



Honda Motor Co. Harvard Case Solution & Analysis

# HONDA

The Power of Dreams

TheCaseSolutions.com



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# Mission Statement

"Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction."

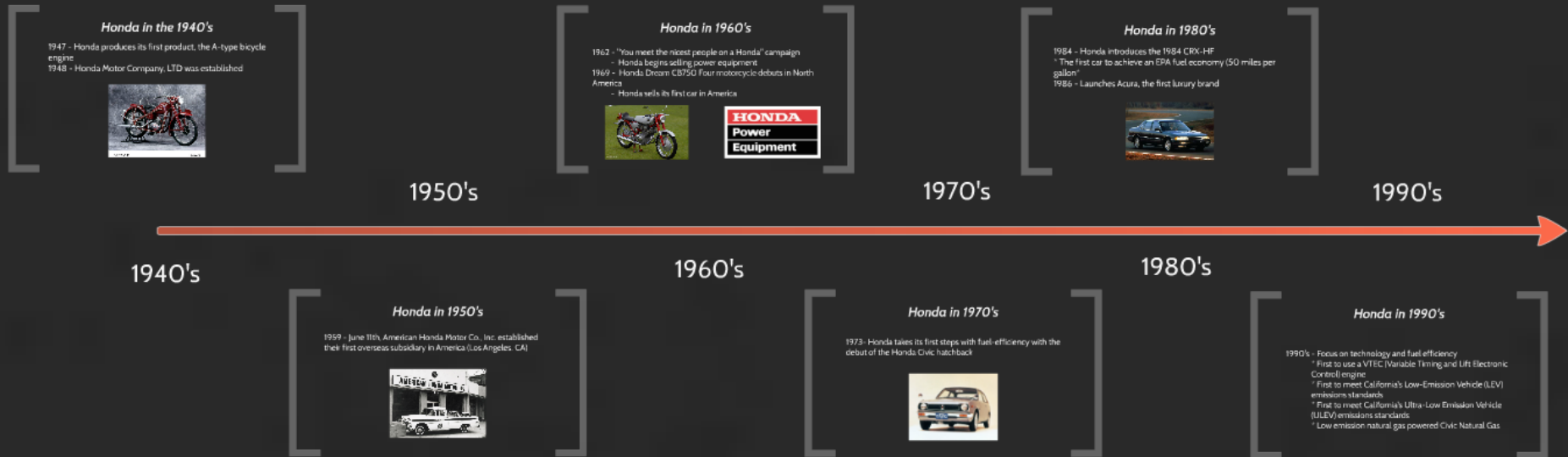


# Humble Beginnings



Soichiro Honda - Founder

# Time Line of Honda Motor Company, LTD.



## *Honda in the 1940's*

1947 - Honda produces its first product, the A-type bicycle engine

1948 - Honda Motor Company, LTD was established



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1949.08

## *Honda in 1950's*

1959 - June 11th, American Honda Motor Co., Inc. established their first overseas subsidiary in America (Los Angeles, CA)



## *Honda in 1960's*

1962 - "You meet the nicest people on a Honda" campaign

- Honda begins selling power equipment

1969 - Honda Dream CB750 Four motorcycle debuts in North America

- Honda sells its first car in America

