

Honda motor company analysis



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Honda Motor Company, Limited (???????????, Honda Giken Kogyo Kabushiki-gaisha?, Honda Technology Research Institute Company, Limited) listen (help·info) (TYO: 7267 NYSE: HMC) is a multinational corporation, engine manufacturer and engineering corporation headquartered in Japan. The company manufactures automobiles, motorcycles, trucks, scooters, robots, jets and jet engines, ATV, water craft, electrical generators, marine engines, lawn and garden equipment, and aeronautical and other mobile technologies. Honda's line of luxury cars are branded Acura in North America and China.

More recently they have ventured into mountain bikes. Honda is the 5th largest automobile manufacturer in the world as well as the largest engine-maker in the world, producing more than 14 million internal combustion engines each year. As of August 2008, Honda surpassed Chrysler as the 4th largest automobile manufacturer in the United States. Currently, Honda is the second largest manufacturer in Japan behind Toyota and ahead of Nissan. 3] Honda is headquartered in 1-1, Minami-Aoyama Nichome, Minato, Tokyo, Japan. Their shares trade on the Tokyo Stock Exchange and the New York Stock Exchange, as well as exchanges in Osaka, Nagoya, Sapporo, Kyoto, Fukuoka, London, Paris and Switzerland.

American Honda Motor Co. is based in Torrance, California. Honda Canada Inc. is headquartered in the Scarborough district of Toronto, Ontario, and is building new corporate headquarters in Markham, Ontario, scheduled to relocate in 2008. 4]Hero Honda, a joint venture between India's Hero Group and Honda, is the largest manufacturer of two wheelers in the world. Honda of Canada Manufacturing is based in Alliston, Ontario.

Honda has also created joint ventures around the world, such as Honda Sael Cars India Ltd, Hero Honda Motorcycles India Ltd, Guangzhou Honda and Dongfeng Honda Automobile Company in China and Honda Atlas Cars Pakistan. With high gas prices and a weak US economy in June 2008, Honda has reported a 1% sales increase while its rivals including the Detroit Big Three and Toyota have reported double-digit losses. Analysts have attributed this to two main factors. First, Honda's product lineup consists of mostly small to mid-size, highly fuel-efficient vehicles. Secondly, over the last ten years, Honda has designed its factories to be flexible, in that they can be easily retooled to produce any Honda model that may be in-demand at the moment. Honda's sales were up almost 20 percent from the same month last year.

The Civic and the Accord were in the top five list of sales. [5][6][7]