

HONDA MOTOR CO LTD  
Form 6-K  
March 13, 2008  
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No.1-7628

# SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

## FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

PURSUANT TO RULE 13a-16 OR 15d-16

UNDER THE SECURITIES EXCHANGE ACT OF 1934

FOR THE MONTH OF February 2008

COMMISSION FILE NUMBER: 1-07628

## HONDA GIKEN KOGYO KABUSHIKI KAISHA

(Name of registrant)

## HONDA MOTOR CO., LTD.

(Translation of registrant's name into English)

1-1, Minami-Aoyama 2-chome, Minato-ku, Tokyo 107-8556, Japan

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Note: Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

## Edgar Filing: HONDA MOTOR CO LTD - Form 6-K

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes " No "

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_

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**Exhibit 1:**

On February 6, 2008, The redesigned 2009 Acura RL luxury sedan made its world debut today at the Chicago Auto Show. Featuring bold, sleek exterior styling, an upgraded interior, advanced technologies and powerful new engine, the RL once again pushes the limits of performance, style, and luxury. The 2009 RL will go on-sale this spring at Acura dealerships nationwide.

**Exhibit 2:**

On February 11, 2008, Acura announced today it will debut the all-new 2009 Acura TSX sports sedan at the 2008 New York International Auto Show and released an exterior photo of the new model. Scheduled to go on-sale in the spring, the 2009 Acura TSX will be the second generation of Acura's popular entry level sedan and feature numerous advancements in performance, styling, technology and safety.

**Exhibit 3:**

On February 22, 2008, Honda Motor Co., Ltd., today announced management changes. (Ref.#C08-012)

**Exhibit 4:**

On February 26, 2008, Honda Motor Co., Ltd., today announced a summary of automobile production, Japan domestic sales, and export results for the month of January 2008. (Ref.#C08-014)

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Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

HONDA GIKEN KOGYO KABUSHIKI KAISHA

(HONDA MOTOR CO., LTD.)

/s/ Fumihiko Ike  
Fumihiko Ike  
Managing Director

Chief Operating Officer for

Business Management Operation

Honda Motor Co., Ltd.

Date: March 13, 2008

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**Redesigned 2009 Acura RL Debuts at Chicago Auto Show**

**Bold Styling, Larger Engine, and Improved Handling Help RL Raise The Luxury Performance Bar**

CHICAGO, U.S.A., February 6, 2008 The redesigned 2009 Acura RL luxury sedan made its world debut today at the Chicago Auto Show. Featuring bold, sleek exterior styling, an upgraded interior, advanced technologies and powerful new engine, the RL once again pushes the limits of performance, style, and luxury. The 2009 RL will go on-sale this spring at Acura dealerships nationwide.

The 2009 RL furthers cutting edge technology with the addition of new high-tech items including AcuraLink® weather, AcuraLink®Traffic Rerouting , XM® Note, Active Sound Control, and Bluetooth® Audio to an already robust list of features found on the previous RL. To enhance handling, new chassis technology abounds in the drivetrain in the form of an improved Super Handling All-Wheel Drive system, a revised steering system, upgraded coil springs, better performing shock absorbers, larger rear stabilizer bar, and more aggressive wheels and tires. Performance improves with the RL thanks to a new, larger 3.7-liter V-6 that incorporates the first ever SOHC use of VTEC® valvetrain actuation for both the intake and exhaust valves.

RL represents the very best we have to offer in terms of engineering, technology, performance, luxury and safety , said Dick Colliver, executive vice president, sales. It s designed for a new generation of performance-luxury buyers looking to travel more quickly, more efficiently and more connected to the world around them.

For 2009, the RL will be offered in three different trim levels including RL, RL with Technology Package and RL with Technology Package Plus CMBS . All RL s receive a potent new 3.7-liter V-6 engine, Super Handling All-Wheel Drive , a Bose® Surround Sound audio system, Bluetooth® HandsFreeLink® connectivity and a GPS-based solar-sensing climate control system. The Technology Package includes the satellite-linked Acura Navigation System with Voice Activation with rearview camera, AcuraLink® Real-time traffic, AcuraLink® weather, Traffic Rerouting , a rear view back-up camera, Active Front Lighting System (AFS), ventilated front seats, and a wood/leather steering wheel and shift knob. The top RL package is the Technology Package with CMBS which also includes Acura s acclaimed Collision Mitigation Braking System (CMBS ), Adaptive Cruise Control (ACC), and genuine wood instrument panel trim.

For details, please visit our website

<http://world.honda.com/news/2008/c0802062009Acura-RL-Debuts/>

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**All-New 2009 TSX to Debut at New York International Auto Show**

TORRANCE, Calif., U.S.A., February 11, 2008 Acura announced today it will debut the all-new 2009 Acura TSX sports sedan at the 2008 New York International Auto Show and released an exterior photo of the new model. Scheduled to go on-sale in the spring, the 2009 Acura TSX will be the second generation of Acura's popular entry level sedan and feature numerous advancements in performance, styling, technology and safety.

