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# Corporate Profile

## American Honda Motor Co., Inc.

Website: [www.honda.com](http://www.honda.com)

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### Company Notes

This Japanese automaker has been in the states for more than 45 years and its brand image of efficiency may be why North American operations account for nearly half of motorcar sales. Automobiles, power equipment, and recreational vehicles are manufactured at 13 major nationwide plants, and are then exported throughout the Americas. The company's Power Equipment Division is located in Alpharetta, Georgia. A \$15 million design center for Acura is being constructed, and is expected to open in summer of 2007.

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### Locations & Contacts

Type	Name	City	State
Marketing HQ	American Honda Motor Co., Inc.	New York	NY

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### Location Addresses

540 Madison Avenue  
32nd Floor  
New York, NY 10022 USA  
(212) 355-9191

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### Contacts

Mr. Taku Kitamura  
Investor Relations Director  
taku\_kitamura@ahm.honda.com

Mr. Chris Naughton  
Regional Manager of Public Relations, East Coast  
Has counter-parts across the U.S.  
chris\_naughton@ahm.honda.com

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### Locations & Contacts

Type	Name	City	State
Corporate HQ	American Honda Motor Co., Inc.	Torrance	CA

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### Location Addresses

1919 Torrance Boulevard  
Torrance, CA 90501-2746 USA  
(310) 783-2000

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### Contacts

Mr. Rob Alen rob\_alen@ahm.honda.com  
Corporate Advertising Manager  
Mailcode: 100-3C-2A  
Name is spelled correctly.  
Assistant: Linda  
Direct: 15542

Mr. Kurt Antonius kurt\_antonius@ahm.honda.com  
Assistant Vice President of Public Relations, Honda Direct: (310) 783-3996  
Mailcode: 100-3C-2A  
Oversees all public relations efforts for Acura, Honda, and Motorsports.

Mr. Robert Bienenfeld robert\_bienenfeld@ahm.honda.com  
Senior Manager of Strategic Planning & Research

**Resume:**

Previous Title	Senior Manager of Product Planning, Honda & Acura (American Honda Motor Co., Inc.).
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Mr. Steve Center steven\_center@ahm.honda.com  
Vice President of Sales, Acura Division

Mr. Dick Colliver richard\_colliver@ahm.honda.com  
Executive Vice President, Automobile Sales Direct: (310) 783-3078  
Mailcode: 100-3E-8G

Mr. Eric Conn eric\_conn@ahm.honda.com  
Assistant Vice President of National Advertising, Automobiles  
Top advertising person.  
Assistant: Linda  
Direct: 15542

Mr. Jeff Conrad jeff\_conrad@ahm.honda.com  
Vice President of Advertising & Public Relations  
Top marketing contact for Acura brand.

Mr. Stephen Ellis stephen\_ellis@ahm.honda.com  
Sales & Marketing Manager, Fuel Cell

Mr. Daniel Fujimori  
National Advertising Manager of Motorcycles, Accessories & Licensing  
Mailcode: 100-4C-3A  
Assistant: Ms. Patti Taft

daniel\_fujimori@ahm.honda.com  
Direct: (310) 783-3704

Mr. Issaac Gooden  
Event & Promotions Manager

issaac\_gooden@ahm.honda.com

Mr. Doug Hoffman  
Senior Manager, Sales  
Assistant: Terry  
Direct: (310) 783-3106

doug\_hoffman@ahm.honda.com

**Resume:**

Previous Title	Senior Manager of National Advertising, Honda (American Honda Motor Co., Inc.)
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Ms. Jenny Howell  
Interactive Marketing Manager

jenny\_howell@ahm.honda.com

Mr. Steve Jaros  
Senior Marketing Manager  
Assistant: Helen

steve\_jaros@ahm.honda.com

Mr. Larry Katze  
National Incentives Marketing Manager  
New car sales efforts only.  
Assistant: Renee  
Direct: 13106

larry\_katze@ahm.honda.com

Mr. Ernie Kelsey  
Manager of Service Marketing  
Mailcode: 500-2C-6A  
Manages direct mail campaigns for after sale parts and service. Signed a three-year contract with Minnix to manage the effort in 2005 (7/05).  
Assistant: Ms. Carol DeLome

ernie\_kelsey@ahm.honda.com

Mr. Chuck Kendig  
Senior Manager of eBusiness  
Mailcode: 100-2E-8C  
Assistant: Linda  
Direct: 18172

charles\_kendig@ahm.honda.com

**Resume:**

Previous Title	Senior Manager of Acura Parts & Service Marketing (American Honda Motor Co., Inc.).
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Mr. Richard Kent  
Manager of Regional Direct Mail Marketing  
Responsible for new car sales direct mail (regional) promotions.

richard\_kent@ahm.honda.com

Mr. Michael Keranen  
Vice President of e-Business, Honda

michael\_keranen@ahm.honda.com  
Direct: (310) 783-2626

Mr. Charles Koch charles\_koch@ahm.honda.com  
Manager of New Business Development, Auto  
Mailcode: 100-3E-1E

**Resume:**

Previous Title Regional Marketing Manager - Acura & Honda (American Honda Motor Co.Inc.)

