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The Business Model of a University Research Lab



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Timeline

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1947: Honda produces the A-type bicycle engine
 1959: June 11, American Honda Motor Co. is established in Los Angeles, CA. It's the first overseas subsidiary of Honda Motor Co. In September, Honda begins to sell small motorcycles.
 1962: "You meet the nicest people on a Honda" campaign. Honda begins selling power equipment products (mini-tiller and portable generators) in the U.S. The Honda Dream CB750 Four motorcycle debuts in North America.
 1973: The fuel-efficient Honda Civic hatchback debuts. Honda introduces the world's first fuel-efficient 4-stroke outboard marine engine.
 1974: The Honda Civic is introduced with the CVCC engine.
 1975: Honda begins U.S. research
 1976: The Honda Accord debuts as a hatchback
 1977: GM100 Gold Wing touring motorcycle is introduced. Civic CVCC tops the list of America's most fuel-efficient automobiles (40 miles per gallon)
 1979: Honda begins producing motorcycles in America
 1982: Honda begins producing the Accord in Ohio, making Honda the first Japanese automaker to build cars in America.
 1984: Honda introduces the 1984 CRX-HF, first car to reach an EPA fuel economy of over 50 miles per gallon
 1986: Honda launches Acura
 1989: Accord earns the title of America's best-selling automobile
 1991: Accord Wagon debuts as the first Honda vehicle to be designed, manufactured, and developed in America
 1994: Honda enters the IndyCar open-wheel racing series
 2001: Civic Coupe earns a 5-star safety rating. Honda begins production of Odyssey minivans.
 2003: Honda launches "Safety for Everyone" campaign.
 2009: Acura becomes the first-ever nameplate whose entire line of new vehicles achieves both a 5-star crash safety rating and "Top Safety Pick" rating. June 11.
 2009: 50th anniversary of operations in the U.S.

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History of the Company

Who: Soichiro Honda
 When: 1947
 Where: Japan

Marketing Techniques

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Use of commercials-In 2006, it was the only manufacturer in the Indy Racing League-Honda is the official partner and sponsorship of the NFL, Honda Center-Honda also sponsors The Honda Classic golf tournament and is a sponsor of Major League Soccer-Markets to the entire population-Competitors: Toyota, Ford, GMC, Volkswagen, Nissan

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Products
 Manufacturer of automobiles and motorcycles



Current Status

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 Mostly successful in Japan but is also successful in the US stock market.
 £30.57, public owned company

Areas of Admiration

"Honda Campus X2 Star Challenge" brings teams together from Historically Black Colleges and Universities, students battle on their knowledge of engines. The winning team takes home a \$5,000 grant. Honda already awards 20 participating schools \$10,000. Combined Honda sponsored the Collegiate Women Sports Awards at 629 schools. It honored female college athletes for their achievements in sports, academics, and the community. Honda partnered with the Hispanic Scholarship Fund in 2001. My Opinion: There is good that Honda is doing to give back to the community. Thank you Honda, and like the way it performs. I haven't had any problems with it.

Areas of Disagreement

"2011 customer service ranked 43rd out of 300 Honda scored 3. Across 20 Year Brake Gen 3.1 Leases 1. 2010 2010 Honda Accord and 2009-2010 Acura TSX, a defect caused the vehicles rear brake pads to wear prematurely and the Honda did not tell its customers about the defect or cover the repair under warranty. My Opinion: I do not think it is unfortunate that Honda's customer service is not so top. But I have never had a problem with the customer service they have always been nice and helpful. The best customer service I've ever had. If Honda has learned from its mistakes.



Honda

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