



Honda in Southern California and America

Honda in Southern California

Honda has a special relationship with Los Angeles and the Southern California community since it became the first U.S. home for Honda associates in 1959.

Milestones around Honda's presence and impact in Southern California include:

- Honda established its first sales and service headquarters in a storefront building at 4077 Pico Blvd. in Los Angeles on June 11, 1959. The company moved to a campus in Gardena in 1964, completing the move to its current corporate campus in Torrance in 1990.
- Honda first partnered with the Tournament of Roses more than 60 years ago and became the Rose Parade's first-ever presenting sponsor in 2011. The company's support of the LA community and the city's big cultural moments also includes partnerships with Aquarium of the Pacific, the Rose Bowl, the Honda Center, Acura Grand Prix of Long Beach and Disneyland Park (including Autopia and the Run Disney Marathon).
- Honda began research and development in Los Angeles 50 years ago, in 1975. Honda engineers in the U.S. now play a lead role in the research, design and development of the innovative products for customers here and around the world. Honda now has two product design studios in Torrance and a test track in the Mojave Desert.
- The efforts by Honda to develop cleaner engine technologies have had an outsized impact on improvements to air quality in Southern California over the last 50 years. Smog-forming emissions from new vehicles today are one-thousandth of the levels in 1970. A Honda Civic sold in California was the first car in America to meet the U.S. Clean Air Act requirements without the need for a catalytic converter. It was also rated No.1 in fuel economy by the U.S. EPA.
- The state of California introduced Low Emission Vehicle (LEV) regulations that began in 1990, reducing allowable vehicle tailpipe emissions. Honda led the auto industry with

the first vehicles sold to customers meeting these standards: the 1996 Civic (first LEV), 1998 Accord (first gasoline ULEV) and 2000 Accord (first SULEV).

Honda in America

Honda now has over \$25 billion in capital investment in America, employing over 30,000 associates who work at operations including 12 manufacturing plants, 21 R&D facilities, 12 parts centers, as well as marketing, sales, service and financial services operations, along with more than 2,000 auto and powersports dealers throughout the country.

More information on Honda in America is available at hondainamerica.com and [here](#).

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