Mr. Koichi Kondo koichi\_kondo@ahm.honda.com  
President & Chief Executive Officer, Honda North America

**Resume:**

Previous Title President & Chief Operating Officer (American Honda Motor Co.)

Previous Title Senior Managing Director (American Honda Motor Co.)

Previous Title President & Director (American Honda Motor Co.)

Previous Title President & Director (Honda North America, Inc.)

Ms. Kim Landan kimberly\_landan@ahm.honda.com  
Regional Marketing Associate, Honda & Acura Direct: (310) 783-3348  
Responsible for regional new car sales marketing only. Says in-house agency has created their promotional work for the past 40 years with no plans to change (7/05).

Mr. Dennis Manns dennis\_manns@ahm.honda.com  
Assistant Vice President, Sales & Logistics Planning  
Mailcode: 100-3E-1B  
Assistant: Mary Sue

Mr. John Mendel john\_mendel@ahm.honda.com  
Executive Vice President of Operations, Automobile  
John is a key decision maker in Honda's global marketing.

**Resume:**

Previous Title "Power Player" (Advertising Age)

Previous Title Executive Vice President & Chief Operating Officer (Mazda North America, Inc.)

Mr. Steve Morikawa steve\_morikawa@ahm.honda.com  
Senior Manager of Sponsorship & Community Relations

Ms. Anne Palmer anne\_palmer@ahm.honda.com  
Assistant Manager of Interactive Marketing  
She is not in the office on Tuesdays.

Mr. Tom Peyton tom\_peyton@ahm.honda.com  
Senior Manager of National Advertising  
Mailcode: 100-3W-4A  
Responsible for national advertising, Internet and long-term marketing strategies. Mail Code 100-3W-4A  
Assistant: Ann Hartl  
Direct: (310) 783-2255

**Resume:**

Previous Title Manager of Market Support (American Honda Motor Co., Inc.)

Previous Title E-Commerce Associate, Jeep (Chrysler)

Ms. Barbara Ponce barbara\_ponce@ahm.honda.com

Manager of Corporate & Diversity Advertising, Honda Direct: (310) 783-3909  
Assistant: Kathy Lee  
Direct: (310) 783-3186

Ms. Susie Rossick susie\_rossick@ahm.honda.com  
Manager of National Advertising, Acura Direct: (310) 783-3178  
Assistant: Ms. Sandy McCacken  
Direct: (310) 783-3190

Mr. Jeffrey Smith jeffrey\_smith@ahm.honda.com  
Assistant Vice President of Corporate Affairs & Communications Direct: (310) 781-5062

Mr. Mike Spencer mike\_spencer@ahm.honda.com  
Manager of Public Relations, Acura Direct: (310) 783-3165

Mr. Dick Szamborski richard\_szamborski@ahm.honda.com  
Vice President of National Sales  
Mailcode: 100-3E-8G  
Assistant: Julie  
Direct: (310) 783-3085

Mr. Wayne Toyota wayne\_toyota@ahm.honda.com  
Senior Manager, Motorcycle Division Direct: (310) 783-3710  
Mailcode: Fourth Floor  
Makes all advertising decisions for motorcycle division in conjunction with National Advertising  
Manager Danny Fujimori.

Ms. Antoinette Walker antoinette\_walker@ahm.honda.com  
Assistant to Motorsports

Mr. Takuju Yamada takuju\_yamada@ahm.honda.com  
Executive Vice President

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## Locations & Contacts

Type	Name	City	State
Business Unit	American Honda Motor Co., Inc.	Torrance	CA

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### Location Addresses

700 Van Ness Avenue  
Torrance, CA 90501 USA  
(310) 783-2000

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### Contacts

Mr. Dave Spyra david\_spyra@ahm.honda.com

Manager of Process Improvement

Assistant: Kim

Direct: (310) 781-4147

**Resume:**

Previous Title | Regional Marketing & Advertising Manager (American Honda Motor Co., Inc.)

