a milestone: the production at the Marysville Auto Plant of the 5 millionth HAM-built Honda ACCORD. The first ACCORD was built on Nov. 1, 1982.

## **1998**

- Koki Hirashima becomes president and CEO of Honda of America Mfg. replacing Takeo Fukui.
- *Car and Driver* magazine names 1998 ACCORD to its annual "10 Best" list, its 12th appearance on this coveted list, the most for any single model.
- The FOURTRAX FOREMAN 450ES is named "ATV of the Year" by *ATV* magazine, the premier all-terrain vehicle magazine.
- Acura Division debuts TL-X concept car at North American International Car Show in January. The TL-X previews the new Acura TL to be built at the Marysville Auto Plant as a 1999 model. It is the second Acura model to be manufactured exclusively at HAM.
- Honda Motor Co. Executive Vice President and former HAM President Hiroyuki Yoshino receives a Distinguished Service Citation from the Automotive Hall of Fame

Feb. 1. Yoshino was honored for his lifetime work in the development and production of automobiles with increased fuel economy and reduced emissions.

- *Consumer Digest* magazine names the 1998 ACCORD the "Best Buy Family Car."
- The 1998 CIVIC and ACCORD models receive a "recommended" rating by *Consumer Guide*.
- *Sports Compact Car* magazine names the HAM-built CIVIC Coupe one of "Eight Great Rides for 1998."
- *Intellichoice* awards "Best Overall Value of the Year" honors to the ACCORD in the mid-size under \$20,000 category and the CIVIC in the small car category. The awards are based on the real cost of car and truck ownership relative to the purchase price and anticipated five-year cost of ownership.
- *MotorWeek*, the leading automotive magazine aired on PBS stations across America, names ACCORD "Family Car of the Year."
- Canadian publication *Motoring '98* calls the 1998 ACCORD Coupe the "Best New Sports Coupe."
- *World of Wheels*, a Canadian magazine, presents the 1998 ACCORD with its Webster Award as the "Most Desirable Vehicle in Canada."
- The East Liberty Auto Plant achieves production of 950 units per day -- the highest capacity and production of any single line in any Honda plant in North America.
- The 1998 CIVIC receives the "Best Buy Award" from *Car Guide* magazine.
- *Fortune* magazine names the Honda MV-99 minivan and the Acura TL-X concept vehicles among the "Top Ten Cars for 1999."
- HAM introduces its Matching Gifts Program on April 1 to recognize associate support of higher education and cultural enrichment. The program matches associate donations 50 cents on the dollar to eligible organizations.
- Along with the introduction of the Matching Gifts Program, HAM expands the Honda Hero Volunteer Program to include spouse volunteer hours for Dollars for Doers grants.
- HAM continues its environmental leadership with the launch of the first mass-produced, fully-dedicated natural gas powered passenger car, the CIVIC GX, at the East Liberty Auto Plant April 8.
- The 1.6-liter VTEC-E four-cylinder engine powering the 1998 CIVIC GX natural gas vehicle is the cleanest internal combustion engine ever made and is built only at the Anna Engine Plant. The GX shatters the stringent ultra-low emission vehicle standard established by the California Air Resources Board with just one-tenth the hydrocarbon emissions of the ULEV standard. It also reduces greenhouse gas emissions by more than 20 percent (almost zero emissions) while retaining superior fuel economy and performance.

- The first Honda CIVIC GX, powered by natural gas and built on the same production line with gasoline-fueled CIVICS at the East Liberty Auto Plant, is sold to the Ohio Environmental Protection Agency in April.
- The CIVIC GX, built exclusively at the East Liberty Auto Plant, is among the "12 Greenest Vehicles in 1998" listed in the *Green Guide to Cars and Trucks* released by the American Council for an Energy Efficient Economy. The Honda CIVIC and CIVIC HX models also appeared in the "Best of 1998" listings of the greenest models by vehicle class.
- Koki Hirashima is named president of Honda of America Mfg., replacing Takeo Fukui who returns to Japan.
- Honda's ACCORD and CIVIC 1998 models are the first gasoline-fueled vehicles to receive Clean Fuel Fleet Vehicle certification from the Environmental Protection Agency under the revised Federal Clean Air Act. They join the new natural gas-fueled 1998 Civic GX.
- *Automobile* magazine names the Honda ACCORD as having the best ergonomics on its 1998 All Star list.
- More than 13,000 motorcyclists and guests attend the 10th annual Honda HomeComing at the Marysville Motorcycle Plant. The Ride for Kids event, held in conjunction with HomeComing, raises a record \$110,635 for the Pediatric Brain Tumor Foundation in the United States.
- Mass production of HAM's second exclusive Acura product, the TL Sedan, starts at the Marysville Auto Plant August 3. The Acura TL, the first Acura product built at the Marysville Auto Plant, joins its sister car, the Acura CL Coupe, built at the East Liberty Auto Plant.
- The new Acura TL is powered by a 3.2 liter V6-VTEC engine manufactured exclusively at the Anna Engine Plant. The 225 hp engine is paired with a four-speed automatic transmission manufactured at Honda Transmission Mfg. in Russells Point, Ohio.
- The HAM-built VALKYRIE cruiser motorcycle is named "King of the Cruisers" by *Motorcycle Cruiser* magazine (August 1998).
- *Motorcyclist* magazine awards the VALKYRIE motorcycle the title of Best Heavyweight Cruiser in its "Best of Motorcycling" section (August 1998). The Gold Wing SE remains their pick for Best Touring Bike.
- HAM sets a company record and tops its 1999 United Way goal by almost \$90,000 during its September campaign. More than 60 of Ohio's 88 counties, and 22 counties in 13 other states, will receive \$1,589,508 contributed by associates along with 50 cents (up from .40 cents) on the dollar matching funds from the company. The total sets a company record and exceeds the campaign goal of \$1.5 million. Associates contribute more than \$1 million for the first time.

