

Dec. 29, 2017
Honda Taiwan 4WNEWS C17-025

2018 Taipei International Auto Show

Features Honda's futuristic Dreams for Safety and Environment

Taipei, Taiwan - Bringing joy to customers was the initial motivation for Honda to pursue its dream. Honda has been following a “philosophy of three joys” in its commitment to develop safety and environment-friendly technologies. It keeps on surpassing itself and striving to actualize the “joy of buying, joy of selling, and joy of creating.”

The 2018 Taipei International Auto Show kicks off on Dec. 29. To let customers, Honda Taiwan takes “Dream for Joy” as the theme of Honda Booth in the auto show. In sync with other markets in the world, Honda Taiwan presents the new Japanese-made ODYSSEY minivan in the Auto which features the newest Honda SENSING intelligent active protection systems and ultra-comfortable seats. Meanwhile, it showcases three new types of two-wheelers, including the long-distance touring-capable “GOLDWING”, the top-end sports and street bike “CB1000R”, and the multi-function off-road adventure bike” Africa Twin”.

The highlight of the Auto show is the dream supercar of Honda, the NSX. It is the pinnacle of Honda's cutting-edge techniques, avant-garde in design and aggressive in performance. Visitors to Honda booth are allowed to sit in the car to experience through VR headsets nearly zero-lag acceleration and driving fun special to NSX. As for two-wheelers, Honda Taiwan unveils the legendary road racing motorcycle RC213V, which debuts in Taiwan. It was the winning bike in the 2017 MotoGP motorcycle racing world championship, marking its third title in the series. Meanwhile, Honda Taiwan also displays automobiles and motorcycles that are fitted with Honda's representative safe, eco-friendly technology, and fun-to-drive.

With a vision of becoming a company which society want to exist, Honda Taiwan has been providing products meeting customer expectations to the Taiwan market. In 2017, Honda Taiwan set a record in its automobile and motorcycle sales. A total of 33,500 units of Honda cars have been sold this year, an increase of 23% over last year and the highest figure in the 15 years since the establishment of Honda Taiwan. In the meantime, 2,500 units of two-wheelers have been sold in the same period, an increase of 65% over last year and the highest figure in 3 years since the inauguration of Honda Taiwan's motorcycle department.

In years to come, Honda Taiwan will continue to put the Global Honda concept into practice, which is to produce the best products to realize the dream of getting around with motor vehicles, enrich the world, and enable the value of Honda as a brand standing for advanced technology, innovation, environmental protection, safety, and driving fun to be fully recognized.

Safety for people

Safety is the most important precondition for joy. In its insistence on safety, Honda attends to both people inside and outside the car, hoping to make drivers and pedestrians alike feel at ease while getting around freely. In order to reach the "zero accidents" goal, Honda has spent a lot of effort. The Honda SENSING intelligent active safety systems are developed for automobiles, capable of enhancing safety for drivers, passengers, pedestrians, and even cars in the neighborhood. They bring worry-free driving experience.

Honda Taiwan actively provides safe driving courses for two-wheeler owners while seeking to expand the effect of these courses. Some of the courses are specially designed for Taiwan's road conditions. Course-takers will be able to learn safe driving concepts and driving skills from Honda Taiwan. The next step is to facilitate the realization of an ideal: a mutual respect between "pedestrians", "cars", and "roads".

A leading SUV maker

There has been a craze for SUVs since Honda Taiwan started selling the CR-V series in 2003. The Honda CR-V has won the recognition of nearly 180,000 owners. The HR-V model was introduced to the Taiwan market at the end of 2016. The car, based on a crossover design, combines the toughness and safety features of a SUV with the personal style of a COUPE and the utility of a MPV. It provides a new SUV option in the Taiwan market.

The fifth-generation All New CR-V has set an unprecedented sales record, strongly demonstrating its dominant role in the SUV market in Taiwan. It is the first model of the CR-V series to be powered by the Earth Dreams Technology 1.5L VTEC Turbocharged Engine. The 1.5S version is an upgraded model fitted with Honda SENSING systems, which allow the driver to enjoy the fun of driving and the pleasure of going out with family members in a car with safety protection.

2018 brand new motorcycle

Following the introduction of the small displacement MSX125 motorbike, the first of its kind in Taiwan, Honda Taiwan goes on to bring in three new models in 2018 after considering the customer expectations and market demands here.

Like the replacement of the previous flagship SUV with a new model, the new GOLDWING brings to Honda Taiwan's top two-wheeler technology. All-terrain adventure bike Africa Twin makes its first appearance in Taiwan, looking to lead riders to explore new sights in the wilderness. The CB1000R, which features mature technology and polished high-grade design, redefines next-generation sports street bikes.

In either the automobile or the motorcycle markets, Honda Taiwan hopes to keep providing customers with new experience — “Let all people move safely! Let us own

Press Information

the joy of realizing dreams together!” Please visit Honda booth in Area L on the 4th floor of Taipei Nangang Exhibition Center for the 2018 Taipei International Auto Show from Dec. 30, 2017 through Jan. 7, 2018. Come and experience the fun and excitement at Honda Booth.

<Press Contacts>

Honda Taiwan Operations Department Wu SUE WEI
Mobile: 0938-763-217
0972-759-210
Phone: 02-2506-6898 #259
Fax: 02-2506-6959
E-mail: sw_wu@honda-htw.com.tw

Honda Taiwan Motorcycle Business Division Pan Pin lin
Mobile: 0973-310-531
Phone: 02-2506-6898 #349
Fax: 02-2506-6959
E-mail: pl_pan@honda-htw.com.tw

Sale Service (Honda Taiwan) Overview

Establishment: February, 2002
Capital: Approximately NT\$3.6 billion (¥13 billion)
Contribution Ratio: Honda Motor Co., Ltd. 100%
President: Takato Ito
Operational Details: Automobile and Motorcycle Sale

Manufacturing (Honda Taiwan) Overview

Location: Pingtung City, Pingtung County
Total Area: Approximately 188,000 m²
Factory Area: Approximately 65,000 m²
Investment: Approximately NT\$3.4 billion (¥12.2 billion)
Models Produced: CR-V, HR-V, FIT, CITY
Production Operations: Welding, Painting, Assembly and Inspection