



living
our
values



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All photos in this report were taken prior to the COVID-19 pandemic or in accordance with local COVID-19 safety regulations. Data as of December 31, 2021.

A Message from Our President & CEO

When I came back to America in fall 2021, I found a profoundly different country from the one I departed in 2008 after my first assignment with American Honda. I had watched from afar as America experienced an awakening concerning racism and inequality and I was pleased to find the leadership of Honda in America actively engaged in addressing the call for social justice.

We believe that inclusion and diversity make us stronger and our founders structured the philosophy of our company around that belief. In that spirit, within Honda, I would like our differences to unite us and serve as a source of strength.

Honda Philosophy is based on Fundamental Beliefs that are grounded in human respect and the idea that every person should be afforded the opportunity to fulfill their life's potential. To realize that promise for society, we must make it true within our company as well.

While these words are important, what is really critical is for all of us to truly live out our values in action to make Honda a place where people want to work, a brand that people everywhere will feel proud to own our products, and a company that society will want to exist.

It can be painful to acknowledge issues that are longstanding and deeply rooted in society. **So, it is important for all of us to listen to each other and learn from one another. This is the foundation of understanding that will take us as people, and Honda as a company, to a higher place.**

This report, the first Honda has created to speak to our beliefs and actions regarding inclusion and diversity, is part of our commitment to hold ourselves accountable for putting our values into action.

I sincerely appreciate your interest in this report, in Honda, and in our progress toward becoming a more diverse and inclusive company.



Noriya Kaihara

President & CEO,
American Honda Motor Co., Inc.,
Chief Officer,
North American Regional Operations

A Message from Our Vice President of Inclusion & Diversity

In the effort to maximize the strength of diversity and create more inclusivity within Honda, in 2007, Honda established the Office of Inclusion & Diversity that I now lead.

Honda was founded with a strong respect for humanity, which naturally includes diversity. This respect is embedded in the fabric of Honda Philosophy. But it was the social awakening following the senseless deaths of a number of Black Americans that led us to renew our efforts to fulfill the Fundamental Beliefs that should guide our actions.

We committed to “living our values” through actions that strengthen our commitment to fairness, justice and equality in our own workplace and in our relationship with society.

To symbolize our determination, we adopted *Living Our Values* as the theme of this Honda Diversity Report.

Diversity is vital to the success of our company and to the development of ideas that turn into innovative approaches to our products and business activities. We need to vigilantly support this direction to foster an inclusive environment embracing people of different backgrounds, gender, race, ethnicity, sexual orientation, and disability, as well as diversity of thought.

In this report, you will learn about our renewed efforts, together with our associates, suppliers, dealers and other partners in the community, to work even harder toward inclusion and equity that will make us stronger as a nation, and as a company.

One of the ways we will measure our progress is Honda's commitment to the United Nations Sustainability Development Goals (SDGs) with a particular focus on the following SDGs: Education, Gender Equality, Decent Work and Economic Growth, Reduced Inequalities and Peace, Justice and Strong Institutions.

So, two years after the heightened attention toward issues of social injustice, we are focused on Living Our Values, not just as a response to the current social environment, but to foster a lasting direction of deliberate action to advance inclusion and diversity within Honda and achieve justice and equality for all people.



Yvette Hunsicker

Vice President, Corporate Social Responsibility and Inclusion and Diversity, American Honda Motor Co., Inc.

Our Values in Action



Honda in America

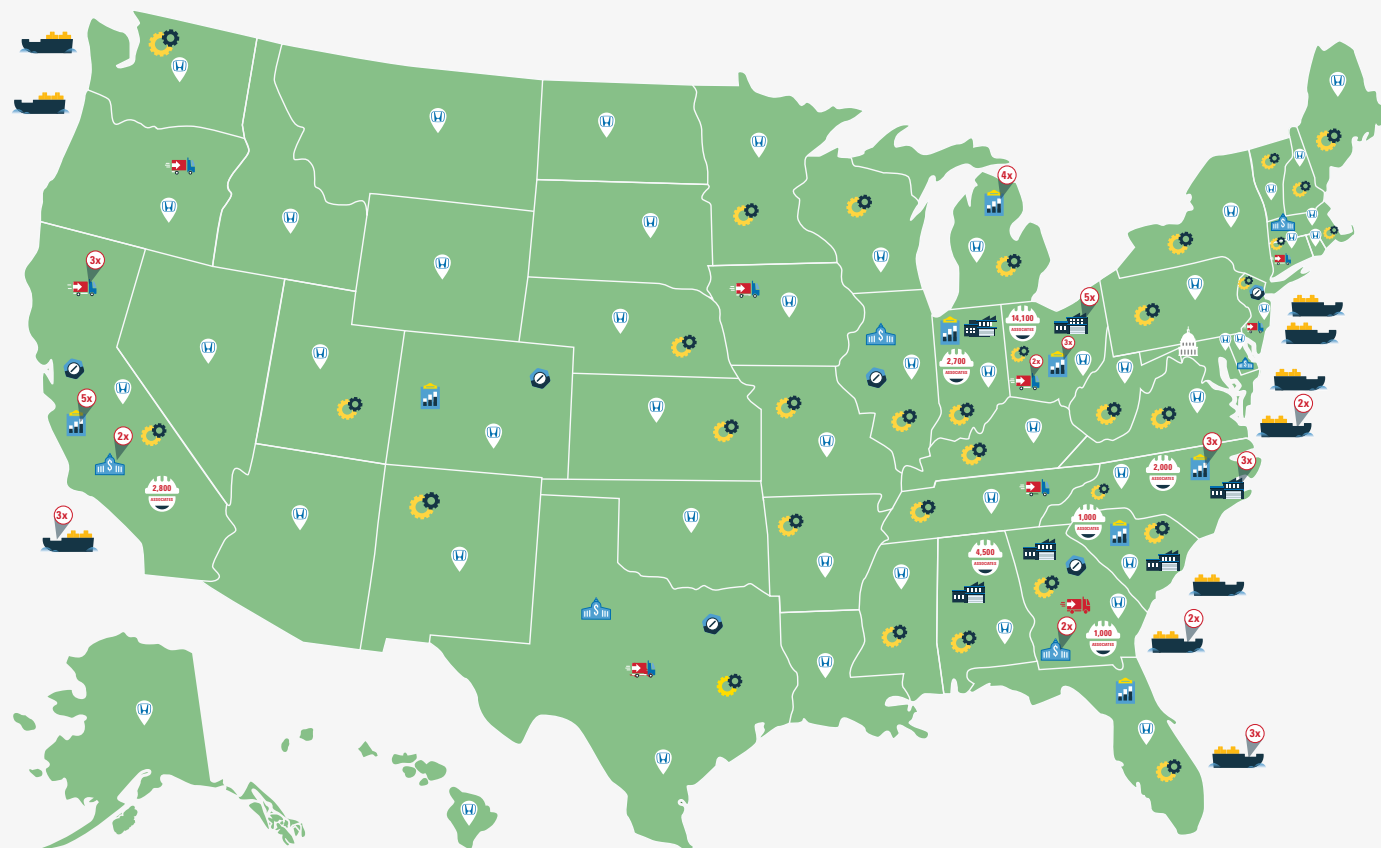
Honda established its first business operation in America in Los Angeles, California more than 60 years ago.

Company founders Soichiro Honda and Takeo Fujisawa were very deliberate in considering where to establish Honda's first overseas subsidiary. Europe and Asia, where Honda's small motorbikes would have been more readily acceptable, offered a simpler path. But in choosing America, the land of the automobile and home to many different races, religions and ethnic backgrounds, our founders selected a country very different from their own.



Co-founders Soichiro Honda and Takeo Fujisawa

Over the more than six decades of serving our customers in America, using technology to make their lives better, we have continued to invest in our operations in America and the Honda associates who develop, build and sell a diverse array of products. We have pioneered technology that has led to advances in both environmental and safety performance, for our customers and society. And, through the years, we have forged relationships with the communities where we live and work.

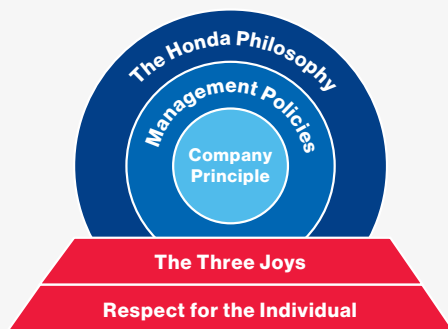


LEGEND	Manufacturing Facilities	Sales, Service, & Parts Zone Offices	Suppliers	R&D Facilities	Finance Centers	Auto, Powersports & Power Equipment Dealers	Parts Centers	Ports of Export

Guided by Our Values

The Foundation of Inclusion and Diversity in Honda Philosophy

More than half a century ago, our founders didn't use the phrase "inclusion," but their insistence on encouraging "*initiative, equality and mutual trust*" has embodied this notion from the very beginning of our company. This belief that every person should be heard and all ideas must be shared and considered is what leads to the opportunity for our associates to fulfill their life's potential.



Respect for the Individual

At its essence, Respect for the Individual is the value we place on each person's unique abilities and contributions. The richness of different ideas, backgrounds and perspectives, while working as one team, is what enables Honda to create value for our customers and the communities where we do business.

Our founders believed that everyone deserves a fair opportunity, and they set us on the course we now pursue.

It is understood that Honda associates must respect and share this unifying philosophy and use it as the basis of action and judgment.

Honda Company Principle

Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price, for worldwide customer satisfaction.



Soichiro Honda
Company Founder

"Working from a 'global viewpoint' is first among our company principles.

But what does this mean? It doesn't just mean making the best products in the world. It means we must not limit our thinking to what Japanese can relate to.

We need to go beyond national borders, beyond the limits of race and ethnicity.

Our conduct must be based on a rationale that rings true for all people everywhere.

And that's what being human is about. Seeing each other as equals.

That is what I mean by 'global viewpoint.'"

Soichiro Honda

Our Commitment to Inclusion & Diversity

Based on our challenging corporate goal to be viewed as “a company that society wants to exist,” we established a 2030 Vision seeking to lead the advancement of mobility and enable people everywhere in the world to improve their daily lives. We believe that embracing our commitment and priorities related to advancing inclusion and diversity are critical aspects of fulfilling this Vision and contributing to the long-term well-being of our customers, the communities we serve and our company.

Honda’s 2030 Vision

Serve people worldwide with the joy of expanding their life’s potential.

