



# What company owns honda

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The auto industry has a very confusing family tree. The past decade has seen partnerships, sales, separations, bankruptcies, and entire divisions killed off, making it difficult to keep up with who owns which car brands.

As automakers slim down to become more profitable and efficient, we've seen storied names, such as Mercury, Oldsmobile, and Pontiac, fade into the history books. We've also seen others, such as Chrysler, Jaguar, and Volvo, find new corporate parents outside their original country. And new companies have risen, such as Rivian and Tesla.

Several brands that have been retired are included in the list, such as Scion, because models are still available on the used-car market. We've omitted small-volume brands, such as Aston Martin and Ferrari, that are without major automaker parent companies.

Of course, the list is subject to change. To find out how the major brands compare in reliability, owner satisfaction, and road-test performance, see our brand report cards.

Here we list each major car brand and its parent corporation--Brand: Parent Company--including some retired brands whose products are still readily available as used cars.

\*Retired brand, but many are still sold as used cars.

Here's a list of the major car corporations that sell in the U.S., the country where their global headquarters is based, and the brands they currently offer here.

The American Honda Motor Company, Inc. (sometimes abbreviated as AHM) is the North American subsidiary of Japanese Honda Motor Company. Founded in 1959, the company combines product sales, service and coordinating functions of Honda in North America, and is responsible for distribution, marketing and sales of Honda and Acura brand automobiles, Honda Powersports products (motorcycles, scooters and all-terrain vehicles), Honda Power Equipment products (garden tools and generators), Honda Engines products, Honda Marine engines, and the HondaJet aircraft.

As of 2022<sup>1</sup>, Honda-brand automobile models include the Accord, Civic, CR-V, HR-V, Odyssey, Passport, Pilot and Ridgeline. Acura-brand models are the Integra, MDX, NSX, RDX, and TLX. Honda claims several firsts for a Japanese car maker in the United States. The company was the first to create a subsidiary to market and sell its vehicles in the country, and the first to manufacture automobiles in North America.<sup>1</sup><sup>2</sup><sup>3</sup>

American Honda Motor Co., Inc., Honda's first overseas subsidiary opened in Los Angeles in 1959 which was



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unusual for the time, as other foreign auto companies typically relied on independent distributors.

In 1960, the first full year of operations, American Honda sold fewer than 2,000 motorcycles through three product lines: the Dream, Benly and Honda 50 (Super Cub). The following year, Honda established 500 motorcycle dealers and spent \$150,000 on advertising in regions where it operated (\$1,544,882 in 2023 dollars). Honda's expansion into new U.S. markets was undertaken one region at a time over a five-year period, starting on the West Coast and moving east, creating new demand for motorcycles.

As of 2018, Honda employed more than 31,000 associates in the U.S. with a payroll of \$2.5 billion. Another 159,000 workers are employed at authorized dealerships in the U.S., and tens of thousands more work for the company's 607 U.S. original equipment (OEM) suppliers.

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