- HAM associates receive the largest bonus sharing check in the companies' history -- an average of \$4,519. The amount reflects the continuing growth and importance of HAM's contribution to the worldwide Honda Motor Co. organization and competitiveness.
- The Marysville Motorcycle Plant's Paint Department receives an award from the Ohio Environmental Protection Agency (EPA) for outstanding achievement in pollution prevention on Nov. 17. The award recognizes HAM's installation and use of powder coat paint technology instead of solvent-borne paints to paint its motorcycle and sport utility vehicle frames and gas tanks. This process reduces air emissions and eliminates the need for solvents.
- Associates at the Marysville Motorcycle Plant start mass production of the VALKYRIE Interstate motorcycle on Nov. 19 featuring classic 1950s retro-styling with twin headlight design and ample chrome trim.
- The state of New York purchases 50 Honda CIVIC GX natural gas-powered cars from Bay Ridge Honda in Brooklyn for its alternate-fuel fleet Dec. 3. The purchase followed a pilot evaluation by New York Department of Transportation employees who cited good performance, lower overall maintenance costs and ultra low emission levels as reasons for making the purchase.
- The all-new ACURA 3.2TL receives two additional awards: the American Automobile Association's "Top Car" award in the \$25,000-30,000 category, and the Consumers Digest's "Best Buy" designation in the luxury car category.
- The ACURA 3.2TL is voted the favorite new car of the current model year by the Automobile Journalists Association of Canada (AJAC). AJAC also named the TL the best new sports sedan in December 1998. The Honda ODYSSEY minivan was presented the "Truck of the Year" award.
- American Honda Motor Co. records its most successful year ever selling more than 1 million cars in the U.S. for the first time. The Honda ACCORD completes a decade as the best-selling car in America to individual retail customers. The Honda CIVIC is the best-selling subcompact car in the U.S. for the third consecutive year.

## **1997**

- Honda Transmission Mfg., formerly Bellemar Parts Industries, at Russells Point, Ohio, is established Jan. 1 as the exclusive automatic transmission producer for Honda auto plants in North America.
- The Marysville Motorcycle Plant begins production of the new TRX FourTrax RECON 250 on Jan. 23.
- *Industry Week* magazine names the CIVIC Continuously Variable Transmission (CVT) one of the "25 Technologies of the Year."
- Production of the SHADOW AMERICAN CLASSIC EDITION TOURER motorcycle starts at the Marysville Motorcycle Plant on Feb. 17, further expanding the cruiser model range for motorcycle customers.

- HAM-built 1997 CIVIC HX tops the U.S. EPA fuel economy ratings for 4-cylinder autos and is the only automatic transmission car in the EPA top ten most fuel efficient vehicles.
- American Honda announces May 5 the construction of a new Honda manufacturing plant in Timmonsville, South Carolina. Honda of South Carolina Mfg. (HSC) will build all-terrain vehicles (ATVs) starting in summer 1998. ATV production will be transferred from HAM's Marysville Motorcycle Plant to HSC, freeing Marysville to manufacture additional motorcycle models.
- J.D. Power & Associates names the Marysville Auto Plant the best plant in the world for quality based on their 1997 Initial Quality Study.
- *Motorcyclist* magazine name the VALKYRIE "Best Open Class Cruiser" and the GOLD WING "Best Full Dress Tourer."
- Marysville Auto Plant associates say farewell to the ACCORD Wagon on June 5, the first Honda car designed, engineered and manufactured in the U.S., after seven years of production. Due to strong demand for Wagons in Japan and declining Wagon sales in the U.S., production of the 1998 Accord Wagon moves to Honda's Sayama Plant in Japan.
- Honda breaks ground June 9 for the new ATV plant, Honda of South Carolina Mfg. in Timmonsville, South Carolina.
- East Liberty Auto Plant associates celebrate the production of their 1 millionth car, an Acura 2.2CL on June 10.
- *Rider* magazine names the Honda VALKYRIE TOURER "Bike of the Year" and awards the Honda GOLD WING GL1500 SE "Best Luxury Touring Motorcycle."
- The largest crowd ever -- more than 9,000 motorcycle enthusiasts -- attend the 1997 Honda HomeComing event at the Marysville Motorcycle Plant. Participants contribute a record \$84,550 to Ride for Kids for the Pediatric Brain Tumor Foundation of the U.S.
- The ACCORD is named best in class in the 1997 Customer Satisfaction Study by J.D. Power & Associates.
- Anna Engine Plant begins export of its exclusive V6 engine back to Japan for assembly into the Honda ODYSSEY minivan for sale in Japan.
- In the most complex model change ever accomplished in the U.S. auto industry, Marysville Auto Plant associates introduce the all-new 1998 ACCORD.
  - This "mother-line-less" launch of the unique new wide-body ACCORD marks the first time HAM has launched an ACCORD first in the U.S. without prior production or parts back-up in Japan.
  - This full-model change was accomplished without plant shutdown or layoffs, and ramp-up to full production of 1,750 units a day is completed in only 20 days, a U.S. industry record.

- On Sept. 4, the ACCORD becomes the first car to receive certification as an ultra-low emissions vehicle (ULEV) from the California Air Resources Board. It features a 2.3 liter engine built at the Anna Engine Plant.
- East Liberty Auto Plant associates build their 1 millionth CIVIC Oct. 6.
- For the third consecutive year, HAM associates contribute more than \$1 million to United Way. Associates designate a record \$1.3 million for 75 counties in Ohio and 14 counties in other states.
- Anna Engine Plant associates produce their 5 millionth engine Oct. 23, a 1998 ACCORD 2.3 liter ULEV engine.
- Honda announces the production of its 100 millionth motorcycle, a SUPER CUB, at the Kumamoto Plant in Japan. HAM contributed 1.2 million GOLD WING, SHADOW, VALKYRIE and other models to that total. Exports from Marysville exceeded more than 210,000 units during this period. American Honda sold more than 17 million of those 100 million motorcycles.
- Production of the new SHADOW AERO motorcycle begins Oct. 21 at the Marysville Motorcycle Plant, a retro-style cruiser with design cues from the 1940s.
- *Motorcycle Cruiser* magazine names the SHADOW ACE TOURER its first "Cruiser of the Year."
- The FOURTRAX 450 FOREMAN all-terrain vehicle is introduced at the Marysville Motorcycle Plant Nov. 5. The ES (electric shift) version gives riders the option of automatic shifting and manual transmission control.
- The average Bonus Sharing check for production associates is \$4,306 paid in November -- the highest in HAM history. HAM is the only U.S. automaker to pay a profit sharing bonus to production associates every year since 1986.
- The People's Republic of China becomes the newest export country for ACCORDs built at the Marysville Auto Plant, making a total of more than 65 countries receiving HAM-built products.
- Honda announces production expansion at the East Liberty and Marysville Auto Plants totaling 40,000 units by 2001, bringing total HAM auto production capacity to 680,000 units a year. The additional units will be achieved through further process refinements and efficiencies.
- HAM named to the "100 Best Companies To Work For In America" list featured in *Fortune* magazine. HAM is the only automaker on the list.
- Strong Arm Wrestlers NH-Circle team from the Anna Engine Plant receives the Governor's Cup in the Large Plant Division at the Ohio Manufacturers' Association annual Case Studies in Team Excellence competition in December. Three of the four teams in the final round in the Large Division are from HAM. A team from HAM supplier, Findlex Corp., wins the Small Plant Division.