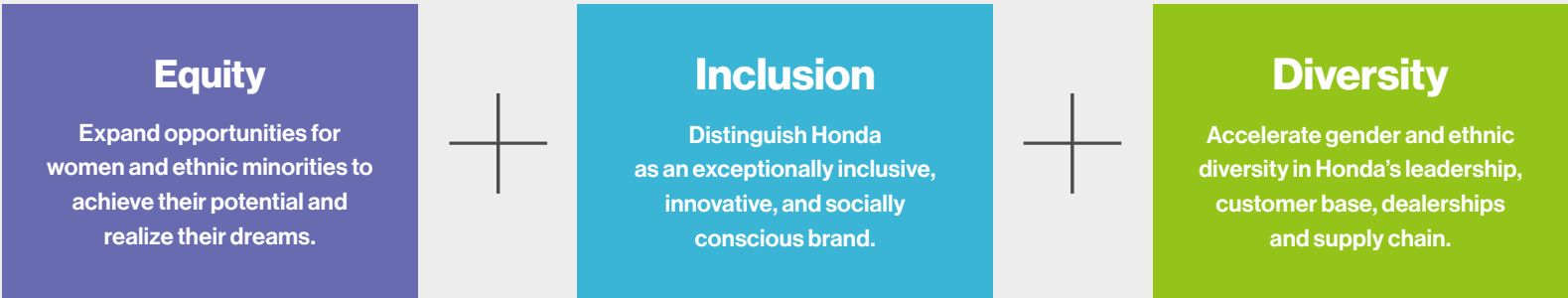


Honda’s Inclusion and Diversity Commitment

Life’s Potential for All

We seek to reflect the rich diversity of society, welcome and leverage differing perspectives, and remove barriers to human potential, in pursuit of life without limits and a cleaner, safer, better world for all of us.

Our Immediate Priorities



Putting Our Values Into Action

***“Action without philosophy is a lethal weapon;
philosophy without action is worthless.”***

Soichiro Honda

Diversity Steering Committee

Honda's efforts in the area of Inclusion & Diversity are led by the North American Diversity Steering Committee, chaired by the President and CEO of American Honda.

While this committee was established in 2006, it builds on the foundation of the Honda Executive Task Force on Diversity that was created in 1998, which brought together executive leaders on a regular basis to discuss efforts to advance diversity across the company.

It is now the responsibility of the North American Diversity Steering Committee to ensure that inclusion and diversity are championed at the highest levels of the company. The committee includes the decision makers at each of our major

locations, and meets regularly to discuss activities and progress against benchmarks set in key areas of our business, including our people, our business partners, our customers and our communities. Key areas of focus include employment, procurement, our automobile dealer network, advertising & marketing activities and corporate social responsibility.

Measuring Our Progress

One of the ways we will measure our progress is Honda's commitment to the United Nations Sustainability Development Goals (SDGs) with a particular focus on programs and

initiatives that support Quality Education, Gender Equality, Decent Work and Economic Growth, Reduced inequalities and Peace, Justice and Strong Institutions.

SUSTAINABLE DEVELOPMENT GOALS



We also have participated in annual third-party surveys to assess our progress toward our inclusion and diversity goals. Based on our 2021 data, Honda was named to the 2022 DiversityInc Top 50 list.



Key Milestones

Honda Inclusion & Diversity in America

1959 Honda establishes American Honda Motor Co., Inc. as the company's first business subsidiary outside Japan.

1981 Honda establishes its first philanthropic foundation to support communities in need.

1984 American Honda Foundation (now Honda USA Foundation) is established with grantmaking focused on youth, science and education and a strong commitment to grantmaking with organizations serving diverse populations.

1986 Honda begins partnership with The Collegiate Women Sports Awards (CWSA), recognizing the top collegiate women athletes, with the top honor named The Honda Cup.

1989 Honda helps establish academic competition for students from America's Historically Black Colleges and Universities (HBCU) called the Honda Campus All-Star Challenge (HCASC).

1996 Rev. Jesse Jackson vows to expand a boycott of Japanese automotive brands to include Honda in order to increase diversity in employment and automotive dealerships. Honda meets with Rev. Jackson and agrees to take steps to reflect its commitment to diversity in its business activities.

1998 Honda establishes Executive Task Force on Diversity to bring leaders together on a regular basis to discuss diversity across the company, including our employment, procurement, automobile dealer network, advertising & marketing, and community activities.

1998 Honda begins formal strategy to increase the number of minority Honda and Acura automobile dealers in America, working closely with the National Association of Minority Automobile Dealers (NAMAD).

2002 Honda helps found the Honda Battle of the Bands (HBOB) showcase event for marching bands from Historically Black Colleges and Universities (HBCU).

2003 Honda begins support of Hispanic Scholarship Fund (HSF) to help undergraduate Latino students attain a college education.

2007 Honda establishes executive Diversity Committee, to ensure that inclusion and diversity are championed at the highest levels of the company.

2007 Honda begins partnership with the Rainbow PUSH Coalition.

2015 Honda begins annual Honda Partnership Network conference bringing together its Tier 1 suppliers with minority- and women-owned suppliers to network and build business partnerships.

2016 Honda joins board of directors of National Minority Supplier Development Council (NMSDC).

2017 Honda joins the National Diversity Council board of directors.

2018 Honda joins the National Urban League's Board of Trustees.

2018 Honda establishes scholarship fund with Thurgood Marshall College Fund for students at Historically Black Colleges and Universities (HBCU).

2019 Honda joins the Thurgood Marshall College Fund board of directors.

2020 Honda partnered with 58 Historically Black Colleges and Universities (HBCU) to donate \$325,000 to local HBCU communities during the COVID-19 pandemic, serving 108 organizations in 20 states.

2020 Honda joins the Human Rights Campaign's (HRC) Business Coalition for the Equality Act, advocating for the expansion of federal protections for LGBTQ+ individuals.

2021 Honda signs National Association of Manufacturers (NAM) Pledge for Action, committing to take 25 tangible actions by 2025 to increase equity and parity for underrepresented communities.

Social Justice Movement



Impact of the Social Justice Movement

The murder of George Floyd and the senseless deaths of other Black Americans in recent years served as a turning point in how racism and injustice are viewed within our society. It also created an extraordinary opportunity for society and companies like Honda to take actions that address it.



As racism and injustice are longstanding and deeply rooted issues, some have asked “what is different now?” For people of color, particularly Black people, we believed it was important to make clear within our company and in the communities where we live and work, that their lives matter and that we would take deliberate action to support this expression.

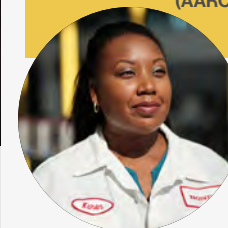
It is critical that our commitment to social justice not become a singular moment. Our actions can make a difference if we remain vigilant and do our part to build toward justice and equality for all people. Therefore, we remain steadfast in the commitment we made two years ago to take deliberate actions to fulfill our commitment to inclusion and diversity.

Over the past two years, the leadership of Honda has more actively engaged with Honda associates in a variety of ways regarding social justice. We also have encouraged our associates to express their thoughts, ideas and concerns. In that spirit, we asked several Honda associates to provide their own perspectives regarding social justice and Honda’s efforts at inclusion and diversity.

“Honda has made an intentional effort to acknowledge and address social injustices experienced by minorities. I am proud to work for a company that invests in creating long lasting positive change for all.”

Karen Tarver

New Model Delivery Unit Manager,
Indiana Auto Plant, and leader of the African
American Resource Collaborative of Honda
(AARCH) Business Resource Group



Associate Perspectives on the Social Justice Movement

"The company leaders have been transparent that Respect for the Individual applies to everyone regardless of gender, race, sexual orientation, mobility, or social status."

As a field full of engineers, there are not many instances where our feelings on important matters such as race and justice are communicated to our peers. During 2020, these conversations of implicit biases, personal experiences, and emotions were held with those willing to share. During those candid conversations, I discovered that there were hidden allies who were willing to listen intently to Black, Indigenous and people of color's experiences and recognize their own privileges and biases. Those kinds of milestones are what catalyze transformation, and I look forward to an era where Honda promotes more revolutionizing experiences which can lead to long-lasting, monumental change."

— Yaselly Sanchez

"The company leaders have been transparent that Respect for the Individual applies to everyone regardless of gender, race, sexual orientation, mobility, or social status."

Yaselly Sanchez

Honda Design Engineer,
Honda Development and Manufacturing of America,
and Leader of LDIA (Latino Dreams in Action)
Business Resource Group



"The events of the past two years have been a catalyst for change in the world around us. This social justice movement is a release of pent up frustration and anguish, and now that energy is being funnelled into action for sustainable change. This can't be ignored and demands us to truly live up to our ideals. At Honda, I haven't seen such a heightened awareness of inclusion and diversity in my 20 years here. I'm seeing a larger group of diverse and engaged associates wanting to make a difference and that's encouraging."

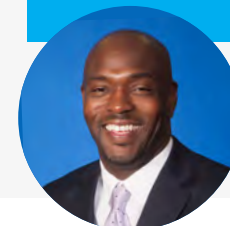
"When I think about the future and what it means for us it's accountability and progress. After the killing of George Floyd in May 2020, within Honda there were issues in our immediate reach that needed to be addressed and we took quick action. But there are also deeper issues that are more complex to resolve. For that, we've established initiatives to address this as we move forward."

"Advancing inclusion and diversity also means attracting and retaining the best associates who will help us build a talented team that will put us in the position to win among our competition. What's going on here at Honda is really a small sample of what's going on in our nation and society. And there is a focus on positive change. I wouldn't say this is the time for a declaration of victory or that the finish line is on the near horizon. I would say these changes have put us on the right path. We're heading in the right direction."

— Lamar Whitaker

"This social justice movement is a release of pent up frustration and anguish, and now that energy is being funnelled into action for sustainable change."

Lamar Whitaker
Line 2 Division Lead,
Alabama Auto Plant



Social Justice Movement Sparks Renewed Action

In the wake of the disturbing and tragic deaths of Black Americans in 2020, the social justice movement focused global attention on the longstanding and deeply rooted issues of racism and injustice in our society.

As a company with beliefs grounded in human respect, Honda leadership became actively engaged in the social justice conversation by sharing their thoughts with associates. In an [Our Perspectives piece](#) published in June 2020, Honda acknowledged that we must hold ourselves accountable and pledged to work even harder to advocate and persist in seeking the inclusion and equity that makes us stronger as a nation, and as a company.

While Honda Philosophy establishes a strong commitment to inclusion and diversity, the social justice movement illuminated two realities:

1. Actions, not words, are required to strengthen our commitment to fairness, justice and equality in society.
2. We have a long way to go in fulfilling our own commitment to inclusion and diversity.

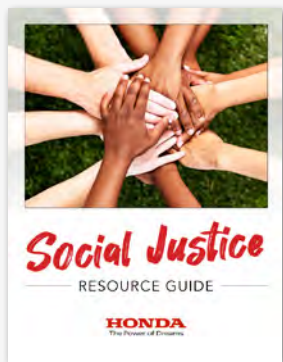


Honda associates observed 8 minutes and 46 seconds of silence in June 2020 as a powerful symbol of the need for social justice.

