

**HONDA**

The Power of Dreams



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**環境負荷ゼロの循環型社会を目指す**  
Honda strives for a "circular / resource-circulation society"  
that aims for "zero environmental impact"











**\$1.38 billion plant investments**

**2023 CR-V Hybrid**

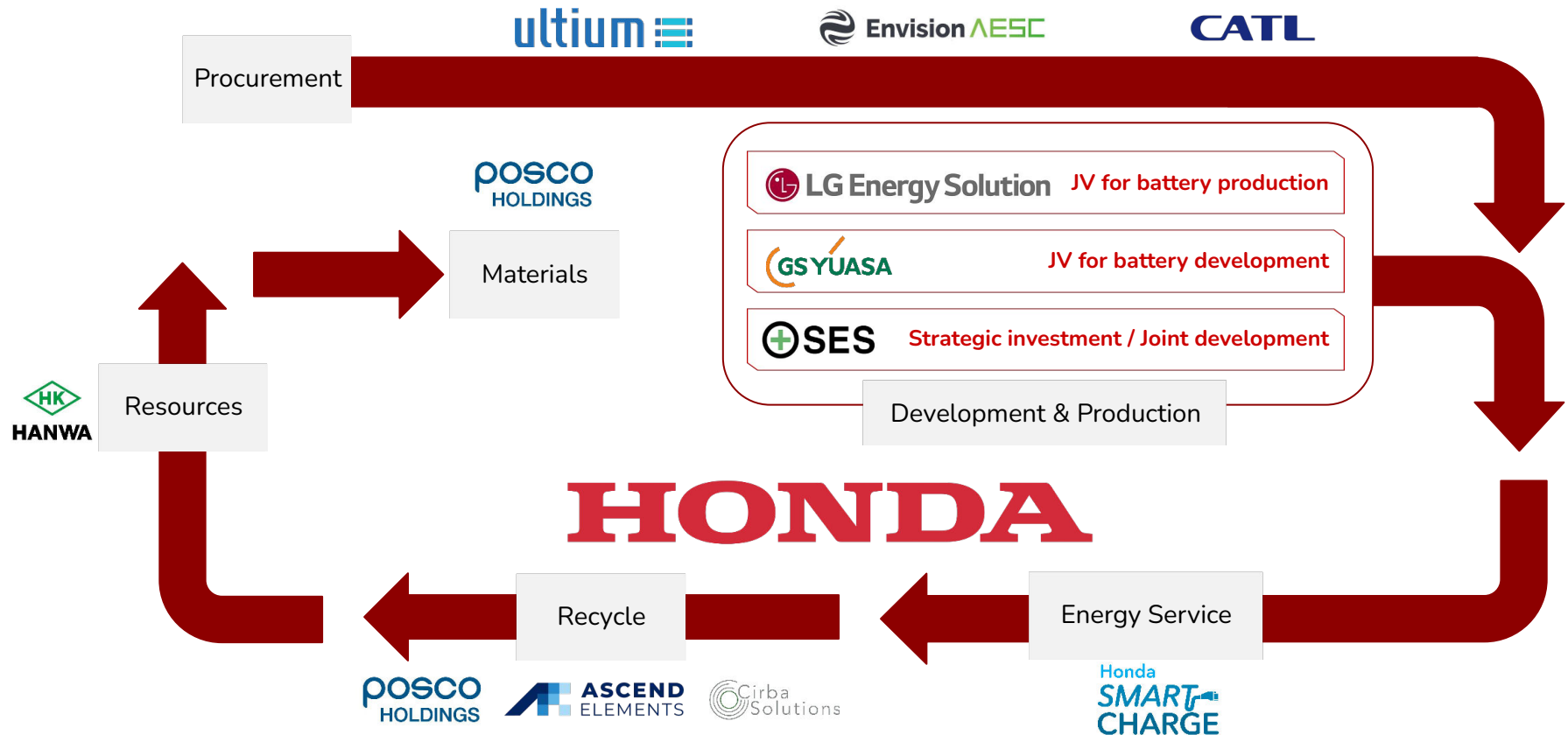
**Ohio battery plant currently under construction  
in partnership with LG Energy Solution**

**General Motors partnership leading to Honda  
Prologue in 2024**

**Yamaha/Suzuki/Kawasaki resulting in 10 new  
motorcycles by 2025**

# Strong Value Chain with Honda as a Hub

Aim to build a sustainable business foundation and strengthen competitiveness through strategic partnerships



