Hello, “Discover Honda’s Dreams” Future Trip Attendees and Alumni!
My name is Stephanie LeBlond and it’s my great honor and joy to be a corporate host during the Spring 2015 trip. This module is one of three documents that will serve as pre-study information for the trip. If you are a “Dreams” alumni, this may also bring back fond memories of what many have called a life-transforming experience.
Honda has a philosophy of “go to the spot.” This means that one must actually visit the place where things happen to have the most accurate viewpoint. We are all very fortunate to visit many spots during our excursion. Each one holds a special place in Honda’s Dream—some of the past and some for the future. Before we embark on our fantastic discovery journey, it is important that you have adequate context about where we are going, why we are going there, and what you will see. We have carefully selected these special venues to maximize your learning. Many of these venues are not open to the public, nor to all associates at that facility. We strongly encourage you to complete this pre-study curriculum in advance of the trip. Please read the following e-mails thoroughly and click the selected links for more context. Having some information ahead of time will add significantly to your experience and understanding of what makes Honda unique. Fundamental to Honda’s philosophy are the “3 Joys.” This really sets the stage for our pride and enthusiasm. Here are our original “3 Joys” as presented by Mr. Honda as the motto for our company: http://world.honda.com/history/limitlessdreams/satisfaction/page03.html

Volume 1 of 3: The Joy of Producing
“When product is of superior quality so society welcomes it, the engineer’s joy is absolutely not to be surpassed.”—Soichiro Honda.

YORII Automobile Production Plant
The first Honda Joy is the Joy of Producing. Touring this facility will help you understand Honda’s leadership in advanced manufacturing processes. This facility is one of our newest plants (one-year old) and has a special focus on being exceptionally green for the environment. While the products built there are not to US-spec, you can see many assembly techniques and processes that transfer over to our products. Besides building cars, Honda also builds many of the specialized machines and tooling for the factory to help build the cars. In fact, Honda has a separate company, Honda Engineering (EG), which is specifically responsible for the research, development and design of manufacturing production technologies and methods, and the engineering, design and manufacture of equipment and tooling used in mass assembly production. This is a very unusual practice for an automaker and underscores our superior engineering ability. It is a significant competitive advantage that customers often do not know about. The tour will point out these Honda-built machines in action. Learn more about this new facility, its green initiatives, and EG’s purpose here:


HGT Honda R&D
As the nucleus for the Joy of Producing, this large HGT campus is the center of creation for product development. This facility had the world’s first indoor, multi-directional crash-test facility. It led directly to the ACE™ body structure that helps different-sized vehicles be more compatible in collisions. Years later, other manufacturers now have constructed similar facilities. While this facility is world class, please note that there is a sister R&D facility in Ohio fully capable of engineering products as well. Ohio has recently added a crash-test facility and scale wind tunnel. In fact, much of the design and engineering development for unique U.S. models is now led in the U.S. Yet another major competitive advantage versus other OEMs, who only assemble vehicles in the U.S. Check out HGT Japan and Honda’s Ohio infrastructure at:

http://world.honda.com/RandD/tochigi/
http://ohio.honda.com/2013-Fact-Brochure/?page=0
Quality Innovation Center
It is often said that Honda’s fundamental DNA is DQR—Durability, Quality, and Reliability. These attributes are vitally important, and our supreme attention to detail is what really differentiates our products. This venue, perhaps the most undercover of all facilities, is the place where quality is measured. You will visit a secret “Hall of Shame” where the public is not allowed. New engineers and suppliers are brought in to learn from previous mistakes. There is a whole team of associates at this facility who work with American Honda and our factories on a daily basis to proactively monitor any issues. Once an issue is confirmed, associates brainstorm, propose, and test solutions in a timely manner. Your dealer voice back to American Honda is critically important in this information flow early in the process. Learn more here—but only a little more as this place is top secret!

http://world.honda.com/CSR/quality/system/tochigi/

Before we end this module, here is a bonus item that we are very passionate about: One of our strongest differentiators is that our product line is so diverse. Even back in 1971, we had a corporate tag line “From Mighty to Mini, Honda has it all!” So please remember that beyond designing, engineering, producing and distributing class-leading cars and trucks, we are a mobility company. And while we are quite humble about it, the fact is that we are the largest engine manufacturer in the world. So here is a TV spot from a few years ago called “Starting Up,” which speaks to our lineup, racing, and the excitement it brings. Hopefully it can start revving you up for the trip as well. Crank it up!

https://www.youtube.com/watch?v=7-cBZddcOm4

Finally, feel free to explore our global website @ http://world.honda.com for fascinating stories about our past, current, and future offerings. There are numerous other insights about our product-development process that we plan on sharing with you on the trip. If you have any questions on the above material or would like to discuss it further, please contact me @ 310-783-3856.

Thank you,

Stephanie LeBlond
Manager, Owner Loyalty
DHD Corporate Facilitator
American Honda Motor Co., Inc.