Recent Actions to Advance Inclusiveness

Since June 2020, Honda has taken a number of actions to advance our own inclusiveness while also supporting organizations and initiatives advancing social justice in society, including:

- **We improved** our HR hiring and promotion processes. This included an enhanced focus on diverse candidate slates and interview panels, while also expanding the job posting process, with a view toward ensuring that our workforce reflects all of society.
- **We created** a Social Justice Resource Guide to provide Honda associates with information about the company's position on social justice, tools to help facilitate conversations about race and social justice and resources to learn more and/or get involved.
- **We introduced** the company's first-ever anti-racism and allyship training program called "Racial Injustice Stops with Me." This thought-provoking training session reinforced the Honda belief that lasting change is every associate's responsibility.
- **We standardized** Martin Luther King Jr. Day as a company holiday across all of our U.S. operations.
- **We are working** to advance our longstanding partnerships with UNCF, Thurgood Marshall College Fund, and Hispanic Scholarship Foundation as part of our national workforce development initiative.
- **We updated** our North American social media communications policy, which enables us to take action when anyone affiliated with Honda posts racist and discriminatory content.



- **We took a stand** against hate crimes against Asian Americans and Pacific Islanders and hosted a Stop Asian Hate webinar consistent with our efforts to promote inclusion and social justice across Honda's North American operations.

Stop Asian Hate

During the COVID-19 pandemic, anti-Asian hate crimes skyrocketed in cities across the U.S., prompting Honda leadership to condemn hate, discrimination and violence against Asians and Pacific Islanders in March 2021. In addition, during Asian Americans and Pacific Islanders (AAPI) Month in May 2021, our associate-led Asians In Motion (AIM) Business Resource Group (BRG) hosted a webinar and discussion as part of a call to action to stop AAPI hate. The webinar outlined a number of actions Honda associates could take to build bridges of understanding across race and culture.

To be a Company Society Wants to Exist

Honda has set a challenging corporate goal, much higher than just being accepted or tolerated. Based on the products we create, the way we conduct our business and engage with the communities where we live and work, our goal is to be considered "a company that society wants to exist."

In America, "society" is not representative of a singular group of people, but reflects a diverse array of cultures, races, ethnic groups, belief systems, sexual orientation and social interests. This diversity is reflected in our many customers, in our communities and in our own associates. So, to fulfill our commitment to inclusion and diversity we must align our approach to business with our commitment to fairness, justice and equality for everyone.

Advocating for Equality Through Public Policy

Supporting Social Justice at the Policy Level

Honda supports initiatives larger than itself, advocating for public policy that can help improve the way our communities operate and work toward creating a level playing field for everyone in society.

Closing the Jobs Opportunity Gap

In December 2021, Honda signed the Pledge for Action via the National Association of Manufacturers, committing to closing the jobs opportunity gap:

“By 2025, manufacturers commit to taking 50,000 tangible actions to increase equity and parity for underrepresented communities, creating 300,000 pathways to job opportunities for Black people and all people of color. In doing so, manufacturing will reflect the diversity of the overall U.S. workforce by 2030.”

National Association
of Manufacturers Pledge

Advocacy on Hate Crime Legislation

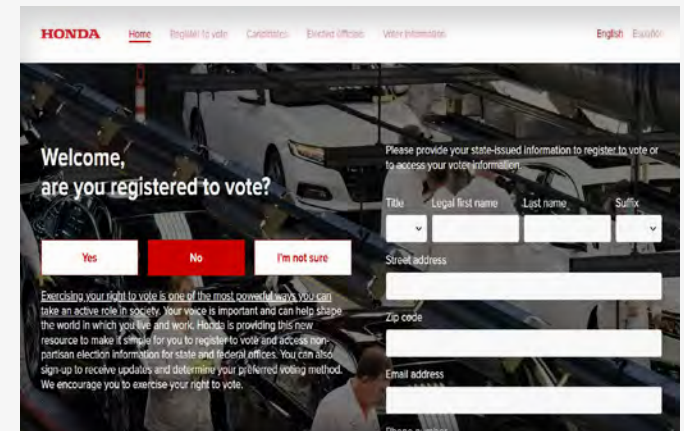
As a company with significant operations in the state of Georgia, in June 2020, Honda sent a letter of support to Georgia Governor Brian Kemp encouraging him to sign the hate crimes bill into law in response to the murder of Ahmaud Arbery.

Support of the Equality Act

Honda joined the Human Rights Campaign (HRC) Coalition supporting the Equality Act, which would provide consistent non-discrimination protections based on sexual orientation or gender identity, not currently included in federal civil rights laws. Legal protections for LGBTQ+ Americans vary by state. Demonstrating our support of the bill, Honda signed HRC's business statement on anti-LGBTQ state legislation in July 2021.

Voting Rights

While Honda does not endorse individual candidates or political parties, we strongly support efforts to ensure the fairness and integrity of elections so that all eligible voters have the opportunity to exercise their right to vote.



Election Center

We believe that civic participation is the bedrock of democracy. To promote the rights of all Honda associates to have a voice and a say in ongoing policy debates, Honda developed an election center in 2020 to provide a nonpartisan tool to help associates register to vote and find their representatives.

Civic Alliance

Honda joined the Civic Alliance in 2021 in support of efforts to ensure that voting is safe and accessible to all, and elections are fair and transparent.

Supporting Underrepresented Groups in Government

Support for Congressional Hispanic Caucus Institute

Honda supports the Congressional Hispanic Caucus Institute (CHCI), a non-profit committed to developing the next generation of Latino leaders. In 2021, Honda sponsored several CHCI events, including the CHCI Tech Summit and CHCI Leadership Conference and Annual Awards Gala. In addition, Honda executives participated in expert panels as part of each event.



Support for National Black Caucus of State Legislators

Honda is a member of the National Black Caucus of State Legislators (NBCSL) Corporate Round Table. NBCSL is a national organization representing and serving the interest of African American state legislators, and the Corporate Round Table helps NBCSL members foster productive partnerships with the private sector.

Support for Congressional Black Caucus Foundation

For over a decade, Honda has been a supporter of the Congressional Black Caucus Foundation (CBCF), a non-partisan, nonprofit, public policy, research, and educational institute committed to advancing the global Black community by developing leaders, informing policy, and educating the public. As a frequent sponsor of the CBCF's annual legislative conference, Honda has worked with members of Congress to bring together thousands of legislators, thought leaders and citizens for discussions on issues impacting African Americans.

Through our sponsorship of the Fire and Focus Scholarship Fund, Inc. reception at the CBCF legislative conference, Honda has helped Representative Joyce Beatty's nonprofit in their mission to support and inspire leaders and organizations to achieve their dreams, research their passions, grow their knowledge and increase compassionate service for others.

Honda also assisted Representative Terri Sewell in bringing Historically Black College and University (HBCU) students to several of the CBCF legislative conferences. The opportunity also allowed for the HBCU students to engage directly with the Congresswoman and Honda associates on the importance of public service and corporate social responsibility.

Support for National Foundation for Women Legislators



Honda supports the National Foundation for Women Legislators (NFWL), a non-profit organization that serves to empower women legislators through information, education and experience. Honda representatives routinely assist in education efforts on vehicle safety, electrification, and workforce development, participating in NFWL panels, webinars, and their annual conference.

“For years, Honda’s support for the National Foundation of Women Legislators has helped advance our mission of providing opportunities and resources to elected women at all levels of government. In addition to their financial contributions, Honda’s participation in our events is extremely beneficial to the organization. By lending their subject matter experts to speak with our members about emerging issues in the fields of vehicle safety, environmental stewardship and workforce development, it helps those members take an informed leadership role on key issues.” — Jody Thomas, NFWL Executive Director

Supporting HBCU Academic Excellence

In 2020, Honda joined the Historically Black Colleges and Universities (HBCU) Partnership Challenge, which promotes and encourages greater engagement between private companies and HBCUs. As an HBCU Partnership Challenge member, Honda has participated in the 2020 and 2021 annual HBCU STEAM Days of Action on Capitol Hill.

Honda's Relationship with HBCUs



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SPELMAN

Alexia

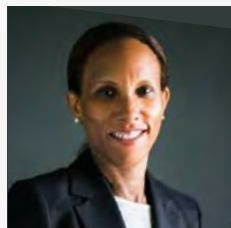
Ariana

Elana

Honda and HBCUs: a Special Relationship

Honda and HBCUs: 30+ Years and Thriving

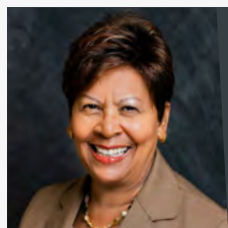
For over three decades, Honda has supported the success and dreams of Historically Black Colleges and Universities (HBCU) students through initiatives including Honda Campus All-Star Challenge, Honda Battle of the Bands, and support to UNCF and Thurgood Marshall College Fund for scholarship funding to HBCU students.



Alexandra Warnier

Manager, Inclusion & Diversity,
American Honda Motor Co., Inc.

“Honda supports many local and national organizations that do incredible work in advancing inclusion and diversity and that support marginalized communities. None is more important to us than Historically Black Colleges and Universities. We believe HBCUs play a unique and critical role in providing higher education and opportunities for advancement to Black students. We take pride in celebrating their achievements and helping them fulfill their own life’s potential.”



Dr. Cynthia Warrick

President,
Stillman College

created by bringing the brightest from the HBCU campuses nationwide, small and large; private and public; known and unknown; in a forum that celebrates African American history makers, creating “Friends for Life.”

In 2002, Honda expanded this celebration of African American talent to Music Performance through the Honda Battle of the Bands. Honda recognizes the unique culture and importance of bringing African American families together to witness and celebrate that culture through the Honda Battle of the Bands, which promotes the brand of HBCUs in a positive light — celebrating Black Culture.

Message from an HBCU President

As a company, Honda recognized the importance of Diversity, Equity, and Inclusion before the acronym DEI was popularized, and has been a consistent supporter of the intellectual talent that HBCUs produce. That alone is phenomenal.

Since 1989, Honda has produced the Honda Campus All-Star Challenge, which features the academic and critical thinking talent from Historically Black Colleges and Universities (HBCUs). It’s not that Honda has contributed millions of dollars in grants to the participating HBCUs, even more important is the network they

HBCU initiatives are among our longest-standing CSR activities, and we continue to build on this relationship in new and meaningful ways.

Honda has impacted the lives of more than

200,000 STUDENTS

and awarded

OVER \$14 MILLION IN GRANTS

in support of HBCU education programs and facilities improvements.