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## Company Statistics

Revenues (M)	42,539.1 (2005)
Media Spend (M)	735.7
Fiscal Close	March
# Employees	167,231
Founded	1959
Company Type	Public

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## Media Spend

Type	2005 (M)	2006 (M)
Cable TV	108.9680	88.3236
FSI Coupon	0	0
Internet	data not available	17.3974
Local Magazine	0.0076	0.0047
Local Newspaper	2.4180	0.5784
Local Sunday Supplement	0	0
National Magazine	80.1266	104.0340
National Newspaper	6.8718	7.1680
National Sunday Supplement	1.3389	1.3446
Network Radio	0	2.0852
Network TV	138.2280	81.4105
Outdoor	4.5571	6.2617
Spanish Language Cable TV	0.3427	0.3052
Spanish Language Network TV	21.5235	20.9400
Spot Radio	3.9232	7.7489
Spot TV	366.7140	390.5740
Syndicated TV	9.1026	7.4841
<b>TOTAL</b>	<b>744.1220</b>	<b>735.6600</b>

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## Brands

Brand Name	Description
Accord	sedans & coupes
Accord EX V-6	sedans & coupes

Acura	luxury automobiles
Acura RDX	luxury SUV
Acura RL	luxury sedan
America Honda Finance Corporation	auto financing
American Honda Motor Co., Inc.	cars, motorcycles, lawn mowers, motors
AquaTrax	personal watercraft
Certified Used Cars	used car program
Civic	compact cars
CR-V	small sport utility vehicle
Element	sport utility vehicle / truck
Elite 80	scooter
Fit	hatchback
FourTrax	ATV
Gold Wing	touring motorcycle
Helix	scooter
Honda	automobiles
Honda	automobiles
Honda ATV	ATVs
Honda Generators	generators
Honda Interactive Network	dealer network
Honda Motorcycles	motorcycles
Honda Power Equipment	lawn mowers, lawn & garden machines
Honda Power Equipment	lawn mowers, lawn & garden machines
Honda Racing	racing team
Honda Snow Removal Equipment	snow plows
Honda Watercraft	watercraft, boat engines
Insight	electric/gas-powered cars
Interceptor	motorcycle
Magna	cruiser motorcycle
Metropolitan	scooter
Nighthawk	standard motorcycle
Odyssey	minivan
Pilot	large sport utility vehicle
Prelude	sports coupe
Rebel	cruiser motorcycle
Reflex	scooter
Ridgeline V6	pick-up truck
Ruckus	scooter
S2000	roadster
Shadow Spirit	cruiser motorcycle
Silver Wing	scooter
Sportrax	ATV
ST1300	sport touring motorcycle

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**Agency Relationships (known)**

Brand	Agency	Service	Status	From	To
Acura	La Agencia de Orci & Asociados	Multicultural	Current	2005	present
Acura	Dawson + Company Creative Group		Current as of	2005	present
Acura	Rubin Postaer & Associates	AOR, full service	Current	1999	present
Acura	Picture Mill	TV	Past	2000	2003
Acura	Gen Art		Current as of	2005	present
Acura	Maritz Canada	interactive & event	Current as of	2006	present
Acura	Apropos Marketing Communications Inc.	Canadian			
Acura	Premier Event Services	events	Current as of	2007	present
Acura RDX	Rubin Postaer & Associates	branded entertainment	Current as of	2006	present
Acura RL	Rubin Postaer & Associates	launch campaign	Current as of	2005	present
American Honda Motor Co., Inc.	Unity Media, Inc.		Current as of	2005	present
American Honda Motor Co., Inc.	Massive Incorporated	advertising	Current as of	2005	present
American Honda Motor Co., Inc.	The Rogers Group	AOR - public relations	Past	1998	2007
American Honda Motor Co., Inc.	in-house	AOR - public relations	Current	2007	present
American Honda Motor Co., Inc.	Concept Cafe Advertising	Hispanic creative	Current	2006	present
American Honda Motor Co., Inc.	Suissa Miller	AOR	Past	1990	2003
American Honda Motor Co., Inc.	The National System, Inc.	branding management	Current as of	2005	present
American Honda Motor Co., Inc.	Targetbase Marketing	AOR, interactive	Current	1994	present

