

## **CHAPTER II**

### **HONDA COMPANY HISTORY**

#### **2.1 Honda Company Profile**

Honda Motor Co, Ltd. is a multinational conglomerate mainly engaged in the manufacture of automobiles, motorcycles, and power products. Founded by Soichiro Honda and Takeo Fujisawa in September 1948, the company was officially established in 1949 and is headquartered in Tokyo. Now, Honda has become one of the largest and most respected automotive manufacturers in the world, with Toshihiro Mibe currently serving as the president.

Honda's product portfolio includes vehicles and spare parts. Several well-known models include Civic, CR-V, Mobilio, W-RV, Accord, and its luxury brand, Acura. The motorcycle division is also prominent in Indonesia. A collaboration with Astra International led to the formation of Astra Honda Motor, significantly strengthening its presence in the region.

In fiscal year 2023, Honda posted global unit sales of 26.74 million units across all product categories. In Indonesia alone, Honda's car sales reached 138,967 units wholesale and 128,010 units retail, with market shares of 13.8% and 12.8%, respectively (Gaikindo, 2023). Financially, the company also performed impressively, with sales revenue of approximately 20,428 million yen (approximately \$153 billion). Corporately, Honda emphasizes a strong commitment to research and development. By 2023 alone, the company will allocate about 5.7% of its revenue to research and development initiatives to advance automotive technology and explore potential new markets.

In line with global sustainability trends, Honda is also catching up. The company is dedicated to reducing its environmental impact by developing eco-friendly technology, including hybrid vehicles and fuel cell technology. At the core of Honda's operation is a corporate philosophy that emphasizes innovation, quality, and customer

satisfaction. The company strives to create products that enhance mobility while also respecting environmental sustainability.

## 2.2 Honda Product Recall

In 2023, Honda has faced multiple significant recalls that highlighting the safety concerns of its product in a global operation. In November 2023, Honda recalled approximately 250.000 of its vehicles due to a manufacturing defect in the engine's connecting rod bearing. This issue took place in the US and came to light after the US Govt highway safety agency (NHTSA) launched an investigation into report of engine failure in up to 1.4 million Honda and Acura. The 250.000 units being recalled including models like the 2015-2020 Acura TLX and the 2016-2020 Acura MDX. The issue posed a risk of engine stalling while driving, increasing the likelihood of crashes and fires. Not only that it sparked safety concern, but it also underlines the importance of attentive quality control in modern automotive manufacturing. Adding to the complexity of the situation, in the same year, Honda issued another major recall of over 2.5 million vehicles due to fuel pump faulty, which increase the total number of recalled vehicles for the year to nearly 5 million units. Another major recall involved more than 1.7 million vehicles due to potential steering problems, stemmed from defects in the steering gearbox, which could lead to difficulty steering and an increased crash risk.



Figure 2.1 Honda Product recalls published on the media. 2024

Source: Picchi, Aimee. 2024

### 3 Komponen Rusak, Mobil Honda di Indonesia Kena Recall

CNN Indonesia

Selasa, 07 Nov 2023 12:00 WIB

Bagikan:    



Pemilik mobil Honda yang terlibat recall diingatkan segera melakukan perbaikan ke bengkel resmi. (CNN Indonesia/Adhi Wicaksono)

Jakarta, CNN Indonesia -- Honda Prospect Motor (HPM) mengingatkan kembali konsumen atas **recall** yang

**Figure 2.2 Honda Recalls' publication on Indonesia online media.**

Source: Wicaksono, 2023

In the Indonesian context, Honda has initiated several recalls in 2023 to address the safety concern. PT Honda Prospect Motor (HPM), the brand representative of the country announced recalls for several components, including airbag inflators, fuel pump, and master cylinders. The affected models include the Civic (2018-2019), Accord (2018-2019), Mobilio (2017-2019), Brio (2017 & 2019), City (2018-2019), Jazz (2018-2019), HR-V, CR-V, and BR-V. Additionally, the recall for the airbag inflator also affects older model, such as the Accord from 1999-2013 and several other models like the Civic and CR-V from various production years.

Understanding the gravity of these safety concern, Honda has been proactive in informing consumers about these recalls through social media and official channel. The company emphasize that all replacement will be performed free of charge and encourage vehicle owners to check if their cars are affected by visiting Honda's official website or contacting authorized dealers. To further streamline the recall process, Honda also leveraged its digital platform, such as the Honda e-Care app. This application allows vehicle owners to conveniently check if their cars are affected by the recalls, schedule service appointment, and request support. Through these

measures, Honda not only addressed immediate safety concerns but also reinforced its dedication to transparency and consumer trust in the face of adversity. The transparent communication and proactive approach have been implied.