- HAM sets record-level auto production for calendar 1997, up 2 percent to 648,268 units.
- Driven by strong sales of HAM-built ACCORD and CIVIC models, American Honda annual sales jump 11.8 percent over 1996 to 940,386 units, breaking the previous record of 854,879 set in 1990.
- ACCORD repeats as the best-selling car in the U.S. in 1997 to retail customers for the ninth straight year, according to R.L. Polk registrations.

## **1996**

- Takeo Fukui becomes president and CEO of Honda of America Mfg. replacing Takeshi Yamada.
- The new VALKYRIE custom power cruiser motorcycle is unveiled at the Chicago Motorcycle Show. Based on the Gold Wing GL1500, the new VALKYRIE begins production at the Marysville Motorcycle Plant in April 1996. The Anna Engine Plant will supply the 1520cc 6-cylinder engines.
- *Automobile* magazine gives the "Automobile of the Year" award to the new 1996 CIVIC and awards "Technology of the Year" to the CIVIC Continuously Variable Transmission (CVT) version.
- *Car and Driver* names the Honda CIVIC to its "10 Best Cars" list.
- Production of the TRX FOREMAN 400 begins at the Marysville Motorcycle Plant. It is the first ATV to feature an in-line drivetrain that reduces friction losses and increases agility.
- The International Standards Organization (ISO) awards Anna Engine Plant its 9002 certification, a globally recognized quality assurance standard. The Anna Engine Plant is the first engine plant in North America and the sixth Honda plant worldwide to receive ISO 9002 certification.
- Mass production of the new Acura CL begins at the East Liberty Auto Plant on February 19. Built on the same production line as the CIVIC Sedan and Coupe, the new luxury sports coupe is the first Acura model to be designed, engineered and built in the United States. With its start-up, East Liberty Auto associates successfully complete their unprecedented assignment -- launch of three new models (CIVIC Sedan, CIVIC Coupe, Acura CL) and two platforms within six months.
- *Rider* magazine names the GOLD WING "Best Luxury Touring" motorcycle.
- Production of CIVIC 4-cylinder engines begins at the Anna Engine Plant for export to support production of CIVIC autos at the new Honda do Brasil plant near Sao Paulo.
- *Automobile* magazine names the ACCORD one of the "Ten Most Significant Automobiles" of the last ten years.

- *Motorcyclist* magazine names the VALKYRIE "Best Cruiser" and the GOLD WING "Best Full Dress Tourer."
- Honda's Automobile Strategy for the Americas, first announced in 1994, is expanded, increasing Honda's cumulative investment in North America to more than \$4 billion.
  - Anna Engine Plant increases annual engine production 50 percent from 750,000 to 900,000. Production of nearly all automatic transmissions (650,000 a year) in the U.S. for vehicles made in North America will be at newly established Honda Transmission Mfg. located at Russells Point, Ohio (formerly Bellemar Parts Industries).
  - An additional seven suppliers to support automatic transmission production will add 790 jobs in Ohio and Michigan while increased engine components production will add three new suppliers and generate 440 new jobs.
  - Domestic parts procurement and content levels continue to increase. The domestic content of the 1996 CIVIC is 92 percent; 1996 ACCORD, 90 percent; and the new Acura CL, 91 percent.
- Takeo Fukui is named president of Honda of America Mfg. replacing Takeshi Yamada who returns to Japan.
- The 1 millionth vehicle built at the Marysville Motorcycle Plant-- a 1997 GOLD WING ASPENCADE -- is produced during the 8th annual Honda HomeComing July 26. The annual "Ride for Kids" event raises a record \$72,313 to benefit pediatric brain tumor research in the U.S.
- Production begins Sept. 4 at the Anna Engine Plant for the first Honda V6 engine manufactured in the U.S. The smallest, lightest and most powerful engine in its class, this all-new high-tech LEV V6 is built exclusively at the Anna Engine Plant.
- For the second consecutive year, HAM associates contribute more than \$1 million to local United Way organizations in the counties of their choice; associate and matching company funds total \$1,196,455 (10 percent above the 1996 total of \$1.07 million) to 75 Ohio counties and 16 counties in other states.
- The Honda Hero volunteer program marks its first anniversary with more than 1,000 HAM associates involved in community organizations and projects.
- American Honda is the leading exporter of automobiles from the U.S. for the third consecutive year. The ACCORD and CIVIC are the #1 and #2 U.S.-built export cars.
- Production of the new VALKYRIE TOURER motorcycle starts at the Marysville Motorcycle Plant.
- Marking the growing importance of HAM in Honda's worldwide organization, HAM hosts the first Honda NH-Circle World Convention to be held outside Japan. More than 300 circle members and advisors from 16 countries attend as well as Honda Motor Co. President and CEO Nobuhiko Kawamoto and most of the Board of Directors.
- HAM's 5 millionth car built at Marysville Auto Plant on Nov. 14, a 1997 ACCORD EX Sedan.

