



Media Issue Brief

ADVANCED MANUFACTURING FLEXIBILITY IN NORTH AMERICA

Honda has invested in advanced, flexible manufacturing capacity in its North American and global production facilities to more quickly and efficiently respond to changes in market demand. This flexible manufacturing system provides a competitive advantage for Honda due to the efficient utilization of global production resources and increased stability of local manufacturing operations and employment. Ultimately, it helps create value in our products for our customers.

Flexibility to Meet Customer Demand

- ◆ Honda’s North American automobile assembly plants are operating with an unprecedented level of flexibility to meet customer demand. Honda has nine North American auto assembly lines at seven plant sites, producing 16 distinct Honda and Acura models.
- ◆ All of Honda’s North American assembly lines are producing multiple vehicles on each line. By designing flexibility into each line, Honda is able to balance consumer demand with production. Additional benefits include workforce stability and efficient use of resources.
- ◆ Flexibility begins with a highly trained and involved workforce that can quickly respond to customer demand in changing market conditions. In addition to producing a variety of models, Honda associates routinely move between assembly lines as needed to meet customer demand.
- ◆ Honda is developing an increasingly flexible supply chain in the North America region, where suppliers are globally competitive in their local communities.
- ◆ In 2007, Honda was able to meet growing consumer demand for the fuel-sipping Civic by adding production of that model on the same line as the Ridgeline pickup in Alliston, Canada. Honda also moved all production of Pilot SUVs from from Alliston to Lincoln in 2007.
- ◆ In fall 2008, Honda opened its newest assembly plant, in Greensburg, Ind., to produce Civic Sedans.
- ◆ In early 2009, Honda moved production of the Ridgeline pickup from Alliston, Ontario, to Lincoln, Ala. Additionally, Accord V6 sedan began in Lincoln in July 2009. As a result, every Honda plant in North America produces global models as well as regional vehicles, increasing flexibility to meet market demand among Honda plants in North America and globally.
- ◆ In addition to the assembly plants listed below, Honda operates:
 - An engine plant in Anna, Ohio, with an annual capacity of 1.16 million units, making it Honda’s largest auto engine facility in the world. This plant was expanded in 2007 to significantly increase production of steel engine parts previously imported from Japan.
 - An engine facility in Lincoln, with capacity to produce 300,000 V6 engines a year.
 - A new engine plant adjacent to the Alliston, Ontario complex, which started producing fuel-efficient four-cylinder engines in fall 2008.
 - Automotive transmission plants in Russells Point, Ohio, and Tallapoosa, Ga.

Honda North American Auto Assembly Sites				
Plant	Associates	Investment	Capacity	Production
Marysville, Ohio	5,070	\$3.93 billion	440,000 vehicles	Accord Sedan (4-cyl and V6), Accord Coupe (4-cyls and V6), Acura TL and Acura RDX
East Liberty, Ohio	2,470	\$1 billion	240,000 vehicles	CR-V and Element
Alliston, Ontario, Canada	4,300	CDN\$2.0 billion	390,000 vehicles	Plant 1: Civic Sedan and Coupe, Civic Si Coupe and Sedan, Acura CSX

				Plant 2: Civic Sedan and Acura MDX
Lincoln, Alabama	4,500	\$1.4 billion	300,000 vehicles and V-6 engines	Line 1: Odyssey, Ridgeline Line 2: Odyssey, Pilot, V6 Accord Sedan
Greensburg, Indiana	970 (2,000 at full capacity)	\$550 million	200,000 vehicles, at full capacity	Civic Sedan, Civic GX compressed natural gas vehicle
El Salto, Jalisco, Mexico	1,010	\$96 million	50,000 autos	CR-V