# Proposed BEV Mandates

Canada



2026: 20%  
2030: 60%  
2035: 100%

British Columbia



2026: 26%  
2030: 91%  
2035: 100%

Québec



2026: 32.5%  
2030: 85%  
2035: 100%





International Energy Agency estimates  
384 new mines will be needed to meet  
the demand for critical battery metals

The world will need more copper in the  
next 25 years than the previous 5,000





**“Glocalization” means to be an accepted and respected company, you must build products in the countries where they’re sold.**



- Current price tags are more in-line with higher end, luxury vehicles
- US IRA offers up to \$7,500 to offset the cost of a new EV
- Canadian legislators must rationalize a patchwork of policies to establish an incentive model
- Canada was ranked 8th out of 10 countries in Ernst & Young's EV Readiness Rankings



# Honda's Environmental Vision

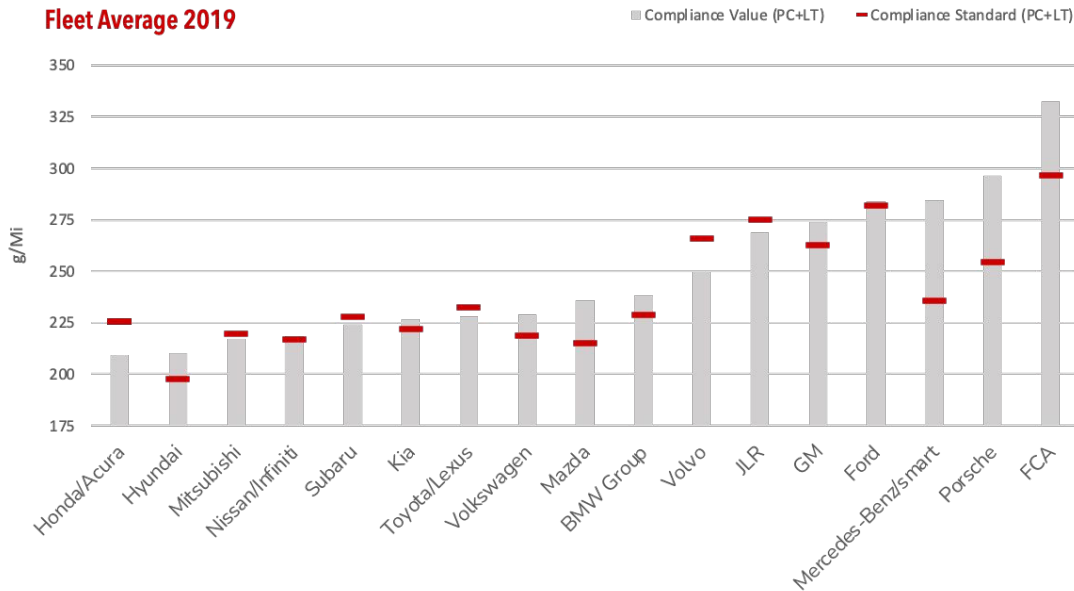
Reducing GHG emissions is key to addressing tangible climate change.

Ours is a measured approach. We will transition from producing only internal combustion engines to vehicles equipped with gasoline hybrid powertrains and then towards EVs.

Honda's goal is to target sales of 40% by 2030, 80% by 2035 and 100% zero emission, electrified vehicles by 2040 while achieving carbon neutrality for all products and corporate activities by 2050.

Policies that mandate the sales of EVs are not the best approach as they tend to focus on a small number of vehicles instead of the overall fleet.

Source: Environment Canada & Climate Change Canada



**Honda markets the lowest emitting vehicle fleet available. We believe our industry and government's focus should be on getting more low emitting vehicles on the road as soon as possible - regardless of technology.**



## Successfully transitioning to the EV era

Industry, electrification stakeholders, and governments must collaborate to ensure supply chain is ready for EV era.

Federal and provincial governments must increase their support to assist consumers who will be making the transition to EV's.

All levels of government, utilities and charging infrastructure providers must develop a reliable, convenient charging infrastructure and grid capacity to support the speed of mandated EV adoption.

Canada can prevail in the electrification race. We have the expertise, the talent, the required resources, the technology and the ability to be world leaders.

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