- *Family Circle* magazine names the Honda ACCORD its "Family Sedan of the Year."
- The ACCORD was the number one selling car to retail customers for the 8th consecutive year, beating Ford Taurus by 2-to-1 according to R.L. Polk.

## **1995**

- Acura debuts the CL-X Coupe at the North American International Auto Show in Detroit. This U.S.-developed concept car previews the new Acura CL, designed in the U.S. for exclusive production at HAM's East Liberty Auto Plant.
- Start of a \$200 million expansion for the addition of a new V6 engine at the Anna Engine Plant. The 175,000-square foot addition is slated for completion in February 1996 with V6 engine production beginning in September 1996. The addition will house a new production line to accommodate 4- and 6-cylinder engines, raising the plant's capacity to 750,000 engine and drivetrain units per year -- more than 30 percent of Honda's worldwide drivetrain capacity. The all-new V6 engine will power the new Acura CL Coupe built at HAM's East Liberty Auto Plant as well as the new Honda minivan to be built at Honda of Canada Mfg. in 1998.
- The California Air Resources Board certifies a prototype Honda ACCORD engine as meeting its ultra-low emissions vehicle (ULEV) exhaust level requirements.
- HAM receives Ohio's Exporter of the Year Award from Gov. George Voinovich in May for exporting more than 105,500 cars to 38 countries in 1994. In 1995, Honda exports 87,835 ACCORD and CIVIC models to a record 56 countries.
- R. L. Polk names Honda the #1 car brand in overall owner loyalty for the third consecutive year. Honda continues as #1 in import owner loyalty for the 16th consecutive year.
- The Marysville Auto Plant receives the Silver Plant Award from independent research firm J.D. Power & Associates. The award is based on responses from new car owners to its Initial Quality Study. The Gold Award goes to a Canadian plant, making Marysville Auto Plant the leading manufacturing plant in quality in the U.S.
- Anna Engine Plant celebrates its 10th anniversary of production on July 2.
- The one millionth CIVIC produced at HAM rolls off the line at the East Liberty Auto Plant Aug. 18. The export model CIVIC Coupe is bound for Germany.
- American Honda sells its 10 millionth car in the U.S. on July 17 -- a 1995 CIVIC Sedan. HAM invites the 10 millionth customer, Donna Andrews, to trade for a free new-generation 1996 CIVIC Sedan built at the East Liberty Auto Plant. She and her family come to the East Liberty Auto Plant and take delivery of the new CIVIC, driving it off the assembly line herself. Since CIVIC production began in 1972, HAM has manufactured 10 percent of cumulative CIVIC production.
- The 1996 new generation CIVIC Sedan is launched at the East Liberty Auto Plant, followed by the Coupe and export models by year's end. Featuring a more powerful 1.6-liter 16-valve four-cylinder engine built at the Anna Engine Plant, the new Civic

offers more interior space and luxury; enhanced safety features and performance; reduced noise and no price increase.

- The new 1996 CIVIC receives certification as a low emission vehicle (LEV) from the California Air Resources Board. This marks the first time a mass produced gasoline engine receives LEV certification.
- Honda's Continuously Variable Transmission (CVT) is introduced on the new 1996 Honda CIVIC -- the first time this technology has appeared on a product in the compact car category.
- The CIVIC is classified as a domestic car by the Environmental Protection Agency (EPA) with an EPA domestic content of 92 percent.
- HAM associates pledge over \$1 million to the 1996 United Way Campaign. Funds go to 66 of Ohio's 88 counties plus counties in 6 other states.
- HAM launches its Honda Hero Volunteer program to support associates in their volunteer activities for not-for-profit organizations in their communities. The Dollars for Doers program is also established where Honda Heros who volunteer at least 50 hours in a 12-month period at a qualified organization are eligible for a \$200 grant to that organization.
- Honda announces the development of a new natural gas powered CIVIC for production as a 1998 model. It will feature the cleanest ever internal combustion engine.
- HAM completes its first assignment as a lead support Americas operation as production begins on November 15 at the new Honda de Mexico auto plant near Guadalajara, Mexico.
- Japanese auto writers give the new 1996 CIVIC its prestigious "Car of the Year" award.
- Honda announces the expansion of the Honda of Canada Mfg. plant in Ontario to accommodate production of a new minivan in fall 1998. Manufacturing support and supplier parts development -- including the V6 engine -- will come from HAM.
- HAM realizes a production increase of 11 percent in 1995 from 498,710 to 552,995 cars.
- The new CIVIC leads American Honda to an overall sales gain of 1.5 percent for the year.
- The ACCORD continues as the best-selling car in the U.S. to individual retail customers for the seventh consecutive year and the Honda CIVIC becomes the best-selling small car in the U.S. for 1995 according to R.L. Polk registrations.
- Marysville Motorcycle Plant production increases 21 percent to 128,107 units from 105,716 in 1994.

## **1994**

- Takeshi Yamada becomes president and CEO of Honda of America Mfg. replacing Toyoji Yashiki.
- The ACCORD is named "Import Car of the Year" by *Motor Trend* magazine in the February 1994 issue. This is the first time the ACCORD has received this award from Motor Trend, though other Honda and Acura automobiles have won in the past.
- *Car and Driver* magazine names ACCORD one of its "10 Best Cars," the tenth year on the list.
- The ACCORD is named "Best Import Sedan" by television magazine *MotorWeek*.
- HAM increases export production of automobiles to a record 75,000 units to 30 countries, including right-hand-drive models to the United Kingdom, Australia and Japan.
- Right-hand-drive CIVIC Coupes begin export to the United Kingdom in February, where it is praised for its "faultless build quality" by England's *CAR* magazine.
- The SHADOW American Classic Edition (ACE) becomes the newest exclusive product at the Marysville Motorcycle Plant in April. The new 1100cc cruiser reflects the classic V-twin motorcycle styling and features custom paint and decal variations.
- HAM-built FOURTRAX off-road ATV models capture a record 31% of the ATV market.
- Acura announces that it will design, develop and manufacture a new luxury car in the United States, the first luxury car produced by a Japan-based automaker in America.
- Takeshi Yamada becomes president of Honda of America Mfg., replacing Toyoji "Tom" Yashiki who returns to Japan.

