

HONDA

UK

1960s

SWINGING SIXTIES

The world is changing fast and early concerns are voiced about how it's affecting the environment

1964

Answering concerns about marine conservation, Honda designs a four-stroke engine that is cleaner and more efficient than any others.

1965

Honda wins its first Grand Prix in the legendary RA272 in Mexico, beating British racing legends Graham Hill and Jackie Stewart.



1970s

THE OIL CRISIS

National strikes and a worldwide fuel shortage, but we still dream of escape

1974

Civic's new CVCC engine hits stringent US air quality targets without the use of a catalytic convertor.

1975

The first Goldwing goes on sale for £1,600, the world's biggest and heaviest motorbike. Now everyone can be an Easy Rider.



1980s

PUSHING THE BOUNDARIES

It's the era of ground-breaking technology: home computers, mobile phones and Super Mario enter our lives



1984

Honda begins the New Concept Engine research project aimed at pushing the top limits of a car engine without sacrificing low-end performance. The result was the game-changing VTEC engine.

1986

Asimo is born. Starting as a project to develop legs that could move like a human's, it's now a complex humanoid robot. Eventually Asimo might be able to help us with all kinds of tasks such as fire-fighting.



1990s

HIGH-TECH HEROES

Increasing competition demands innovation to stay ahead of the pack

1990

The Honda NSX supercar launches with lightweight aluminum body and VTEC variable valve timing engine. It was designed with the help of Brazilian Formula 1 champion Ayrton Senna.

1997

First designs are produced for the HondaJet which finally took to the skies in 2014.



2000s

GOING GREEN

Environment is front-page news in the new Millennium



2002

Honda Jazz comes to the UK, and wins fans instantly with its clever design and reliability. It has now won most reliable car for the fourth year running in the carbuyer.co.uk survey

2007

FCX Clarity fuel-cell car is revealed, part of Honda's determination to pursue clean energy sources and safeguard the environment.



2010s

CELEBRATING 50 YEARS

Still breaking records and putting UK firmly on the Honda map

2012

Fourth Generation CR-V launches which becomes the world's best selling SUV.

2014

Honda invests £200 million in the Swindon plant which is now the global production centre for the five-door Civic family car.

2014

Honda's Mean Mower tops 116mph to set the Guinness World Record as the world's fastest lawn mower.

2015

The new Civic Type R launches in the UK with the King of The Hell Roadshow, after it sets the record for a front-wheel drive production car at the notorious Nürburgring.

