




## HONDA MOTOR CO., LTD. ACCOUNT SUMMARY

**103<sup>rd</sup> GLOBAL TOP COMPANY - FORBES 2000**

<b>369<sup>th</sup></b>	Top Market Value Company
<b>137<sup>th</sup></b>	Top Profit Company
<b>52<sup>nd</sup></b>	Top Sales Company
<b>219<sup>th</sup></b>	Top Assets Company

Source: Forbes Global 2000 Companies in 2023

May 03<sup>rd</sup>, 2023  
Powered By   
[www.xiqinc.com](http://www.xiqinc.com)

# SUMMARY

We are Honda. A company built on dreams and the determination to make them come true. Driven by our commitment to society and the planet, our work brings joy to our customers and enhances mobility, as we work to help people everywhere expand their life's potential. Our products, from cars and trucks, to advanced light jets and other forms of mobility, reflect our belief that the purpose of technology is to help people.

Together, we are building an inclusive culture where people feel seen and celebrated. Where associates from a variety of backgrounds can apply their unique ideas and experiences to help us create a cleaner, safer, more exciting mobile world.

You're invited to join Honda on this journey.

## Ranking



103<sup>rd</sup> Most Innovative

Share Price (7267.T)	¥3541.0
Market Cap	¥5.93T
Fiscal Year	N/A

## Annual Stock Chart



Challenger

**Toshihiro Mibe**  
President & Chief Executive Officer

## Honda Motor Co., Ltd.

[www.honda.com](http://www.honda.com)

2-1-1, Minami-Aoyama Minato-ku Tokyo 107-8556  
Japan

Phone: 81-3-3423-1111

# S.W.O.T

HONDA  
The Power of Dreams

## Strengths

- **Sustainability initiatives:** Honda has made significant strides in sustainability by committing to carbon neutrality and reducing its carbon footprint.
- **Honda has a strong global presence:** Honda operates in numerous countries around the world, giving it access to diverse markets and customer bases
- **Diverse product line:** Honda offers a diverse range of products, including cars, motorcycles, and scooters, allowing it to cater to a wide variety of customers.
- **Innovative technology:** Honda has been at the forefront of developing innovative technology, such as their Smart Electric Car equipped with 45 cameras.

## Weaknesses

- **Honda has a relatively high cost structure compared to some of its competitors** This could put the company at a disadvantage when it comes to pricing its products
- **Dependence on the Indian market** Honda is heavily dependent on the Indian market, with more than 50% of its global two-wheeler sales coming from India.
- **Honda has faced challenges in the wake of the COVID-19 pandemic** Like many other companies, Honda has had to deal with supply chain disruptions and reduced demand
- **Honda's financial performance has been somewhat lackluster in recent years** Honda's profits have been impacted by factors such as declining sales in certain markets and increased costs for raw materials

## Opportunities

- **Investment in emerging markets** Honda can invest in emerging markets, such as India and Southeast Asia, to expand its reach and customer base.
- **Honda has the opportunity to expand its lineup of electric vehicles** As more customers switch to EVs, Honda could gain market share by offering a wider range of electric models
- **Potential for partnerships and collaborations** Honda has the opportunity to form partnerships and collaborations with other companies to gain access to new markets, technology, and expertise.
- **Expanding market presence in Asia** Honda can continue to expand its market presence in Asia, where there is potential for significant growth.

## Threats

- **Technological disruption from new entrants and startups** New companies focused on autonomous driving, connected cars, and other technologies could disrupt Honda's traditional business model
- **Fluctuations in raw material prices** Higher prices for materials such as steel and aluminum can increase Honda's costs and impact its profitability
- **Fluctuating exchange rates** Fluctuating exchange rates could make it difficult for Honda to accurately forecast and manage its finances.
- **Electric vehicle production challenges** Honda may face challenges in producing and scaling its electric vehicles, which could impact its ability to compete in the market.

[View Details >](#)

# PAIN POINTS

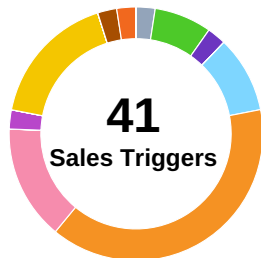
- **Chip Shortages and Supply Chain Issues:** Honda has been facing issues related to chip shortages and supply chain disruptions, which have resulted in production delays, suspended orders, and lowered sales outlooks.
- **Electrification and Sustainability:** Honda has been investing heavily in electrification and sustainability to catch up with its competitors. The company has plans to launch several electric vehicles and hydrogen-powered commercial trucks in the near future.
- **Competition and Market Share:** Honda is facing intense competition in the global automobile market, especially in India and China, where it is struggling to maintain its market share against domestic players.
- **Recalls and Safety Issues:** Honda has suffered reputational damage due to several high-profile recalls and safety issues, such as the Takata airbag scandal and the steering issue in newer Honda Civics that has prompted a federal investigation.
- **Production and Sales Growth:** Honda has been struggling to achieve consistent production and sales growth, with fluctuations in demand and supply chain issues affecting its performance in different regions.