### **1993**

- Honda announces that it will enter the PPG IndyCar World Series in 1994. A new subsidiary, Honda Performance Development, Inc. is established to supply engines for the new racing effort.
- HAM produces the three millionth car on January 21, a special 10th Anniversary ACCORD model to commemorate 10 years of U.S. auto production. The 10th Anniversary ACCORD Sedan debuts at the Chicago Auto Show on Feb. 4.
- HAM's two millionth engine -- a 2.2 liter ACCORD 4-cylinder -- is produced at the Anna Engine Plant on January 29.
- HAM receives the U.S. Department of Defense "Pro Patria" award for support of its associates in the National Guard and Reserves. The Pro Patria award, which is

issued annually to one company in each state, is the highest award given by the U.S. Department of Defense to civilian companies.

- Honda R&D North America breaks ground for a new research facility dedicated to Honda lawn and garden products in Swepsonville, North Carolina on February 12.
- HAM is profiled in the book entitled *The 100 Best Companies To Work For in America*. The authors praise HAM's teamwork, associate involvement and job security.
- The new generation 1994 ACCORD Sedan, Coupe and Wagon are launched at the Marysville Auto Plant. This is the most complex launch in the history of the U.S. auto industry. All three models, for both American and export markets, underwent full model changes within a six month period. This is the fifth full model change HAM associates have completed within eleven years--all without plant shutdowns or layoffs.
- The 1994 Honda ACCORD is named "Car of the Year" in Japan in December, the most prestigious award in the Japanese auto industry.
- Honda R&D North America completes the second phase of the expansion of its Ohio Center and officially moves to the new facility in Raymond, Ohio. Capital investment in the new Ohio Center now totals \$52 million.
- *Fortune* magazine names the 1994 ACCORD "Car of the Year" in the publication's 13th annual "Products of the Year" issue in December.
- The 1994 edition of *The Car Book* reported that the Honda ACCORD is "tops in resale value," retaining 81 percent of its value after four years.
- The Honda DREAM Solar car wins the third World Solar Challenge race in November in Australia with a record time of thirty-five and a half hours.
- Honda becomes "Ohio's Car Company." With increasing production at the East Liberty Auto Plant, half of all the cars made in Ohio are manufactured by HAM.

## **1992**

- Toyoji "Tom" Yashiki becomes president and CEO of Honda of America Mfg., replacing Hiroyuki Yoshino who returns to Japan.
- The CIVIC VX 3-door Hatchback is named "Design of the Year" by *Automobile* magazine in the January issue. The magazine's editors called the CIVIC VX "the definition of state-of-the-art in economy car design."
- Exports of HAM-built CIVIC and ACCORD models expand to 18 countries for 1992, including right-hand-drive versions of ACCORD Coupe and Wagon for sale in Japan, Australia and the U.K.
- *Prevention* magazine names the Marysville-built ACCORD Coupe "Import Safe Car of the Year" in February.

- Honda R&D North America opens on March 9 a \$27 million expansion of its Ohio Center facilities, including a new test center. At the same time, Honda R&D announces a new \$25 million expansion of its Ohio Center to include facilities for administration, purchasing and engineering.
- Production of ACCORD at the East Liberty Auto Plant is cancelled to introduce the all-new 1993 CIVIC Coupe on September 2, 1992. The new CIVIC is designed and developed by Honda R&D North America associates at the Los Angeles Center and the Ohio Center with production tooling developed by Honda Engineering North America in the U.S. The 1993 CIVIC Coupe becomes the third model -- joining the ACCORD Coupe and Wagon -- to be produced exclusively by Honda in North America. The new CIVIC will be exported to world markets in both left-hand-drive and right-hand-drive models.
- HAM celebrates its 10th Anniversary of automobile production in the United States in November. With more than 10,000 American associates, and production exceeding 450,000 automobiles, HAM becomes the third largest manufacturer of automobiles in the United States.
- HAM ships its 100,000th vehicle overseas since it began exporting from the United States in 1987. In all, HAM exports about 11 percent of the cars manufactured at the Marysville Auto Plant and the East Liberty Auto Plant. In 1992, HAM exported 55,850 Ohio-built cars to 18 countries, including Japan, making the ACCORD the best-selling U.S. export car and Honda the second largest exporter of automobiles from the United States.

## 1991

- HAM-built GOLD WING GL 1500 is named a "benchmark" motorcycle by *Cycle* magazine in January issue. "The Wing defines touring," said Cycle. "For 15 years, it has been the standard for touring machinery."
- HAM's one millionth engine -- a 2.2 liter ACCORD 4-cylinder -- is produced at the Anna Engine Plant on Feb. 14. The Anna Engine Plant now produces more high-tech modern engines than any other single engine plant in North America, producing 500,000 engines per year with aluminum block and head, 4 valves per cylinder, overhead cam and fuel injection.
- HAM-built GOLD WING named "Top Luxury Touring Motorcycle" by *Rider* magazine.
- The ACCORD WAGON becomes the first HAM-built car to be exported to Europe as exports to the United Kingdom and Germany begin in March. Japan exports of the Wagon began in February, and French models follow in April. The ACCORD WAGON becomes the second right-hand-drive model in mass production at the Marysville Auto Plant.
- HAM-built GOLD WING Interstate is named "Ten Best Buys" by *Motorcyclist* magazine and the GOLD WING SE is named "Benchmark Bike" by *Cycle* magazine.
- HAM's 500,000th vehicle -- the GOLD WING Aspencade -- is produced at the Marysville Motorcycle Plant on May 10.
- Demonstrating its flexibility, the East Liberty Auto Plant begins production in June of the ACCORD Sedan, a completely different platform, in addition to the CIVIC Sedan.
- Hiroyuki Yoshino, president of HAM, is recognized by *Automotive News* as an "All-Star" in the manufacturing division. The magazine said, "His Ohio plant builds the top-selling car in the United States and began shipping Accords to Europe in March."
- Soichiro Honda, Honda Motor Co. founder and supreme advisor, dies Aug. 5 in Tokyo at age 84.
- The ACCORD is named "Import Family Car" of the Year by *Family Circle* magazine in October.
- The East Liberty Auto Plant begins production of the all-new 1992 CIVIC Sedan on Oct. 1, capping a year in which the plant completed the successful start-up of second shift, introduced the ACCORD to mass production, and completed a model change to the ACCORD. No other U.S. auto plant has completed a full-model change less than two years after starting production.
- HAM announces its participation in the nationwide voluntary toxics reduction program sponsored by the U.S. EPA which calls for a 50 percent reduction in 17 specific chemicals by 1995.

