

Passing our beautiful earth to the next generation



In addition to the obvious exhaust emissions, we are also facing many other issues when it comes to environmental problems, including climate change and rising sea levels, localized droughts and global warming. Not only are different nations working towards solutions to these, but we have also seen a considerable change in that issues are now being tackled on a global scale. Likewise in the automobile industry, soaring fuel costs have brought us from the long-running era where automobiles were run on gasoline to this period of major change.

Our business operations involve fuel supply systems, electronic control systems for various functions and air conditioning systems for cars and motorcycles. We are well aware that the impact made on the environment through the manufacturing and use of our products is considerable. With this in mind, we have set out “the environment” as one of our operational management priorities. With that in mind, we first developed the carburetor for Honda’s CVCC engine in order to meet the then-stringent American environmental regulations set by the Muskie Act in 1974. Since then, we have continued to develop many products that conform to environmental regulations and are fuel efficient. Presently, we have reached a critical turning point regarding environmental problems, and know that we must place an even bigger focus on working towards those problems.

With this realization, our company creed states “We shall contribute to the future of mankind by the continuous creation of new value.” Based on this creed, not only do we follow society’s regulations, but also set out our own in pursuit of the development of environmentally friendly products and manufacturing processes. To also provide motorcycle products, efforts are being made to meet the emissions regulations for various countries. In Thailand and other Asian countries, there is a rapid move in favor of the use of fuel injectors. Additionally, after developing these products for cars, we have also developed products such as motorcycle injectors and throttle bodies that can optimally exploit flex fuel technology, capable of mixing bio-ethanol and gasoline. In the four-wheeled vehicle sector, in addition to working on products for fuel-cell cars that emit no CO₂ whatsoever, we have also newly developed electronic control products for the motors and batteries of hybrid cars. We have also been striving to minimize the global environment impact to the greatest extent possible in our manufacturing activities. Our efforts include working towards achieving a level of zero emissions, reducing the volume of CO₂ emissions and conserving natural resources.

In order to attain “happiness from members of society”, which is one of the “five joys” of the Keihin philosophy, we will further advance our efforts toward the environment as we move towards achieving our goals for the 2010 fiscal year.

This report was created to summarize our ideas and efforts in environmental activities. Your advice and feedback regarding the report are always welcome.

President & CEO

Kunimichi Odagaki