# PAIN POINTS

- **Dealer Network and Partnerships:** Honda has been focusing on building stronger relationships with its dealers and partners, such as General Motors and LG Energy Solution, to expand its reach and improve its supply chain.
- **Brand Image and Perception:** Hondas brand image and perception have been impacted by the companys recent struggles, including recalls, production delays, and supply chain issues. The company needs to rebuild trust and confidence among consumers and investors.
- **EV Battery Technology and Development:** Honda has been investing in EV battery technology and development, partnering with companies such as CATL to procure batteries for its electric vehicles.
- **R&D and Innovation:** Honda has been investing in R&D and innovation to stay ahead of its competitors and meet changing consumer demands. The company has been exploring new technologies, such as autonomous driving and virtual reality, to enhance its products and services.
- **Financial Performance and Investment:** Hondas financial performance has been impacted by several factors, including chip shortages, production delays, and supply chain disruptions. The company needs to invest heavily in electrification and sustainability to catch up with its competitors and maintain its market position.

# TRIGGERS

## PULSE - 30 DAYS



### LEGEND

COVID-19	Earnings	Partnerships
Awards	Events	Products
CxO Moves	Finance	Real Estate
CxO News	HR	Regulation
Cyber Security	Legal	Restructuring
Deals	M&A	Strategy
Divestiture	Outsourcing	Technology
Customer Experience		

## CXO NEWS

APR 26, 2023 | [autonews.com](https://autonews.com)

### Honda CEO Toshihiro Mibe Outlines Multi-step Plan to Jump Ahead in EVs

TOKYO – Honda CEO Toshihiro Mibe admits falling behind in the global race for electric vehicles. Now he is outlining a sweeping strategy to “fight back” and rekin... [Read More](#)



## DEALS

APR 28, 2023 | [asia.nikkei.com](https://asia.nikkei.com)

### Honda, Others to Receive \$1.8bn in Battery, Semiconductor Subsidies

TOKYO -- Honda Motor and other companies will receive subsidies totaling up to 240 billion yen (\$1.79 billion) from Japan's Ministry of Economy, Trade and Industr... [Read More](#)



APR 27, 2023 | [finance.yahoo.com](https://finance.yahoo.com)

### Japan's Honda, GS Yuasa to Invest \$3 Billion for Battery Development, Build Plant -Nikkei

TOKYO (Reuters) - Japanese automaker Honda Motor Co Ltd and battery maker GS Yuasa Corp will invest over 400 billion yen (\$2.99 billion) and team up to produce ba... [Read More](#)



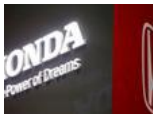
## TRIGGERS

### RESTRUCTURING

APR 13, 2023 | [channelnewsasia.com](https://channelnewsasia.com)

#### Pakistan's Honda Atlas Extends Longest Production Shutdown to End April

KARACHI, Pakistan :Honda Atlas Cars Pakistan Ltd on Thursday announced a 15-day extension to its longest plant shutdown this fiscal year, citing the country's eco... [Read More](#)



### STRATEGY

APR 05, 2023 | [msn.com](https://msn.com)

#### Honda Lays Out Its Plans to Join the EV Race

Honda has sometimes been characterized as a company that builds internal-combustion engines, and sells them in a variety of packages. That makes the transition to... [Read More](#)



### PRODUCTS

APR 26, 2023 | [cbtnews.com](https://cbtnews.com)

#### Honda Teases Mystery EV, Reveals New 2024 Prologue SUV Details

On April 26, Honda revealed additional details for its upcoming electric vehicle lineup including the 2024 Prologue and an unnamed model planned for 2025.Honda ma... [Read More](#)



### PRODUCTS

APR 26, 2023 | [msn.com](https://msn.com)

#### Cheapest New Car in 2023 Isn't a Toyota or Honda

Toyota and Honda offer many affordable models. This financial accessibility is very appealing, especially in times of high inflation. However, the cheapest new ca... [Read More](#)