- The SHADOW 1100 returns to production at the Marysville Motorcycle Plant on Nov. 1, adding a unique new custom paint program which allows the customer to select one of 24 different color and logo combinations produced at the factory.
- A Bonus Sharing payment of \$1,601 (average) is paid to HAM production associates in November, making HAM's bonus payments the highest in the U.S. auto industry for four of the last five years.
- HAM makes good on its pledge to "Keep The Team Together" by posting no layoffs or plant closings in 1991 during one of the most difficult sales periods in the U.S. auto industry.
- The ACCORD becomes the best-selling car in America for the 1991 calendar year with sales of 399,297. This is the third straight year that the ACCORD has been #1.

## 1990

- HAM-built ACCORD and CIVIC models are named to *Car and Driver* magazine's "10 Best Cars" list in the January, 1990 issue. The ACCORD is the only car named to the list nine straight years, or for every year the magazine has published its "10 Best" list. The CIVIC earns *Car and Driver* honors for the third consecutive year.
- The Honda CIVIC is named one of *Automobile* magazine's "1990 All-Stars."
- The HAM-built ACCORD is named one of the "Eight Most Significant Cars of the '80s" by *Autoweek* magazine (Jan. 1, 1990).
- Production of right-hand-drive models of the ACCORD Coupe begin at the Marysville Auto Plant in January for export to Japan. The Marysville Auto Plant becomes the first U.S. auto plant in the United States to build both right-hand-drive and left-hand-drive cars on the same production line.
- Honda Power Equipment Mfg. begins in February the export of approximately 50,000 lawn mower engines a year to Honda France Industries for use in lawn mowers sold throughout Europe, and export of 12,000 lawn mowers a year to European markets and Japan.
- A new TRX FOURTRAX 200cc model is added to exclusive production in the Marysville Motorcycle Plant in February and exports begin later in the year.
- HAM-built GOLD WING named "Top Luxury Touring Motorcycle" by *Rider* magazine.
- HAM-built GOLD WING named one of "Ten Best Motorcycles" by *Cycle World* magazine and "Best Touring Bike" by *Motorcyclist* magazine.
- In July, the Anna Engine Plant achieves capacity of 2,100 engines per day, or 500,000 per year.
- Honda R&D North America announces plans to construct 81,000 square feet of new facilities adjacent to the TRC and near 93,000 square feet of existing facilities at Marysville. The \$27 million expansion is designed to further increase Honda R&D North America's capability to design and develop Honda products for North

American markets and for export worldwide. Groundbreaking is scheduled for August 1990 with completion by the end of 1991.

- Full responsibility for CIVIC Sedan production in the U.S. is moved to the East Liberty Auto Plant effective with 1991 model production on Sept. 4, 1990.
- The ACCORD Wagon begins mass production on Nov. 20, 1990. The ACCORD Wagon becomes the first Honda automobile to be designed, engineered and manufactured exclusively in the United States. The ACCORD Wagon is exported to Japan, Europe and other countries.
- The ACCORD Sedan and Coupe are named "Best Sedan and Coupe," \$10,000 - \$17,000, by *Road & Track* in December issue.
- The Honda ACCORD is the best-selling car in America for calendar year 1990 with sales of 417,179. This is the second straight year the ACCORD has been #1.

## **1989**

- HAM-built ACCORD and CIVIC models are once again named to *Car and Driver* magazine's "10 Best Cars" list. The ACCORD is the only car named to the list eight years running. The CIVIC earns Car and Driver honors for the second consecutive year.
- Honda Engineering North America produces the first major set of stamping dies manufactured in the U.S. for a new Honda automobile. The stamping dies are used in production of the CIVIC 3-door Hatchback built at Honda of Canada Mfg. in Alliston, Ontario.
- Production of the TRX FOURTRAX 300cc utility vehicle begins in the Marysville Motorcycle Plant in June. A 4-wheel-drive version is added in July. HAM is the exclusive manufacturer of these 4-wheel utility vehicles, and exports began in the fall.
- HAM-built GOLD WING named "Best Touring Bike" by *Motorcyclist* magazine.
- Honda announces export of HAM-built autos to Korea and Israel, adding to HAM's growing list of countries receiving U.S.-built ACCORD and CIVIC models (Canada, Taiwan, Japan).
- HAM celebrates 10th Anniversary in September. In the decade since production began on Sept. 10, 1979, HAM associates have produced nearly two million motorcycles and automobiles.
- All-new 1990 ACCORD begins mass production on Sept. 14, 1989, marking the third time in seven years that HAM associates have accomplished a full model change without interruption of regular production.
- With the launch of the 2.2 liter ACCORD engine at the Anna Engine Plant, Honda becomes the first U.S. automaker to equip its entire line of automobiles with high-tech modern engines (aluminum block and head, 4 valves per cylinder, overhead cam and fuel-injection).

- The new 1990 ACCORD is named one of the "Top 10 New Car Buys" by *Motor Trend* magazine.
- At the introduction of 1990 Honda autos on September 19, American Honda Motor Co. announces the new ACCORD Wagon, which will go on sale in the fall of 1990 as a 1991 model. The ACCORD Wagon is the first Honda automobile developed solely in the United States by Honda R&D North America with production tooling by Honda Engineering North America, based in Marysville, Ohio. The ACCORD Wagon will join the ACCORD Coupe as the second model manufactured exclusively by HAM.
- Honda founder, Soichiro Honda, is inducted into the Automotive Hall of Fame in Midland, Michigan, on June 26 as its first Japanese member.
- Additional engines and components enter production at the Anna Engine Plant including 2.2 liter 16-valve ACCORD engines, casting and machining of pistons and bearing caps as well as production of automatic transmissions and driveshafts.
- Production of CIVIC Sedan begins at the new East Liberty Auto Plant on Dec. 18.
- The Honda ACCORD is the best-selling car in America for the calendar year 1989 with sales of 362,707 units --the first time a non-Big Three car has captured the title.

