



## Media Issue Brief

### VALUE TO AMERICA

Honda has a long history of high value-added contributions to the U.S. economy through investments in its U.S. manufacturing and R&D capabilities, and in its U.S. supply base. The company also makes positive contributions to society and quality of life through its pioneering efforts in improving fuel efficiency & reducing emissions, enhancing safety, and providing a consistently high level of product quality and value to its customers.

#### **Local Product Creation – U.S. Manufacturing and R&D**

- ◆ **Honda has been manufacturing automobiles in America for over 25 years<sup>1</sup>, beginning with production of the Honda Accord in Marysville, Ohio, in 1982. Today, Honda continues that commitment to its local manufacturing capabilities.**
  - Nearly 76 percent of Honda and Acura vehicles sold in the U.S. are manufactured in North America.
  - Honda now has 11 manufacturing plants in America, with two new plants under construction:
    - \$100 million plant for production of the innovative HondaJet (2010) in Greensboro, North Carolina
    - \$27 million fuel-efficient jet engine plant in Burlington, North Carolina.
  - Employment of nearly 28,000 associates in manufacturing, R&D, sales and other operations
  - U.S. capital investment of \$12.1 billion
  - 545 suppliers in 34 states provide the parts and materials to assemble Honda and Acura product in the U.S. In 2008 Honda spent more than \$17.5 billion in parts and materials purchased from its U.S. suppliers.
  
- ◆ **Honda has one of the most comprehensive U.S. product R&D programs of any international automaker.**
  - Honda's U.S. R&D operations develop new products from initial market research and concept creation to styling, design and complete platform engineering.
  - Six of 16 Honda and Acura models sold in America, and four of seven light truck models, were researched, designed and developed in America. These include innovative and trend-setting cars and light trucks such as the Acura MDX and Acura TL, and the Honda Pilot, Element (with B pillar-less side), Ridgeline truck (with in-bed trunk) and Civic Coupe and Civic Coupe Si.
  - Honda R&D Americas' Los Angeles Center and three California-based design studios are responsible for market research, concept development and styling for Honda and Acura products.

#### **Safety and Environmental Leadership**

- ◆ **Honda has been a leader in the development of new technologies that enhance automotive safety and environmental performance.**
  - Honda has led all automakers in the introduction of virtually every low emissions vehicle technology requirement, including:
    - First gasoline-powered LEV, ULEV, SULEV, and AT-PZEV vehicles introduced to U.S. consumers.
  - More than 99 percent of all Honda and Acura models sold in the U.S. in 2008 earned NHTSA's top 5-star crash safety rating in the New Car Assessment Program frontal crash test.

---

<sup>1</sup> Using domestic and globally sourced parts

- Honda has led the industry by voluntarily introducing new technologies and designs that improve compatibility between vehicles of different sizes and heights, and enhance pedestrian safety.