Supporting HBCU Academic Excellence

Honda Campus All-Star Challenge

Honda's relationship with HBCUs began in 1989 with the establishment of the Honda Campus All-Star Challenge (HCASC), an academic competition designed to showcase the academic excellence of HBCU students.



Each year, Honda awards over \$420,000 in institutional grants to the participating HBCUs, including a \$75,000 grant to the winning school.

Though a spirited competition among the students from the participating HBCU schools, a critical benefit of the program is the networking among the students from the various HBCU schools. In fact, "friends for life" became a lasting theme for the national championship weekend. Moreover, the event is a labor of love for many Honda associates who annually serve as ambassadors at both the national event and qualifying events, taking key roles in scorekeeping, student engagement and technical and logistical support.



Today, HCASC is the premier academic competition among HBCUs, with student teams answering questions about history, science literature, geography, fine arts and pop culture. The year-round, knowledge-based program enhances educational experiences and personal development opportunities for participating students.

In addition to the tournament experience, HCASC participants are invited to join development seminars aimed at increasing career readiness and student empowerment. Students learn interview tips, resume writing best practices, and ways to prepare for post-graduation success.

Honda and HBCUs Join Together to Combat the Pandemic

At the end of March 2020, nearly 250 students and coaches from 48 Historically Black Colleges and Universities (HBCUs) were set to travel to California to compete for the national championship title in the 31st annual Honda Campus All-Star Challenge (HCASC), America's premier academic competition for HBCUs. Due to the COVID-19 pandemic, Honda made the difficult decision to cancel the HCASC National Championship Tournament for 2020, reallocating funds from the program to partner with HBCUs and support their local communities.



Honda-donated funds totaling nearly \$400,000 helped address key needs, including food insecurity and medical support for families, senior citizens and the homeless.

Honda joined with 58 HBCUs — including the 48 HBCUs that would have competed in the HCASC National Championship Tournament — on a COVID-19 relief initiative to address immediate needs within their communities. With funds redirected from the 2020 HCASC program, the HBCUs made donations to charitable organizations in their local communities that address key needs including food insecurity and medical support for families, senior citizens and the homeless.

Showcasing HBCU Musical Talents

The Honda Battle of the Bands (HBOB) celebrates the excellence of Black college marching bands and the unique academic experience offered by HBCUs. More than 20,000 student musicians have participated in HBOB since the program's inception, nearly 20 years ago.

Each year, eight HBCU bands are selected to perform in the entertaining Invitational Showcase in front of a live crowd of nearly 60,000 fans* in Atlanta, Ga. In conjunction with HBOB, Honda also hosts an HBCU College Fair to connect high school students with admissions recruiters and marching band representatives from over 50 HBCUs, enabling the students to discuss admissions requirements and scholarship opportunities.



*Due to the COVID-19 pandemic, HBOB was canceled in 2021, and for 2022, Honda launched a new four-part docuseries, Driving the Legacy of HBCUs, that explores various aspects of the HBCU experience, using band performances, interviews and notable alumni to tell the HBCU story.

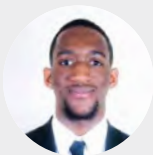
Partnering with Thurgood Marshall College Fund

Supporting the Important Mission of the TMCF

The Thurgood Marshall College Fund (TMCF) is the nation's largest organization exclusively representing the Black college community, including HBCUs, as well as Predominantly Black Institutions (PBI).

To help provide an affordable path to students pursuing an education in engineering, supply chain management and manufacturing-related fields Honda began supporting the TMCF in 2018. Through this partnership, Honda is creating scholarships, internships and opportunities

for co-op positions for HBCU and PBI scholars. In 2021, Honda awarded five scholarships and sponsored the 21st Annual Leadership Institute with the TMCF, which brought together the top 400 HBCU students across the country for leadership and professional development.



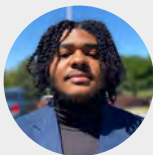
Khalel Robinson
Mechanical Engineering Technology,
Virginia State University



Chyna Ross
Mechanical Engineering,
Alabama A&M University



Jaylan Lawson
Industrial Technology,
Management and Applied
Engineering, University of
Arkansas at Pine Bluff



Shawn Butler Jr.
Mechanical Engineering,
Florida A&M University



Jarvis Prewitt
Mechanical Engineering/
Minor in Mathematics,
Alabama A&M University

2021 Annual Leadership Scholars

Each of the selected scholars receives a scholarship of \$5,000 during the school year to help cover the costs of tuition and academic fees.

Civic Type R Limited Edition Sweepstakes

In 2021, Honda teamed with online fundraising platform Omaze to offer an exclusive prize package for driving enthusiasts in North America to raise funds for the Thurgood Marshall College Fund (TMCF). Auctioning the 2021 Civic Type R Limited Edition, the sweepstakes raised over \$500,000 for TMCF in the form of grants from CAF America, that will benefit a wide range of TMCF programs supporting Historically Black Colleges and Universities and students.

"The overwhelming contribution we've received through the Honda Civic Type R Omaze sweepstakes will help support our HBCU communities as well as student development initiatives that prepare young, Black talent for successful careers," said Dr. Harry L. Williams, president and CEO of TMCF. "These programs work to bridge the gap between technology and business acumen, which is critical in leveling the playing field for HBCU students."



Supporting UNCF Walk for Education

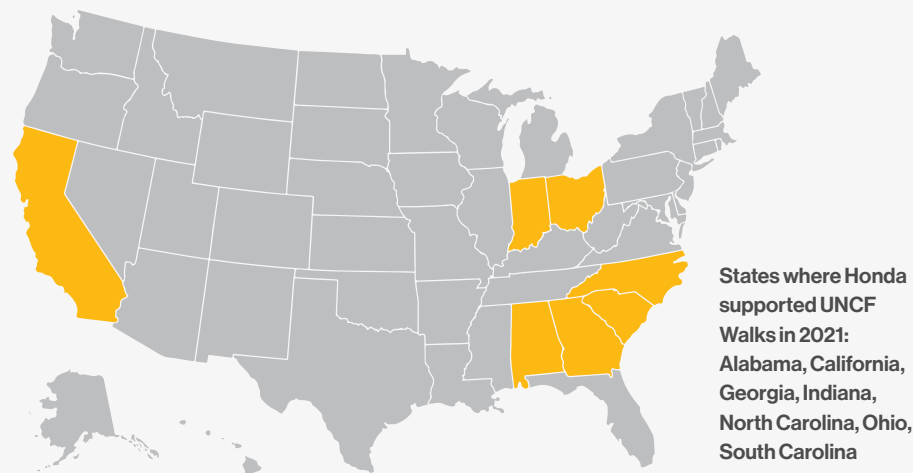
Honda has been a partner of the UNCF (United Negro College Fund) since 1984, supporting efforts to increase the total annual number of Black American college graduates by focusing on activities that ensure more students are college-ready, enroll in college and persist to graduation. In 2021, Honda associates and contractors in seven states participated in the UNCF Virtual Walk for Education, marshalling their community spirit to support HBCUs and raise funds for much-needed college scholarships.



Honda participants made individual pledges as part of “Team Honda” and walked, ran or biked in their own neighborhoods, raising donations for UNCF, in addition to a sponsorship Honda provided for local chapters in seven states.

“This is our Business Resource Group’s third year of being a part of this grand event,” said Cassandra De La Rosa, senior

engineer of Exterior Design at Honda’s Auto Development Center and a leader of the company’s African American Resource Collaborative (AARCH). “I am excited to see it get bigger and better each year because we are creating a bigger impact in our community by supporting the pursuit of higher learning and education.”



Honda Named UNCF Corporation of the Year

In March 2021, the American Honda Foundation (now Honda USA Foundation) was honored as UNCF-Los Angeles’s Corporation of the Year during the organization’s annual “A Mind is” Gala. Honda was honored for its long-time

support of UNCF and its mission of helping underrepresented students not only attend college, but to thrive, graduate and become leaders.

Our People



Building a Diverse Workforce

Our People

At Honda, we believe our differences can make us stronger and that a diverse workforce is the key to innovation. That's why we've long strived to bring together people who represent different cultures, backgrounds, race, gender and sexual orientation to work as one Honda team.

Building a Robust Pipeline of Diverse Talent



Our actions to fulfill our commitment to inclusion and diversity within our company reflect an ongoing effort. This includes new actions we have taken in the past year to create a more diverse and inclusive workforce, implementing new hiring and promotion

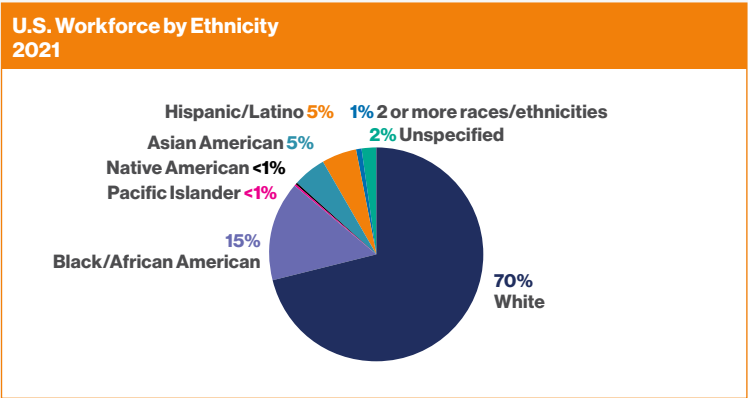
processes, boosting our diversity recruitment activities, and creating new training and communications tools to improve diversity, equity and inclusion throughout Honda operations in America.

Based on 2021 data, Honda was named a Top Company for Latino Executives (#7) and a Top Company for Asian American Executives (#13) by DiversityInc.



Executive Level		
Demographic	Current Honda %	2030 Target %
Women	15%	32%
Ethnic Minority	18%	30%

Total Workforce		
Demographic	Current Honda %	2030 Target %
Women	27%	33%
Ethnic Minority	28%	35%



Data provided by Honda.

Recruiting Diverse Candidates

Honda's Talent Acquisition team is collaborating with the company's Inclusion & Diversity team to engage and attract a greater number of diverse candidates to Honda. This includes an increased effort to leverage our long-standing relationships with the Hispanic Scholarship Fund, National Diversity Council, and Historically Black Colleges and Universities (HBCUs) established through programs such as the Thurgood Marshall College Fund and UNCF. We also are leveraging our partnerships with Recruit Military and PathFinder to recruit active military and veterans into technical and professional positions.

To attract diverse candidates, our recruiting teams also have built relationships with diverse student groups and strategic partners such as: the Society of Women Engineers, the Society of Hispanic Professional Engineers, National Society of Black Engineers, Women in Business, and the Hispanic Scholarship Foundation.



We regularly hold information sessions, network events and professional development workshops on college campuses to increase consideration of Honda careers.