## **1988**

- Hiroyuki Yoshino becomes president and CEO of Honda of America Mfg. replacing Shoichiro Irimajiri.
- The Honda ACCORD is again named one of "10 Best Cars" by *Car and Driver* magazine in the January issue, an award it was first given in 1982 as an import car and continued through 1983, 1984, 1985, 1986, 1987 and 1988 as a domestic model produced in Marysville, Ohio. In the 1988 list, five of the 10 cars listed are manufactured by Honda, including the HAM-produced CIVIC as well as the ACCORD.
- In January, HAM produces the first ACCORD Coupe for export to Japan. The first cars go on sale in Japan in April. A total of 5,385 ACCORD Coupes were sold and registered in Japan in 1988, making Honda the number one exporter of U.S.-built cars to Japan, exceeding Ford, General Motors and Chrysler.
- New HAM-built GOLD WING GL1500 named "Motorcycle of the Year" by *Motorcyclist* magazine.
- HAM begins exporting U.S.-made GOLD WING motorcycles to Japan in March. Already exported to 14 other countries, GOLD WING sales in Japan reached 500 units in 1988.
- Honda breaks ground for the new East Liberty Auto Plant.

- Honda of America produces its 1,000,000th vehicle, a 1988 CIVIC Sedan, on April 8. The car is powered by a 16-valve 4-cylinder OHC fuel-injected engine manufactured at the Anna Engine Plant.
- Hiroyuki Yoshino becomes president of Honda of America Mfg., replacing Shoichiro Irimajiri who returns to Japan.
- Mass production of ACCORD and CIVIC front and rear suspension and brake components, including front disc and rear disc and drum brakes, begins at the Anna Engine Plant in November.
- Cylinder head production for the CIVIC engine begins at the Anna Engine Plant in November.
- Assembly of driveshafts for ACCORD begins at the Engine Plant in November.
- Takeo Fujisawa, co-founder of Honda Motor Co., dies Dec. 30 in Tokyo at age 78.
- Casting and machining of CIVIC engine cylinder sleeves begins at Engine Plant in March.

## **1987**

- In January, Honda announces plans to commence full-scale production of ACCORD and CIVIC auto engines, drivetrains, suspension and brake parts at the Anna Engine Plant. Plans call for a \$450 million investment and a projected 2,000 associates, with full-scale production of 500,000 engines in 1991.
- Honda North America, Inc. is established on March 2. Headquartered in Torrance, Calif., Honda North America will oversee the operations of Honda's 13 subsidiaries in the United States, Canada and Mexico.
- Expansion of the Anna Engine Plant begins with groundbreaking ceremonies on June 26.
- Honda cars named number one and number two in Customer Satisfaction Index (CSI) compiled by J.D. Power and Associates.
- Honda ACCORD named one of "10 Best Cars" by *Car and Driver* magazine for the sixth consecutive year.
- HAM-built GOLD WING named "Best Touring Bike" by *Cycle World* magazine.
- Honda announces plans to export U.S.-made GOLD WING motorcycles to Japan beginning in January 1988.
- Honda announces on Sept. 17 a Five-Part Strategy for establishing a self-reliant motor vehicle company in the United States. Those points include:
  - Export of 70,000 automobiles to Japan and other countries.
  - Increase in U.S.-based research and development to support design, engineering and development of new models for the American market and increased U.S. parts sourcing.

- Expansion of Honda Engineering's activities in the United States, to design and manufacture production tooling for autos, motorcycles and engines built in the U.S., including equipment for stamping, welding, injection molding and assembly automation.
  - Increase in domestic content to 75 percent.
  - Construction of a second U.S. auto plant and further expansion of engine manufacturing in Ohio.
  - The new \$380 million Auto Plant will begin operations in December 1989, employ 1,800 associates and manufacture 150,000 cars per year at full production. The \$150 million Engine Plant expansion at Anna, Ohio, will supply engines for the new Auto Plant and will employ an additional 500 associates.
- Export of HAM-built ACCORD Sedans to Taiwan begins in November.
  - Production of first U.S.-made ACCORD Coupe, designed for the U.S. market, begins December 22, making HAM the only manufacturer of the ACCORD Coupe.
  - The first HAM-built automobile, the 4-door ACCORD, built on Nov. 1, 1982, is put on permanent loan in September to the Henry Ford Museum in Dearborn, Mich., for a display on the history of the automobile in America.
  - The Honda ACCORD becomes the third most popular auto in the United States.

## **1986**

- Honda ACCORD named one of "10 Best Cars" by *Car and Driver* magazine for the fifth consecutive year.
- \$10 million renovation of Marysville Motorcycle Plant begins in February.
- Honda launches Acura Division in U.S. with new LEGEND and INTEGRA models.
- Operations begin at new Plastics Department bumper expansion on April 24, thereby increasing bumper production capacity to supply increased production at Marysville Auto Plant and new Honda of Canada Auto Plant near Alliston, Ontario.
- Expansion of Marysville Auto Plant to 2.2 million square feet is completed, permitting production capacity to reach 320,000 cars in 1987 and 360,000 ACCORDs and CIVICs in 1988.
- Production of first U.S.-made CIVIC Sedan begins on July 24 at Marysville Auto Plant.
- Honda named number one in Customer Satisfaction Index (CSI) compiled by J.D. Power and Associates.
- HAM-built GOLD WING named "Best Touring Bike" by *Cycle World* magazine.
- Production of the first Honda auto engine built in the U.S., the 1.5 liter CIVIC 4-cylinder engine, begins on Sept. 23 at the Anna Engine Plant.