APR 26, 2023 | [wsj.com](https://wsj.com)

#### Honda to Launch EV in North America in 2025

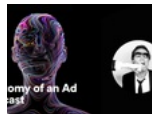
Honda Motor Co. will launch a new mid- to large-size electric vehicle in North America in 2025, part of the auto maker's plans to make its lineup fully electric b... [Read More](#)



APR 03, 2023 | [thedrum.com](https://thedrum.com)

#### Ad of the Day: Honda Celebrates Glorious Le Mans Failure With Silk Screen Tribute

DDB Paris' print campaign for Honda marks the motorcycle marque's failed attempt at Le Mans 24.The grueling race of Le Mans is as famous for the almos... [Read More](#)



# TRIGGERS

## PARTNERSHIPS

APR 20, 2023 | [msn.com](#)

### Honda Considering New F1 Team Partnership to Rival Red Bull Following Ford Deal

Aston Martin looks to be Honda's main target for the 2026 season as its Formula 1 partnership with Red Bull comes to an end. The Japanese manufacturer has register... [Read More](#)



APR 12, 2023 | [msn.com](#)

### POSCO, Honda Sign MOU for Cooperation in EV Material Business

POSCO Holdings Inc., South Korea's top steelmaker, said Wednesday it has signed a memorandum of understanding with Japanese carmaker Honda Motor Co. to cooperate ... [Read More](#)



## AWARDS

APR 18, 2023 | [tirebusiness.com](#)

### Honda Honors Michelin With a Top Supplier Award

COLUMBUS, Ohio — Honda North America Inc. recently honored Michelin North America with a top supplier award for 2022. Michelin was among 54 North American supplier... [Read More](#)



## HR

APR 12, 2023 | [msn.com](#)

### Honda Approval Shows 'Swindon's Proud Tradition of Reinvention'

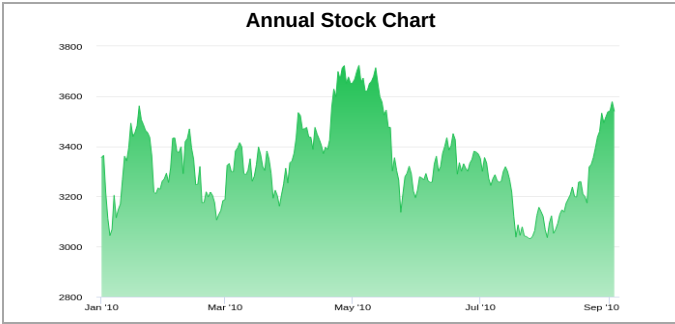
The approval of plans which would see 7,000 new jobs created at the town's former Honda plant has been welcomed. Political leaders have said they are pleased to se... [Read More](#)





# FINANCIAL OVERVIEW

## KEY METRICS & REPORTS



[SEC FILINGS](#)

Net Income  
**¥708.07B**

Qty.Rev Growth  
**20.30%**

Share Price  
**¥3541.0**

Revenue  
**¥16.4T**

Employees  
**204.0K**

EBITDA (TTM)  
**¥2.26T**

Gross Profit  
**¥2.98T**

Market Cap  
**¥5.93T**

Operating Margin  
**5.69%**

EPS (TTM)  
**415.63**

## NEWS

[APR 28, 2023](#) | [asia.nikkei.com](#)

**Honda, Others to Receive \$1.8bn in Battery, Semiconductor Subsidies**

TOKYO -- Honda Motor and other companies will receive subsidies totaling up to 240 billion yen (\$1.79 billion) from Japan's Ministry of... [Read More](#)



[APR 27, 2023](#) | [finance.yahoo.com](#)

**Japan's Honda, GS Yuasa to Invest \$3 Billion for Battery Development, Build Plant -Nikkei**

TOKYO (Reuters) - Japanese automaker Honda Motor Co Ltd and battery maker GS Yuasa Corp will invest over 400 billion yen (\$2.99 billion)... [Read More](#)




[APR 03, 2023](#) | [msn.com](#)

**Honda Atlas Extends Shutdown**

Honda Atlas Cars Pakistan has extended its plant shutdown by 15 days, the longest to date, due to the ongoing economic crisis in Pakistan, which has made it difficult to open letters of credit (LCs) for imports and ... [Read More](#)