Hispanic Scholarship Fund

Since 2003, Honda has partnered with the Hispanic Scholarship Fund (HSF) to help undergraduate Latino students achieve their dreams of attaining and completing a college education. Over the years, Honda has funded scholarships to help students pay for tuition, books and living expenses, offered summer internship opportunities and hosted students at Honda facilities.

In 2021, Honda sponsored the HSF National Leadership Conference, which provides mentoring, professional insights and career guidance to HSF scholars. Honda leaders took part in the conference by talking to students about career exploration and development, along with members of Honda's Latino Dreams in Action (LDIA) Business Resource Group.



"We hope that by engaging with these talented Hispanic students in this way, we can promote our career opportunities within their networks and share the benefits of considering Honda for their future as they complete their educations."

Yvette Hunsicker

Vice President, Corporate Social Responsibility and Inclusion and Diversity,
American Honda Motor Co., Inc.

Recruiting Diverse Candidates

As part of our efforts to build a more diverse workforce, Honda offers a robust co-op and internship program that provides students with meaningful experiences and hands-on work that compliments their academic curriculum. Through the summer, fall and spring terms, students participate in networking opportunities with fellow co-ops/interns and Business Resource Group members, experience educational webinars led by Honda leaders and participate in volunteer events aimed at giving back to our local communities.



Engaging Talent Through Candid Conversations

Honda's Talent Acquisition team has launched a new series of virtual events to engage with and attract top talent through candid conversations about inclusion and diversity. At the first event in October 2021, over 100 LinkedIn users attended a virtual panel discussion with female engineers from Honda's manufacturing and R&D operations focused on the realities of being a woman in the field of engineering.



Our diverse recruiting efforts also included a LinkedIn webinar called "Steering Your Future Forward Through

Mentorship" in celebration of National Mentoring Month. The webinar shared the foundation of mentorship, best practices on securing the right mentor and preparing for a productive relationship. Honda associates participated on the panel and shared their perspectives on mentoring.

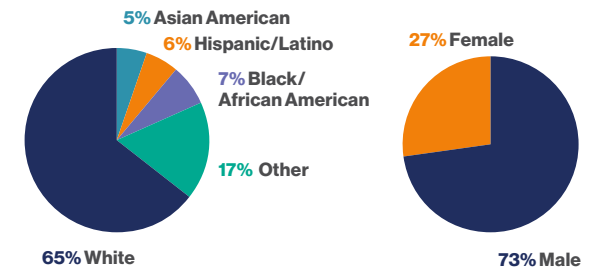


"The associates I met during my co-op have stayed in touch and continue to provide support. They have done a really good job of giving me resources like putting me in contact with other associates in my role. They all check in on me often."

Dymon Atkinson

HBCU Scholarship Recipient,
Honda Summer Co-op Associate, and now Engineering Staff, EDP Program, Manufacturing Planning and Control, Production Support Group

2021 Honda Co-ops by Ethnicity and Gender



"The people at Honda never looked at me as a co-op but as someone who can bring something to the table and someone who has potential. I was pushed to learn and grow, and they also taught me to think through everything and see things from a different perspective."

Juliana Brown

2021 Honda Summer
Co-op Associate Production
Engineering, Honda Development
and Manufacturing of America

Engaging Diverse Students in STEM Careers

Workforce Development

Honda is investing in a number of programs and educational initiatives to engage and prepare students from diverse backgrounds for careers in the automotive industry. From educational programs promoting STEM learning to hands-on technical training, these programs serve as an important pathway to employment for underrepresented young people and provide Honda a more diverse pipeline of future talent.



Largely due to Honda's sponsorship, in October 2021, the National Association of Manufacturers and The Manufacturing Institute's Creators Wanted launched a mobile experience, programming events and new online resources, to bring the story of modern manufacturing to communities across the country.



Honda's workforce development initiatives include efforts to help students of color to see the possibility of STEM-based careers. For example, Honda hosted the "Young Men of Color in STEM" event in Columbus, Ohio, in 2019, where several diverse Honda associates talked with middle school students of color about the world of



manufacturing and how they got into the field. Our workforce development activities will continue to acknowledge the importance of representation as we introduce students of color to the opportunities in STEM.

Building a Skilled Workforce



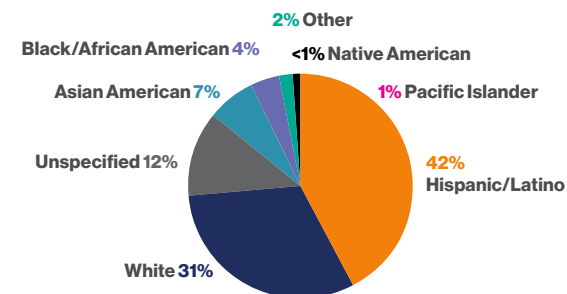
The Honda Professional Automotive Career Training (PACT) program provides state-of-the-art technician training to help students become certified technicians that are in high demand at independent Honda and Acura dealerships.

The PACT program provides students the opportunity to:

- Work at local dealerships to gain real-world experience
- Train with specialized tools to supplement their own tool sets
- Earn wages while going to school

In 2020, Honda launched a new initiative to connect National Urban League local affiliates with Honda PACT programs across the country.

PACT Student Demographics 2021



Supporting Associate Development & Advancement

Mentorship Programs

In a time of rapid technological change and shifting customer demographics, we are committed to ensuring the promotion of diverse leadership to help us meet these challenges. We have introduced new and innovative mentorship and talent development programs to help prepare our associates for advancement into leadership positions.



Leadership Advancement

Honda has conducted a unique Leader Advancement Mentoring Program (LAMP) for 8 years to provide high-potential diverse associates the opportunity to advance into leadership positions by gaining insights into many facets of Honda, improving their readiness and capability and building relationships that last long into the future. Over 150 associates have graduated from the LAMP.

Mentoring Matters

Mentoring Matters provides our diverse associates with career and personal development opportunities in preparation for future career advancement opportunities. Each associate gains broader Honda career insights, exposure to different perspectives, a safe space for conversation and opportunities to leverage their growing network.

Training & Communications

We are taking deliberate actions to create a team of associates that understands the power of an inclusive workforce, celebrates our differences, and works to advance inclusion and diversity within our company.

Leading Inclusion

Honda introduced “Leading Inclusion” training that teaches leaders about the value of organizational inclusion and helps leaders develop actionable plans to improve inclusion in their area.

Celebrating Our People

Throughout the year, across all Honda facilities, the company celebrates the diverse cultures and backgrounds of our associates through events, programs, posters, internal stories and more.



BRGs Build Belonging & Strengthen Our Business

Honda's Business Resource Groups (BRGs) are associate-led, company-supported groups aligned around gender, race/ethnicity, life-stage, and other dimensions of diversity.

Some companies call this type of activity Employee Resource Groups, but we refer to them as Business Resource Groups because of the value they represent to our company in terms of commerce, culture, community and career.

BRGs provide associates an opportunity for increased cultural awareness and community engagement. All associates are welcome to participate in BRGs as members or as allies. We actively encourage associates to join organizations that reflect identities that are not their own to create and drive a culture of inclusion at Honda.



BRGs strengthen Honda's competitive positioning through 4 impact areas

Commerce

BRGs offer invaluable perspectives and insights into what our customers want and other areas of our business.

Culture

BRGs connect associates with others who share common interests, even though they may have very different jobs within Honda.

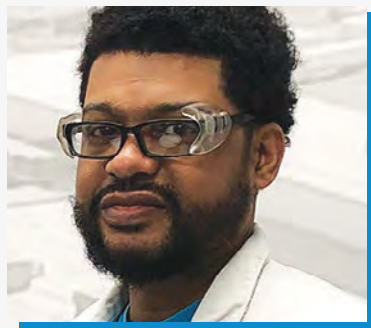
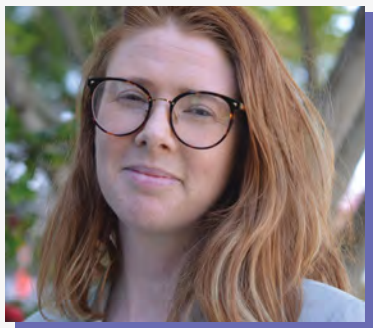
Community

BRGs give back to their communities in a number of ways from volunteering and donation drives to mentoring programs and educational events.

Career

BRGs offer support and professional opportunities, such as mentoring, professional development, career planning and networking with company leaders.

Amplifying BRG (Business Resource Group) Voices



"Empowering people with disabilities is the same as empowering any other group of people — encouraging us to bring our authentic selves to work. By embracing who we are and who they are, we are empowering people with disabilities and each other."

Ashley Humble

Chair of ENABLE BRG
(Engender and Nurture
Abilities through Business
Leading Empowerment)



"BRGs contribute valuable insight to Honda while giving back and engaging with the community. PRISM has shown our commitment to the community by pushing for Honda's involvement in the Pride Parade, providing feedback to shape an LGBTQ+ inclusive power generator advertisement for a marketing campaign, and consulting with HR on a pamphlet to help associates with their transitioning needs."

Micah Hoshi

Chair of Prism BRG



"Having someone who may look like you, having the same experience as you, and someone who may have similar testimonies, helps associates with their Honda experience overall, which leads to stability and growth over time. BRGs teach us that anything is possible! Ideas turn into events. Events lead to curiosity. And curiosity leads to opportunities. Given an opportunity, we may just change the world."

Cory Dukes

Chair of AARCH BRG
(African-American Resource
Collaborative of Honda)



"I think BRGs are an awesome resource for Honda associates because they are open to everyone and provide a safe space for sharing similar experiences with your fellow associates. They also provide an organic sense of community that can sometimes be difficult to obtain in a typical office setting."

Brad King

Chair of HMVS BRG
(Honda Military & Veteran Supporters)



"As a vibrant, versatile, and multiethnic community, the Latino Dreams in Action (LDIA) BRG at Honda has created an invaluable safe space for associates to amplify their own voices while growing within the company, but it also influences the greater community by supporting the Latinx youth from the primary level to the collegiate level."

Yaselly Sanchez
Chair of LDIA BRG
(Latino Dreams in Action)



Women Powering Honda BRG Encourages and Empowers

Women's Summit

Initiated in 2016, Honda's Women's Summit encourages women associates to explore their career aspirations, discover actionable skills, build relationships, and pursue their dreams.

The event is held at Honda operations in California, Ohio and Georgia and features discussions on women empowerment and equality in the automotive workforce, a question-and-answer session with Honda leaders, and other action-oriented activities.

"The Women's Summit is a one-day event, but we have 364 days to leverage the tools and inspiration we gain for our continuous development."