The new 2009 TSX speaks clearly to the direction we are taking our Acura sedans in the future," said Dick Colliver, executive vice president auto sales. The TSX is a significant step in the advancement of our sedan lineup and the continued enhancement of the Acura brand.

Acura unveiled the new 2009 RL at the Chicago Auto Show last week and also announced the company will introduce an-all new TL performance luxury sedan later this year.

The 2009 Acura TSX will be introduced during the New York International Auto Show media days which occur on March 19th and 20th.

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Ref.#C08-012

**Honda Announces Management Changes**

Tokyo, February 22, 2008 Honda Motor Co., Ltd., today announced management changes.

**Changes in Board Members (Pending approval at this year's regularly scheduled general shareholders meeting in June)**

<b>Name</b>	<b>New Title</b>	<b>Current Title</b>
Shigeru TAKAGI	Senior Managing Director	Managing Director
Tetsuo IWAMURA	Senior Managing Director	Managing Director
Akio HAMADA	Senior Managing Director	Managing Officer
Masaya YAMASHITA	Managing Director	Operating Officer
Hiroshi SODA	Director	Operating Officer
Takuji YAMADA	Director	Operating Officer
Yoichi HOJO	Director	Operating Officer

**Retiring Directors (To retire on the same day as this year's regularly scheduled general shareholders meeting in June)**

Minoru HARADA	Current title:	Senior Managing Director
Satoshi TOSHIDA	Current title:	Senior Managing Director
Koki HIRASHIMA	Current title:	Senior Managing Director

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**Major Changes in responsibilities of board members (Effective as of April 1)**

<b>Name and Title</b>	<b>New responsibilities</b>	<b>Current responsibilities</b>
Koichi KONDO Executive Vice President	Chief Operating Officer for Regional Sales Operations (Japan)	Chief Operating Officer for Regional Sales Operations (Japan),  Chairman and Director of American Honda Motor Co., Inc.
Minoru HARADA Senior Managing Director		Chief Operating Officer for Motorcycle Operations
Satoshi TOSHIDA Senior Managing Director		Chief Operating Officer for Power Product Operations
Koki HIRASHIMA Senior Managing Director		Chief Operating Officer for Production Operations
Mikio YOSHIMI Senior Managing Director	Compliance Officer,  General Supervisor for Government and Industrial Affairs	Chief Operating Officer for Business Support Operations,  Chief Officer for Driving Safety Promotion Center,  Compliance Officer, General Supervisor for Government and Industrial Affairs,
Toru ONDA Managing Director		Chief Operating Officer for Purchasing Operations
Tatsuhiro OYAMA Managing Director	Chief Operating Officer for Motorcycle Operations	Chief Operating Officer for Regional Operations (Asia and Oceania),  President & Director of Asian Honda Motor Co., Ltd.
Fumihiko IKE Managing Director	Chief Operating Officer for Regional Operations (Asia and Oceania),  President & Director of Asian Honda Motor Co., Ltd.	Chief Operating Officer for Business Management Operations



**Table of Contents****Changes in Operating Officers (Effective as of the date of this year's regularly scheduled general shareholders' meeting in June)**

<b>Name</b>	<b>New Title</b>	<b>Current Title</b>
Hiroshi OSHIMA	Managing Officer	Operating Officer
Hidenobu IWATA	Managing Officer	Operating Officer

**Major Changes in responsibilities of operating officers (effective as of April 1)**

<b>Name and Title</b>	<b>New responsibilities</b>	<b>Current responsibilities</b>
Akio HAMADA Managing Officer	Chief Operating Officer for Production Operations	President and Director of Honda of America Mfg., Inc.
Manabu NISHIMAE Operating Officer	President and Director of Honda Canada Inc.	Deputy Chief Operating Officer for Regional Sales Operations (Japan)
Masaya YAMASHITA Operating Officer	Chief Operating Officer for Purchasing Operations	General Manager of Kumamoto Factory
Hiroshi KOBAYASHI Operating Officer	Deputy Chief Operating Officer for Regional Sales Operations (Japan)	President and Director of Honda Canada Inc.
Hiroshi OSHIMA Operating Officer	General Supervisor for Corporate Communications and Motor Sports	General Supervisor for Corporate Communications and Motor Sports,  General Manager of Corporate Communications Division
Tsutomu SAKA Operating Officer		General Manager of Hamamatsu Factory
Hiroshi SODA Operating Officer	Chief Operating Officer for Business Support Operations,  Chief Officer of Driving Safety Promotion Center	Executive Vice President of Honda North America, Inc.,  Executive Vice President of American Honda Motor Co., Inc.
Takuji YAMADA Operating Officer	Chief Operating Officer for Power Product Operations	President and Director of Honda Motor Europe (North) GmbH
Yoichi HOJO Operating Officer	Chief Operating Officer for Business Management Operations	General Manager of Automobile Purchasing Division 2
Tsuneo TANAI Operating Officer	President and Director of Honda of America Mfg., Inc.	Executive Vice President of Honda of America Mfg., Inc.
Masahiro YOSHIDA Operating Officer	General Manager of Hamamatsu Factory	General Manager of Human Resources Division