Co., Inc.						
American Honda Motor Co., Inc.	La Agencia de Orci & Asociados	Hispanic AOR	Current	1989	present	
American Honda Motor Co., Inc.	Initiative		Unconfirmed	unknown	unknown	
American Honda Motor Co., Inc.	Muse USA	African American & Asian	Current	2002	present	
American Honda Motor Co., Inc.	RPA Interactive	AOR, interactive, fullservice	Current	1995	present	
Certified Used Cars	RPA Interactive	interactive	Current	2000	present	
Fit	Rubin Postaer & Associates	launch	Current	2006	present	
Honda	Dawson + Company Creative Group	marketing,communications	Current as of	2005	present	
Honda	Rubin Postaer & Associates	AOR, full service	Current	1974	present	
Honda	Sellutions, Inc.		Current as of	2005	present	
Honda	The National System, Inc.		Current as of	2005	present	
Honda ATV	Colle + McVoy	loyalty marketing, public relations	Past	1999	2005	
Honda Generators	Dailey & Associates	AOR	Current	1979	present	
Honda Interactive Network	RPA Interactive	interactive AOR	Current	1999	present	
Honda Motorcycles	RPA Interactive	interactive AOR	Current	1997	present	
Honda Motorcycles	Dailey & Associates	AOR	Current	1979	present	
Honda Power Equipment	Dailey & Associates	AOR	Current	1979	present	
Honda Racing	RPA Interactive	interactive AOR	Current	1995	present	
Honda Watercraft	Dailey & Associates	AOR	Current	1979	present	
Ridgeline V6	Rubin Postaer & Associates	creative	Current as of	2006	present	

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## Competitors

[American Suzuki Motor Corporation](#)  
[Bentley Motors, Inc.](#)  
[BMW Canada, Inc.](#)  
[BMW of North America, LLC](#)  
[Ferrari - Maserati North America, Inc.](#)  
[General Motors Corporation](#)  
[Hyundai Motor America](#)  
[Kia Canada, Inc.](#)  
[Mercedes-Benz Canada, Inc.](#)  
[Premier Automotive Group](#)  
[Saab Cars USA, Inc.](#)  
[Volkswagen of America, Inc.](#)  
[Volvo Cars of North America, Inc. - Midwestern Region](#)  
[Volvo Cars of North America, Inc. - Southern Region](#)  
[Volvo Cars of North America, LLC](#)  
[Volvo Cars of North America, LLC - Northern Region](#)

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## Company Hierarchy

Parent	Child	Sibling
* Honda Motor Co. Ltd. / Japan	* American Honda Motor Co., Inc. - Power Equipment Division * Honda Racing F1	* Honda Canada * Honda Aircraft Company, Inc.

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## ... A Bit More

Type	Information	Date
Marketing	Plans to launch a super clean sedan powered by diesel into the U.S. market before 2009 (9/06).	09/28/2006
Marketing	Annual report is done in Japan.	08/16/2006
Marketing	A \$15 million design center for Acura is being constructed, and is expected to open in the summer of 2007. This will be the first time the brand hasn't shared design space with Honda.	06/28/2006
Marketing	Developed styling and product development teams to improve Acura sales.	06/28/2006

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## Honda aims to hike U.S. car sales

New cars, remodeled units will debut in 2007

Dec 20, 2006

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### The Story

As Detroit's problems mount, Japanese automaker Honda plans to increase car sales in the U.S. by 3 percent in 2007, according to [The Wall Street Journal](#).

In announcing its outlook for next year, the company said it planned to boost sales in overseas markets by increasing production and launching new models. President Takeo Fukui said U.S. sales would rise to 1.56 million vehicles.

The announcement comes in sharp contrast to U.S.-based automakers that have been seeing their sales in the United States slide for the past several years. General Motors Corp., Ford Motor Co. and DaimlerChrysler AG's Chrysler Group have all reduced production and ceded market share to Honda and Toyota.

Honda is the third-largest Japanese automaker by sales volume. The Tokyo-based company runs its U.S. business from its headquarters in Torrance, Calif. Honda reported a profit of \$1.1 billion over the July through September period.

### The Research

[Honda](#) will count on a new product and some new models to help achieve higher sales.

A remodeled Fit subcompact will debut in the spring. An eighth-generation Accord and a Pilot sport-utility vehicle will appear in the fall. Honda also plans to unveil a new sports car in January at the Detroit Motor Show. The company expects sales of its Honda Civic to remain strong.

The profit-rich firm announced plans earlier in the year to spend \$1.18 billion on new plants in the United States, Canada and Japan.

According to The List database, Honda works with a wide roster of agencies on differing projects.

According to Nielsen Monitor-Plus, Honda spent \$744 million on measured media last year. Television took the top three spots with spot TV getting \$366 million, network TV receiving \$138 million and cable TV taking \$109 million.

### **The Direction**

Honda's making a ton of cash, sets aggressive growth goals and will be introducing at least two new cars next year. We'd say this makes for a good prospect. General market firms and agencies with specific capabilities should approach executives at American Honda Motor Co. as they work out plans to meet next year's sales targets.

Firms with experience targeting 20-somethings and urban professionals should make a pitch for work on the new Fit subcompact car. The new Accord will target middle-class consumers, competing against rivals such as Toyota's Camry and the Hyundai Sonata.

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### **Barbara Ponce**

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