Allie Coulter

Women's Summit Participant and
Manager of Social Media
at American Honda



33 different BRGs representing 11 demographics



African-American
Resource Collaborative
of Honda



Honda Young
Professionals



Asians
in Motion



Business Resource
Analytics Integration
Network



Women
Powering
Honda



Breaking
Barriers



Environmental
Actions Rewarding
to Honda



Prism



Honda Military
& Veteran
Supporters



Latino Dreams
in Action

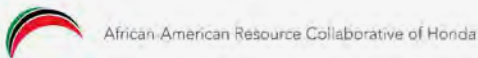


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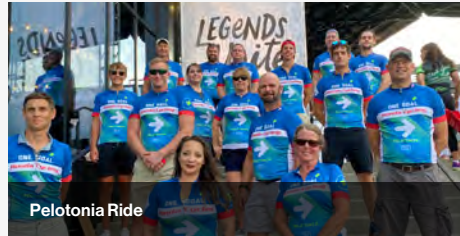
BRGs Supporting Commerce, Culture, Community and Career



Member Appreciation Day



African-American Resource Collaborative of Honda



Pelotonia Ride



Honda Young Professionals



Dragon Boat Race



Asians in Motion



Hispanic/Latino Heritage Month Celebration



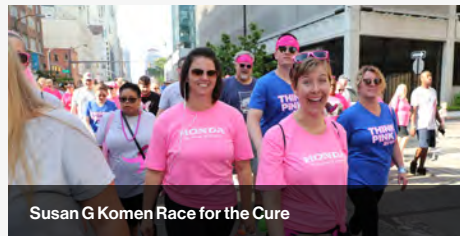
Latino Dreams in Action



Women in Analytics Conference



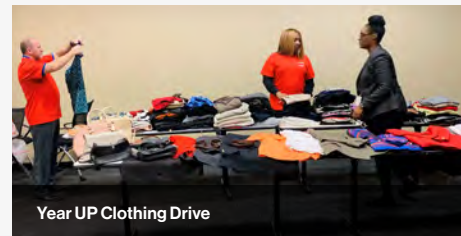
Business Resource Analytics Integration Network



Susan G Komen Race for the Cure



Women Powering Honda



Year UP Clothing Drive



Breaking Barriers



#LotsofSocks (World Down Syndrome Day)



Engender and Nurture Abilities through Business Leading Empowerment



Mulching Honda's pollination fields



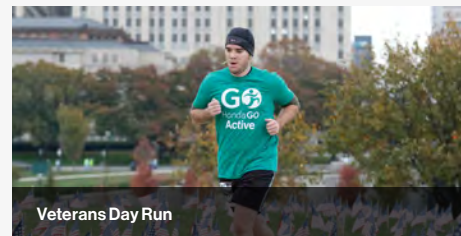
Environmental Actions Rewarding to Honda



PRIDE Parade



Prism



Veterans Day Run



Honda MILITARY & VETERAN SUPPORTERS

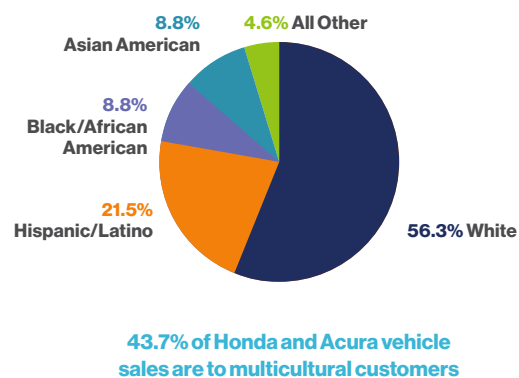
Our Customers



Providing Joy To Our Customers

A Fundamental Belief of Honda Philosophy is that each person coming in touch with Honda should share a sense of joy from the experience. We call this “The Three Joys” because our goal is to provide joy to those who buy our products, sell our products and create our products. But it is the customer who occupies the highest position.

Honda and Acura Auto Sales by Ethnicity

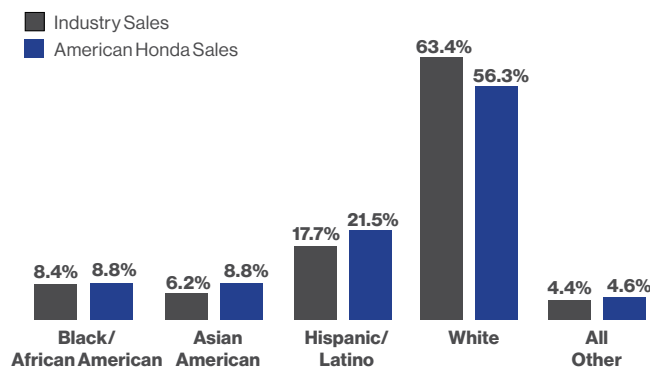


This philosophy is reflected in the fact that Honda is America’s second most popular automotive brand with multicultural customers. In fact, in 2021, multicultural customers made up more than 40% of our U.S. auto sales. We are committed to honoring each relationship by providing a positive and inclusive sales and ownership experience.

The Honda Civic is the best-selling Compact Car in its class among multicultural customers.*

*Based on S&P Global Mobility, CYE 2021 for Compact Car segment total registrations in U.S. among (African Americans, Asians, Hispanics).

Honda and Acura Auto by Ethnicity vs. Industry as % of Auto Sales



One out of every five new vehicles purchased by Hispanic/Latino consumers is a Honda.

Honda is America’s second most popular automotive brand with multicultural customers.*

*Based on S&P Global Mobility, CYE 2021 for total registrations in U.S. among (African Americans, Asians, Hispanics)

Honda has been one of America’s most popular brands with multicultural consumers for many years.



In 2019, Yvette Hunsicker, Vice President, Corporate Social Responsibility and Inclusion and Diversity, American Honda Motor Co., Inc., accepted the 2019 Top Overall Ethnic Vehicle for the Honda Civic from the National Association of Minority Automobile Dealers (NAMAD), from, left to right, Damon Lester, NAMAD President, Irving Mathews, NAMAD Chairman, and Marc Bland, Vice President of Inclusion & Diversity, IHS Markit.

Our Multicultural Agency Partners

As a major U.S. marketer, we also embrace our responsibility to develop advertising that is representative of our customers and celebrates their unique lives and lifestyles. We want consumers who see our advertising to feel a sense of belonging, that they are seen and celebrated.



To achieve this, Honda works cohesively through long-standing partnerships with multicultural agencies to determine the right strategies to reach multicultural consumers. Honda has worked with Orci, a Hispanic family-owned agency, for over 30 years. Honda also has worked with

Quantasy (and its predecessor Muse, Cordero, Chen), a fully integrated brand services agency that has worked on Honda multicultural campaigns to reach Black/African American and Asian American/ Pacific Islander consumers for over 30 years. Beginning in 2021, these

agency partners have taken on additional responsibilities for two of Honda's three key brand marketing pillars. Orci now manages all of Honda's music programs, while Quantasy now manages Honda's gaming programs.

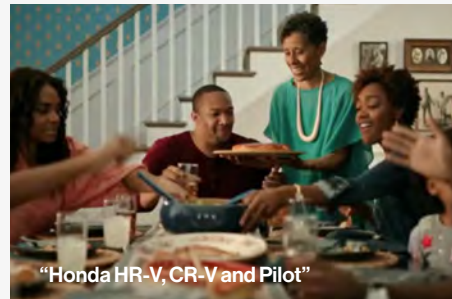
QUANTASY
+ ASSOCIATES



Connecting With Customers

Creative that Connects with Customers

Acura collaborated with Orca, its Hispanic agency of record, to develop a marketing campaign for the all-new 2022 MDX that connects with Hispanic buyers. The result, a TV spot called “Working Mom,” tapped into the importance of family to Hispanic car buyers, especially female drivers who make up 40% of MDX sales in the Hispanic market.



Honda commercial, “Family Dinner,” introduced African American audiences to the refreshed Honda HR-V and Pilot, along with America’s best-selling CR-V. The spot, produced in collaboration with Quantasy, speaks to Honda’s family of sport utility vehicles and how they are capable of handling any situation, even if it’s just going to a family dinner.

Honda launched a Power Equipment campaign in fall of 2021 to introduce multicultural customers to Honda generators. The campaign featured four generator commercials that showed Black, Hispanic, LGBTQ+ and women customers using their Honda generators at home, work and out with friends and family.



Supporting Up and Coming Black Creators

As a longstanding sponsor of the Sundance Film Festival, Acura has always supported independent film and the diverse, creative community that makes up the independent film industry. For 2021, Acura partnered with young, Black filmmaker, Phillip Youmans, to produce and direct the brand’s 30 second Sundance TV spot, “Days in the Lab.”

Acura also enlisted TikTok content creators to amplify Acura’s sponsorship of the film festival, including a Black female pop culture expert, and a Latina life coach.

Supporting Women & Multicultural Artists

Providing a Platform for Women and Multicultural Artists to Excel in the Music Industry

Through music programming and major music initiatives like Honda Civic Tour and Honda Stage, Honda is creating opportunities for outstanding women and multicultural artists to connect with fans and share their personal stories.

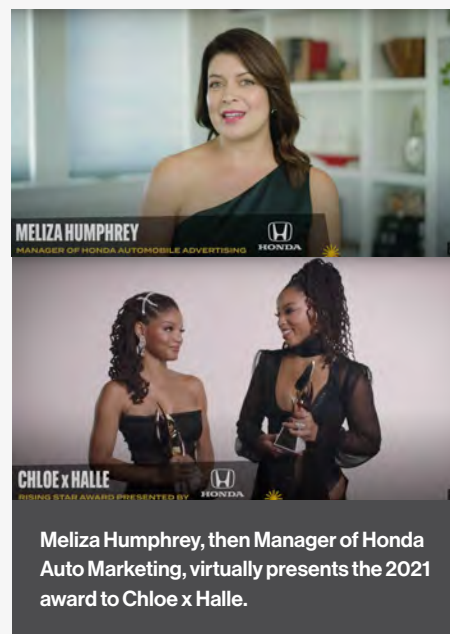


For the 20th Anniversary of the Honda Civic Tour in 2021, Honda partnered with the incredibly powerful and influential women artist and four-time Grammy winner, H.E.R. She joined headliner Fergie, a member of The Black Eyed Peas.



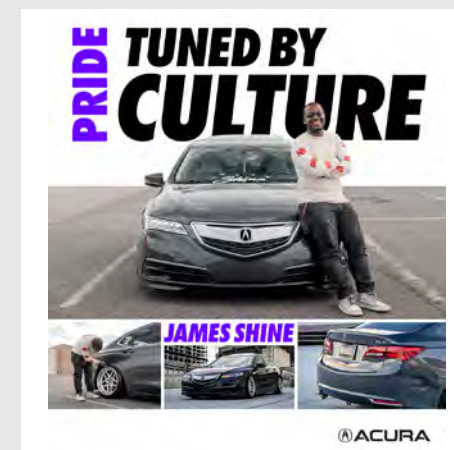
Since 2018, nearly two-thirds of the artists featured on Honda Stage have been women.