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**Newly appointed Operating Officers (Effective as of the date of this year's regularly scheduled general shareholders meeting in June)**

<b>Name</b>	<b>Responsibilities as of April 1</b>	<b>Current responsibilities</b>
Katsushi WATANABE	General Manager of Kumamoto Factory	
Toshiaki MIKOSHIBA	Executive Vice President of Honda Motor Europe Ltd.	General Manager of CS and Auto Sales Development Division of Regional Sales Operations (Japan)
Yohshi YAMANE	Project Leader of a company project	
Takashi SEKIGUCHI	Executive Vice President of American Honda Motor Co., Inc.	General Manager of Product Planning and Marketing Office
Takahiro HACHIGO	General Manager of Automobile Purchasing Division 2	Managing Officer of Honda R&D Co., Ltd.

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**Retiring Operating Officer (To retire on the same day as this year's regularly scheduled general shareholders' meeting in June)**

Tsutomu SAKA

**Changes in Corporate Auditor (Pending approval at this year's regularly scheduled general shareholders' meeting in June)**

Name	New Title	Current Title
Toru ONDA	Corporate Auditor	Managing Director

**Retiring Corporate Auditors (To retire on the same day as this year's regularly scheduled general shareholders' meeting in June)**

Hiroshi OKUBO

Koji MIYAJIMA

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Ref.#C08-014

**Honda Sets All-Time Record for Auto Production in the Month of January  
for Regions Outside Japan and Worldwide**

February 26, 2008 Honda Motor Co., Ltd., today announced a summary of automobile production, Japan domestic sales, and export results for the month of January 2008.

**<Production>**

Production in Japan experienced a year-on-year decrease for the fifth consecutive month (since September 2007).

Production in regions outside of Japan experienced a year-on-year increase for the 30<sup>th</sup> consecutive month (since August 2005), setting an all-time record for the month of January. This includes record production in North America, the U.S., Europe, Asia, and China.

Worldwide production also experienced a year-on-year increase for the 30<sup>th</sup> consecutive month (since August 2005), setting an all-time record for the month of January.

**<Japan Domestic Market Sales>**

Total domestic sales for the month of January 2008 experienced a year-on-year increase for the first time in 13 months (since December 2006).

Due to strong sales of the all-new *Fit*, new vehicle registrations in January experienced a year-on-year increase for the third consecutive month (since November 2007).

Sales of mini-vehicles in January experienced a year-on-year increase for the first time in 11 months (since February 2007).

**<Vehicle registrations - excluding mini-vehicles>**

*Fit* was the industry's best-selling car among new vehicle registrations for the month of January 2008, with sales of 15,083 units.

**<Mini-vehicles - under 660cc>**

*Life* was the industry's sixth best-selling car among mini-vehicles for the month of January 2008, with sales of 5,936 units.

**<Exports from Japan>**

Due mainly to a decrease in exports to North America and Europe, total exports from Japan in January 2008 experienced a year-on-year decline for the first time in seven months (since June 2007).

**Table of Contents****PRODUCTION, SALES and EXPORTS (January 2008)****Worldwide Production**

	<b>January</b>	
	<b>Units</b>	<b>vs.07</b>
Japan	100,330	-3.7%
Outside of Japan	240,432	+13.3%
<b>Worldwide Total</b>	<b>340,762</b>	<b>+7.7%</b>

**Production Outside of Japan**

	<b>January</b>	
	<b>Units</b>	<b>vs.07</b>
North America	134,068	+5.4%
(USA)	94,742	+5.3%
Europe	23,394	+28.4%
Asia	67,954	+12.5%
(China)	38,175	+7.1%
Others	15,016	137.3%
<b>Overseas Total</b>	<b>240,432</b>	<b>+13.3%</b>

**Japan Domestic Market Sales**

<b>Vehicle type</b>	<b>January</b>	
	<b>Units</b>	<b>vs.07</b>
Registrations	31,859	+40.6%
Mini-Vehicles	12,719	+21.2%
<b>Honda Brand Total</b>	<b>44,578</b>	<b>+34.5%</b>

**Exports from Japan**

	<b>January</b>	
	<b>Units</b>	<b>vs.07</b>
North America	35,488	-8.0%
(USA)	33,863	-8.2%
Europe	7,379	-47.5%
Asia	3,635	+85.6%
Others	14,791	+21.1%
<b>Total</b>	<b>61,293</b>	<b>-8.2%</b>