- Honda of America produces its 500,000th vehicle, a 1987 ACCORD LXi.
- Honda of Canada Mfg., Inc. begins auto production on Nov. 3 with ACCORD.
- The ACCORD becomes the fifth best selling auto in the United States.

1985

- Honda Engineering U.S. operations established in May at the Marysville Auto Plant site.
- Honda ACCORD named one of "10 Best Cars" by *Car and Driver* magazine for the fourth consecutive year.
- Honda Research and Development branch in Ohio begins expanded operations at separate Marysville site.
- Honda announces \$40 million expansion of the Engine Plant to produce auto engines for the 1.5 liter CIVIC in the fall of 1986.
- Production of first American-made Honda engine, the GL1200 for the GOLD Wing motorcycle line, begins on July 22 at the new Anna Engine Plant.
- Associates at Marysville Auto Plant accomplish first-ever rolling major model change in U.S. auto industry for all-new 1986 ACCORD, without plant shutdown or layoffs common to the auto industry, while engaged in the most complex plant expansion project in Honda's history.
- A 1986 ACCORD 3-door Hatchback is the first car built on the newly constructed Line Two at Marysville Auto Plant on Dec. 13.
- HAM becomes fourth largest manufacturer of automobiles in the U.S.

**1984**

- Shoichiro Irimajiri becomes president and CEO of Honda of America Mfg. replacing Kazuo Nakagawa.
- Honda announces \$240 million expansion of Marysville Auto plant, to produce CIVIC Sedan in 1986.
- Plans unveiled for a \$30 million Engine Plant at Anna, Ohio. Honda says that if the manufacture of motorcycle engines proves successful, it will manufacture auto engines at the Anna plant.
- Plans announced for a \$42 million Plastics Department bumper expansion at HAM's Marysville site.
- Shoichiro Irimajiri becomes president of Honda of America Mfg., replacing Kazuo Nakagawa who returns to Japan

- Honda Power Equipment Mfg., Inc. begins production of power lawn mowers Aug. 15 at a new plant in Swepsonville, North Carolina.
- Honda ACCORD named one of "10 Best Cars" by *Car and Driver* magazine for the third consecutive year.
- American operations of Honda Research and Development established in Torrance, Calif., in September.

### **1983**

- Honda ACCORD named one of "10 Best Cars" by *Car and Driver* magazine for the second consecutive year.
- Honda becomes sixth largest manufacturer of automobiles in the United States.
- Honda ACCORD named one of "12 Best Enthusiast Cars" by *Road & Track* magazine.

### **1982**

- Production begins at the Marysville Auto Plant on Nov. 1.
- Honda ACCORD is named one of the "10 Best Cars" by *Car and Driver* magazine.

### **1980**

- Honda announces plans on Jan. 11 to construct a \$250 million Auto Plant of one million square feet next to the Motorcycle Plant in Marysville.
- Production of the GOLD WING motorcycle is transferred from Japan to the Marysville Motorcycle Plant in May, marking the first of many exclusive products to be made at HAM.

### **1979**

- Production begins at Honda's Marysville Motorcycle Plant on Sept. 10. The CR250R motocross model is the first model manufactured.

### **1978**

- Ohio Governor James A. Rhodes and Honda of America Mfg. President Kazuo Nakagawa break ground for the Marysville Motorcycle Plant in a ceremony on April 3.

### **1977**

- On Oct. 11, Honda announces plans to construct a \$35 million Motorcycle Plant in Marysville, Ohio. The company says that if the Motorcycle Plant proves successful, it will construct an automobile manufacturing plant on that site.

### **1976**

- Honda ACCORD introduced to the United States.

### **1975**

- Honda CIVIC with CVCC engine becomes first automobile to comply with 1975 U.S. Clean Air Act.

## **1974**

- Honda creates the luxury touring motorcycle with the introduction of the GL1000 GOLD WING. A water-cooled, overhead cam, opposed four-cylinder model, it is the largest motorcycle ever made in Japan.

## **1973**

- Honda founder, Soichiro Honda, retires as president of Honda Motor Co., Ltd.
- CIVIC model with CVCC engine introduced in the United States. Named *Road Test* magazine's "Import Car of the Year."

## **1971**

- Honda develops the revolutionary CVCC engine (Compound Vortex Controlled Combustion) which does not require a catalytic converter to pass U.S. "clean air" statutes effective in 1975.

## **1970**

- Honda introduces its first car to the United States, the N600 Sedan.

## **1969**

- Honda pioneers the modern 4-cylinder motorcycle with its CB750.

## **1968**

- Honda sells one million motorcycles in the United States.

## **1965**

- In only its second year of competition, a Honda Formula One racing car wins the Mexican Grand Prix.

## **1964**

- Honda achieves leadership position in the U.S. motorcycle market in both sales volume and dollars.

## **1962**

- Honda introduces its first automobile in Japan, the S500 sports car.
- Honda stock first issued in the United States in December.

## **1961**

- Honda sweeps the 125cc and 250cc classes at the Isle of Man TT races, only two years after its initial participation, astonishing the European racing hierarchy.

## **1960**

- Honda opens its first automated assembly plant in Japan, the Suzuka Factory.

## **1959**

- Establishment of American Honda Motor Co., Inc., marking Honda's entry into the American motorcycle market.
- Honda's sales reach 55 million, making it the world's largest motorcycle manufacturer.
- Honda captures the team award in the 125cc class at England's prestigious Isle of Man TT races with the RC142 racer in its first Isle of Man appearance.

## **1958**

- Introduction of the 50cc four-stroke Honda SUPER CUB. Production reaches 3,000 a month in only six months.

## **1957**

- Honda opens first Research & Development Division in its Shirako factory.

## **1955**

- Honda becomes Japan's largest volume motorcycle manufacturer.

## **1951**

- Introduction of the 146cc DREAM motorcycle with Honda's first four-stroke engine.

## **1949**

- Honda introduces lightweight 50cc, two-cycle motorcycle.

## **1948**

- Honda Motor Co., Ltd. established.

## **1947**

- Honda introduces its first engine, a two-cycle auxiliary engine for bicycles.

## **1946**

- Honda Technical Research Institute established by Soichiro Honda.