Honda has proudly sponsored the Billboard Women in Music Honda Rising Star Award since 2019.



'Tuned By Culture' Campaigns Celebrate AAPI, LGBTQ+ and Hispanic Communities

In 2021, Honda and Acura launched 'Tuned By Culture' campaigns, celebrating diversity within the car community by providing fans a platform to share their unique stories. The social media campaign featured fan stories that fostered community and connection across cultures.



Our Business Partners

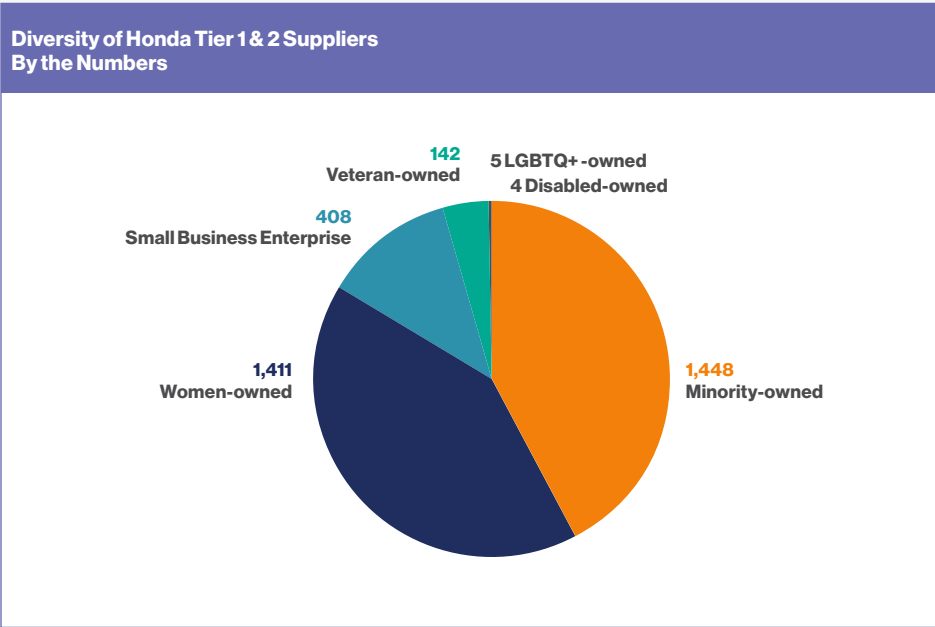


Forging Inclusive Business Partnerships

Our Business Partners

We believe in developing and promoting inclusive partnerships that reflect the diversity of our customers, and that ensure competitive innovative business solutions for the sustainability of our company and our supply chain.

Our commitment to inclusion and diversity in both our supplier and dealer networks fuels innovation and value for our customers, while creating a positive economic impact in the communities where we produce and sell our products. As a result, we have dedicated initiatives to increase the diversity of our supplier and dealer networks.



Growing Inclusive Business Relationships

One critically successful initiative is an annual conference we host — the Honda Partnership Network — aimed at connecting our Tier 1 suppliers with minority-owned suppliers.



We set specific diversity spending targets for our Tier 1 suppliers and the conference is a “match-making” event where they can meet with representatives of diverse-owned businesses. Through this Honda Partnership Network, supplier engagement and other activities, we have increased our purchasing spend with diverse companies by nearly \$1 billion since the program launched in 2015.

For instance, Prevez Plastics developed a new business relationship with a Tier 1 Honda supplier and now produces stiffeners and brackets for that supplier.

“As part of the Honda Partnership Network we’ve been invited to attend over the last few years Honda has set up supplier meetings that have helped grow our total sales by an additional \$2 million,” said Gloria Prevezinos, president and owner of the custom injection molding company in Michigan. “Adding this new business is enabling us to move our operations to a larger facility to accommodate the increased business. Today, we are a dynamic successful growing business with strong capabilities and management staff. We provide the best pricing on parts and tooling combined with the highest quality standards and service.”

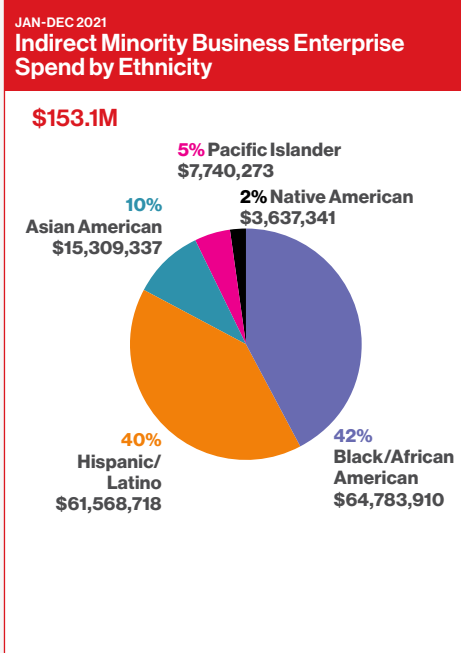
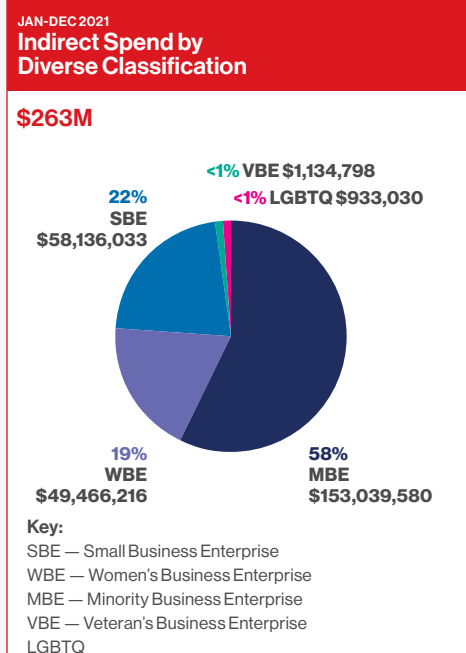
Gloria Prevezinos
President, Prevez Plastics



Purchasing From a More Diverse Supply Base

In 2021, Honda purchased over \$2.5 billion in goods and services from diverse-owned businesses. Members of Honda's Supplier Diversity team serve on several different organization boards and participate in events that focus on the development of diverse-owned businesses.

Total Diverse Spend \$2.56B	
Supply Chain/Logistics	\$6.5M
Indirect	\$263M
Direct	\$2.3B (Tier1: \$1.70B/Tier 2: \$614M)



Awards & Recognition

2019

Women's Business Enterprise National Council — Top Corporation for Women Businesses

2019 & 2020

Ohio Minority Supplier Development Council — Corporation of the Year Award

2021

Southern CA Minority Supplier Development Council (SCMSC) — Corporation of the Year

Business Partners in Advancing Supplier Diversity



Growing a More Diverse Dealer Network

More than two decades ago, Honda initiated a formal effort to grow minority representation within the Honda and Acura automobile dealer networks, resulting in a significant increase in the number of minority dealers.

Honda continues that work today through dealer diversity initiatives that are increasing representation of women and minorities in our dealer portfolio.

Honda also has worked closely with the National Association of Minority Auto Dealers (NAMAD) in an effort to identify qualified dealer candidates.

In 2021, women- and minority-owned auto dealerships grew to over 10% of the Honda and Acura dealer network for the first time.

Women & Minority Ownership of Honda and Acura Dealers (2021)	
African American	1.0%
Asian	1.2%
Hispanic	3.4%
Native American	0.5%
Total Ethnic Minority-owned %	6.1%
Women*	4.9%
Total Women- and Minority-owned	10.5%

* Includes Ethnic Minority and non-Ethnic Minority Women



Our newest minority dealer is the legendary, Hall of Fame baseball player Reggie Jackson, who partnered with the Hendrick Automotive Group to open Reggie Jackson Airport Honda, in Raleigh, North Carolina, one of the largest car dealerships in the state.

Our Communities



Supporting Inclusion & Diversity In Our Communities

Our Communities

For more than 60 years, Honda has been committed to making positive contributions to the communities where we live and work. These efforts to advance inclusion and diversity reach far beyond our own operations into local communities across the U.S.

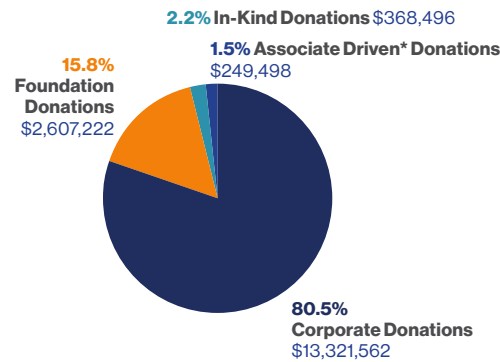
Through charitable grants and philanthropic support of diversity-focused organizations, a more than 30-year partnership with Historically Black Colleges and Universities (HBCU), public policy advocacy efforts, and the volunteer activities of Honda associates, we put our beliefs into action to promote equity and inclusion in America.



Nearly 58%

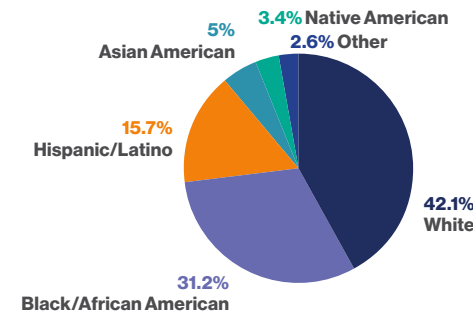
of Honda's Philanthropic giving in 2021 went to organizations supporting ethnically diverse populations.

2021 U.S. Honda Giving = \$16,546,778



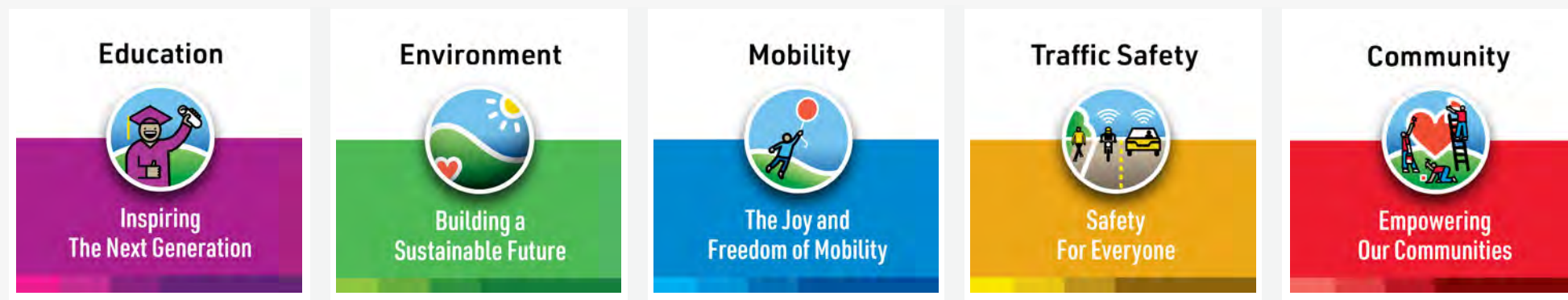
*Through Honda's Matching Gift and Volunteer Grant Programs

2021 U.S. Honda Diversity Philanthropy



A New CSR Approach for Greater Impact

This strategy streamlines our charitable giving to offer both corporate and foundation funding opportunities from Honda and the Honda USA Foundation, with a commitment to support marginalized communities within each pillar.