# COMPETITORS

**HONDA**  
The Power of Dreams

COMPANIES	<b>HONDA</b> The Power of Dreams	<b>BMW GROUP</b>		<b>TOYOTA</b>
Name	Honda Motor Co., Ltd.	BMW Group	Ford Motor Company	Toyota Motor Corporation
WEBSITE	<a href="http://www.honda.com">www.honda.com</a>	<a href="http://www.bmwgroup.com">www.bmwgroup.com</a>	<a href="http://www.ford.com">www.ford.com</a>	<a href="https://global.toyota/en/">https://global.toyota/en/</a>
FOUNDED	1948	1916	1896	1937
INDUSTRY	Automotive	Automotive	Automotive	Automotive
CEO	Toshihiro Mibe	N/A	James Farley	N/A
EMPLOYEES	204.0K	149.5K	173.0K	375.4K
REVENUE	¥16.4T	€142.61B	\$158.06B	¥35.58T
MARKET CAP	¥5.93T	€66.38B	\$51.48B	¥24.76T
GROSS PROFIT	¥2.98T	€23B	\$17.21B	¥5.97T
OPERATING MARGIN	5.69%	9.80%	4.85%	7.20%

# C-SUITE INSIGHTS

HONDA  
The Power of Dreams



Leader

**Nick Sugimoto**  
Chief Executive Officer,  
Honda Innovations,  
Honda R&D  
Innovations, Inc.  
**Honda Motor Co., Ltd.**  
Mountain View,  
California, United  
States

## EXPERIENCE

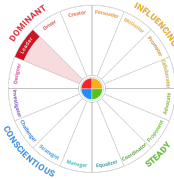
CEO

ホンダ・イノベーションズ(株) | Apr 2023 - Present

## EDUCATION

University of California, Berkeley, Haas School of  
Business  
MBA, 1994 – 1996

## INSIGHTS



Nick is driven by achieving results, is straightforward and prefers clarity and certainty.

## QUALITIES

- Forceful
- Individualistic
- Assertive
- Efficient
- Convincing

## SELLING

Nick is resolute, enterprising, and looks at the big picture, therefore keep your presentations succinct and focused on the overall strategic objectives

## Tips

- Discuss important matters up front, rather than putting them off.
- Address the major topic up front.
- Prioritize and discuss the most important matters.
- Articulate your point of view in a straightforward manner.
- Link the discussion back to the objectives.

## COMMUNICATION


Nick is ambitious and driven by data. Nick appreciates straightforward and succinct conversations.

## Tips

- Address the main point up front
- Don't hesitate to give an opposing opinion
- Express yourself with assurance
- Be ready for fast paced discussions
- Be sure your discussions are short


# NICK SUGIMOTO


## TWEETS



**Nick Sugimoto**  
Chief Executive Officer, Honda Innovations,  
Honda R&D Innovations, Inc.  
[@osg49](#)


My friend in Japan just posted this photo to FB. Japan has already passed PANIC SHOPPING phase. Tons of toilet paper stock in supermarket now. Doesn't ...


 10:29 AM - Mar 14, 2020



**Nick Sugimoto**  
Chief Executive Officer, Honda Innovations,  
Honda R&D Innovations, Inc.  
[@osg49](#)


Honda x Drivemode will create the future of connected mobility! lnkd.in/gXnzQtb


 05:31 AM - Oct 07, 2019



**Nick Sugimoto**  
Chief Executive Officer, Honda Innovations,  
Honda R&D Innovations, Inc.  
[@osg49](#)


僕の友人でアーティストの Annie Lena...  
instagram.com/p/B7PIJocDB\_2j...

 10:28 PM - Jan 12, 2020



**Nick Sugimoto**  
Chief Executive Officer, Honda Innovations,  
Honda R&D Innovations, Inc.  
[@osg49](#)

Honda + Evernote =  
Hackathon!hondanews.com/channels/corpo...

 03:57 AM - Mar 11, 2013

Prepared By



100 Redwood Shores Parkway, Suite 100  
Redwood City, CA 94065, USA

[www.xiqinc.com](http://www.xiqinc.com)  
[support@xiqinc.com](mailto:support@xiqinc.com)

Gain Your Business Insights from xiQ

The information contained herein was obtained from various public sources and is for informational purposes only. xiQ does not guarantee the accuracy or completeness of such information, which is provided "AS-IS", and xiQ is not liable for damages arising, directly or indirectly, from your use of or reliance on such information. Nothing herein constitutes investment, legal, accounting, or tax advice, or otherwise constitutes a personal recommendation to you.

Copyright © 2022 xiQ Inc. All rights reserved. [Terms of Use](#) . [Privacy Policy](#)