DATE	TITLE	LINK
4/10/2024	<p><b>Daftar Mobil Honda yang Kena Recall Fuel Pump 1 Oktober 2024: Mulai dari Brio hingga CR-Z</b></p> <p><small>www.Pikiran-Rakyat.com · 4 Okt 2024, 08:15 WIB</small></p> <p><small>Penulis: Asahat Edi Rediko PS Editor: Tim www.Pikiran-Rakyat.com</small></p> 	<p><a href="https://www.pikiran-rakyat.com/otomotif/p-r-018635254/daftar-mobil-honda-yang-kena-recall-fuel-pump-1-oktober-2024-mulai-dari-brio-hingga-cr-z?page=all">https://www.pikiran-rakyat.com/otomotif/p-r-018635254/daftar-mobil-honda-yang-kena-recall-fuel-pump-1-oktober-2024-mulai-dari-brio-hingga-cr-z?page=all</a></p>
23/09/2024	<p><b>Beberapa Mobil Honda Terkena Recall Karena Masalah Fuel Pump</b></p> <p><small>OCT 23, 2024 at 10:00 WIB   190 Views</small></p> <p><small>Tiga produk Honda yang cukup populer yaitu CR-V, Civic, dan Accord harus mengalami recall atau penarikan unit kembali. Tiga mobil yang secara basis mirip-mirip ini harus ditarik kembali karena masalah fuel pump atau pompa bahan bakar yang ternyata mengalami masalah serius.</small></p> 	<p><a href="https://www.blackxpperience.com/blackauto/autonews/beberapa-mobil-honda-terkena-recall-karena-masalah-fuel-pump">https://www.blackxpperience.com/blackauto/autonews/beberapa-mobil-honda-terkena-recall-karena-masalah-fuel-pump</a></p>
5/10/2024	<p><b>Cek Mobil Honda Kamu, Recall Fuel Pump Telah Dimulai, Jangan Sampai Terlewat!</b></p> <p><small>Muh Ichsan · Sabtu, 5 Oktober 2024   17:30 WIB</small></p> 	<p><a href="https://www.gartonne.ws.com/otomotif/102913669422/cek-mobil-honda-kamu-recall-fuel-pump-telah-dimulai-jangan-sampai-terlewat">https://www.gartonne.ws.com/otomotif/102913669422/cek-mobil-honda-kamu-recall-fuel-pump-telah-dimulai-jangan-sampai-terlewat</a></p>

<p>28/09/2024</p>	<p><b>90 Ribu Mobil Honda Ditarika Kembali, Diduga Ada Masalah pada Pompa Bensin</b></p> <p>Dalam beberapa waktu terakhir, Honda sering melakukan recall terhadap beberapa model kendaraannya akibat berbagai masalah.</p> <p>Senin, 28 Okt 2024 23:05:00</p> <p>Honda</p>  <p>Ilustrasi mobil baru Honda Brio RS (Otosia) (© 2024 Liputan6.com)</p>	<p><a href="https://www.merdeka.com/otomotif/90-ribu-mobil-honda-ditarika-kembali-diduga-ada-masalah-pada-pompa-bensin-223800-mvk.html">https://www.merdeka.com/otomotif/90-ribu-mobil-honda-ditarika-kembali-diduga-ada-masalah-pada-pompa-bensin-223800-mvk.html</a></p>
<p>6/10/2024</p>	<p><b>Setelah CR-V Baru, Honda Civic dan Civic Type R Kena Recall Gara-gara Ini</b></p> <p>Rabu, 6 November 2024 - 20:04 WIB</p> <p>Oleh : Jeffry Yanto Sudibyo</p>  <p>VIVA Otomotif: All New Honda Civic Type-R edisi 2023</p> <p>Sumber : Dok. HPM</p>	<p><a href="https://www.viva.co.id/otomotif/mobil/1769222-setelah-cr-v-baru-honda-civic-dan-civic-type-r-kena-recall-gara-gara-ini">https://www.viva.co.id/otomotif/mobil/1769222-setelah-cr-v-baru-honda-civic-dan-civic-type-r-kena-recall-gara-gara-ini</a></p>
<p>07/02/2024</p>	<p><b>Honda Recall 750.000 unit Mobil, Ini Daftarnya</b></p> <p>NHTSA menemukan cacat produksi yang menyebabkan kantong udara mengembang dengan tidak semestinya.</p> <p>Honda pun harus melakukan recall mobil di pasar AS/Bloomberg</p> <p>Nuhasna Mikrefin Yodo Putra - Bisnis.com</p> <p>Rabu, 7 Februari 2024 15:15:17</p>  <p>Smallest Font @ Largest Font</p> <p>Bisnis.com, JAKARTA-Honda menarik kembali atau recalls terhadap 750.000 unit mobil</p>	<p><a href="https://otomotif.bisnis.com/read/20240207/46/1739108/honda-recall-750000-unit-mobil-ini-daftarnya">https://otomotif.bisnis.com/read/20240207/46/1739108/honda-recall-750000-unit-mobil-ini-daftarnya</a></p>