In late 2021, we strengthened our approach to corporate social responsibility (CSR) in America through a new vision that will create enhanced and more focused funding opportunities that align the Honda CSR strategy around five pillars — Education, the Environment, Mobility, Traffic Safety and Community.

With this new structure, and by consolidating our three former U.S. philanthropic foundations into the Honda USA Foundation, Honda delivers on its goal to collaborate with like-minded organizations to drive sustainable change in these communities. Inherent to this approach is our plan to work directly with interested organizations so that the preponderance of the benefit goes directly to the people who need the help.

Supporting the Good Work of Community Organizations

Eagle Rock School and Professional Development Center

Nestled in the mountains of Estes Park, Colorado, is a year-round, residential, full-scholarship high school for students from across the U.S. who have not experienced success in traditional academic settings.

Founded and solely funded by Honda, Eagle Rock School opened its doors in 1993 with a mission to help the most disengaged students find their way back to an appreciation of education. The school supports engaging practices that foster each student's unique potential and help young people use their minds well.

In addition, Eagle Rock's Professional Development Center (PDC) works with educators from around the country to make their high schools centers of engagement and learning, and to facilitate improvement processes in underfunded public schools across the U.S.



Supporting the Good Work of Community Organizations

Honda Cup is Top Honor of The Collegiate Women's Sports Awards

Honda is proud to support the Collegiate Women Sports Awards (CWSA) in its mission to honor the excellence of women's collegiate athletics on a national level.



For more than 35 years, Honda has sponsored The CWSA, bestowing the Collegiate Woman Athlete of the Year with the organization's top honor: the Honda Cup.

The CWSA annually recognizes the top NCAA Division I women student-athletes in 12 different sports for their superior athletic skills, leadership, academic excellence and willingness to participate in community service. The organization also honors the Divisions II and III Athletes of the Year, as well as the Honda Inspiration Award winner.

In celebration of 2021 Women's History Month, Honda launched a social campaign, "When She Leads, She's Unstoppable," celebrating women in leadership and featuring CWSA Honda Cup winners who are changing the game and inspiring others along the way.

Honda has provided more than \$3.6 million in institutional grants to the universities of the award winners and finalists to support women's athletic programs.

TELACU Education Foundation and Latino Scholars

Honda has been a supporting partner of the TELACU Education Foundation (TEF) since 1995, helping to provide an invaluable resource for thousands of first-generation Latinx students.



TEF offers students not only financial scholarships, but comprehensive academic and career-focused support programs, including mentoring, college preparation courses, and internship opportunities.

Each year, TEF supports approximately 2,000 scholars, and their achievements are noteworthy.

TEF ACHIEVEMENTS

98% of high school students graduate

99% of college scholars graduate

75% pursue STEM-related disciplines

Supporting the Good Work of Community Organizations

Supporting the National Urban League for 20 Years

Honda has long supported the National Urban League (NUL) in its important mission to secure economic self-reliance, parity, power and civil rights for African Americans and other underserved urban communities.



Cathy McEvilly,
senior vice president
for American Honda
Motor Co., Inc., with
Marc Morial, president
of the National
Urban League.

Cathy McEvilly, senior vice president for American Honda Motor Co., Inc., has served on the NUL Board of Trustees since 2018, and many Honda associates have held positions with local NUL affiliates.

In 2019, Honda was proud to sponsor the NUL conference in Indianapolis, Indiana, and hosted the NUL Youth Leadership Summit in 2018 and 2019 at our manufacturing

facilities in Ohio and Indiana, respectively. Students from across the nation toured our manufacturing facilities, took part in hands-on interactive manufacturing process activities and heard from Honda leaders about potential career opportunities in manufacturing.

National Diversity Council

Since 2017, Honda has supported the National Diversity Council (NDC) to drive inclusion and diversity in businesses, communities, and schools.

Through our partnership with NDC, Honda has supported inclusion and diversity both nationally and locally. Honda Vice President of Corporate Social Responsibility and Inclusion and Diversity, Yvette Hunsicker holds a seat on the NDC Board of Directors, and Honda has sponsored local events in Ohio and California, including the Women in Leadership Symposium and the Manufacturing Diversity Summit.

A number of Honda associates have also taken the initiative to complete NDC's week-long DiversityFirst™ Certification Program to become Certified Diversity Professionals.

Supporting the Good Work of Community Organizations

Kaleidoscope Youth Center

Homelessness is a major problem facing LGBTQ+ youth today, and Honda is proud to support the Kaleidoscope Youth Center in Columbus, Ohio, which provides housing, counseling services, education and community engagement for LGBTQ+ youth in need.



While Honda's support has been limited to financial donations during the COVID-19 pandemic, previously, Honda associates regularly volunteered at the center, including assisting with repairs as part of Martin Luther King, Jr. Day of Service. Honda's participation in the Columbus Pride parade also benefitted the Kaleidoscope Youth Center.

Students Run LA

For over two decades, Honda has supported the mission of Students Run L.A. (SRLA) to help underserved middle and high school students realize their potential and plot a new course for their future by providing them with a life changing experience — training for and completing the Los Angeles Marathon.

Honda has contributed more than \$2 million to provide for students' uniforms, nutrition, training and scholarships.



Each year, more than 95% of the students who start the race, finish it. And nearly 100% of the high school seniors who finish the marathon graduate and seek higher education.

To date, more than 77,000 students have participated in SRLA's training program since its inception in 1989.



Honda associates also volunteer their time to support SRLA students as they train, and by joining in the "Run Them In" team, where they meet SRLA students at the marathon's 22-mile mark and run with them for the final 4.2 miles of the race. Associate volunteers line the streets to cheer the students on to the finish line.

Supporting the Good Work of Community Organizations

Honda STEAM Collaborative

Fully funded by the Honda USA Foundation, the Honda STEAM Collaborative (STEAM: science, technology, engineering, arts and math) was formed to create a pipeline to increase STEAM professionals among young men of color and support the next generation of scientists, technology innovators, and engineers.

Through the Honda STEAM Collaborative, eight nonprofit organizations that demonstrated longstanding involvement and success with STEAM programs for African American and Latino youth in the greater Los Angeles area came together to implement a cradle-to-college-and-career pipeline for young Black and Hispanic/Latino men. The Honda USA Foundation donated \$2.5 million over five years to provide resources and support to the organizations.



Hip Hop Public Health Gala

Honda was proud to support Hip Hop Public Health's 2021 Virtual Remixing Public Health Gala. Hip Hop Public Health has been at the forefront of developing innovative, engaging, and culturally-tailored multimedia resources targeting public health-related conditions disproportionately affecting communities of color.

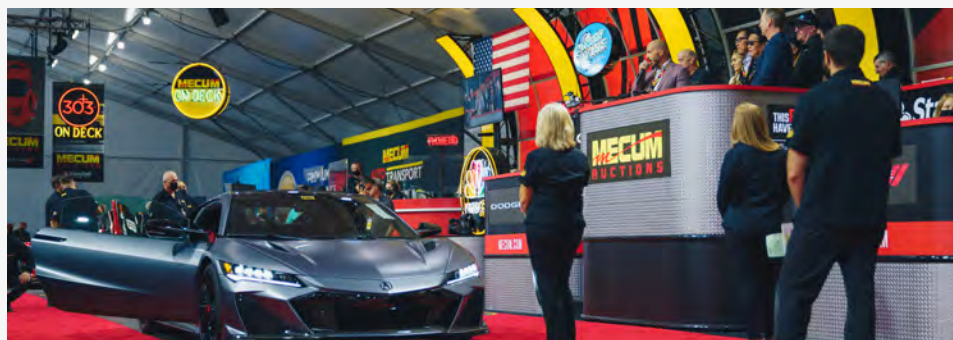


The 2021 gala brought together over 500 supporters and partners from the health, music, education, and business sectors, and helped raise essential funds to support the organization's mission to deepen health literacy, inspire behavior change and achieve health equity in communities of color.

Supporting the Good Work of Community Organizations

Supporting STEAM Education, One Supercar at a Time

In August 2021, Honda auctioned the first Acura NSX Type S sold in the U.S. for \$1.1 million with proceeds donated to charitable organizations, including the Center of Science and Industry (COSI) in Columbus, Ohio.



COSI is using the funding to support STEAM youth education across the U.S. partnering with Honda to provide more than 20,000 award-winning COSI Learning Lunchbox STEAM Kits to at-risk and in-need students across the country. Targeted to help bridge the education gap

for underserved youth from kindergarten through eighth grade, the kits are filled with educational activities and resources for engaging children and families through experiences in science.

Helping Trombone Shorty Foundation Provide Opportunities for Young Jazz Musicians

Acura has been the automotive partner of the Trombone Shorty Foundation and presenting sponsor of its “Shorty Fest” fundraising event since 2016.



Founded by renowned New Orleans musician Troy “Trombone Shorty” Andrews, the Trombone Shorty Foundation inspires and uplifts the next generation of New Orleans musicians by developing their talent, educating them about the music business, and connecting them to the city’s unique music and cultural heritage.

As a longstanding partner of the foundation, Acura has supported traditional jazz music education, instruction, mentorship and performance in New Orleans to help empower young musicians and continue NOLA music culture and musical traditions.

Community Partners Across the U.S.



Hispanic Scholarship Fund (HSF)
hsf.net



National Association for the Advancement
of Colored People (NAACP)
naacp.org



Thurgood Marshall College Fund
tmcf.org



National Action Network
nationalactionnetwork.net



National Urban League
nul.org



UNCF
uncf.org



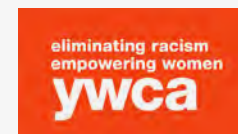
The National African American Male
Wellness Initiative
aawellness.org



Rainbow PUSH Coalition
rainbowpush.org



Women in Green Forum
womeningreenforum.com



YWCA
ywcajustice.org



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honda.com/careers