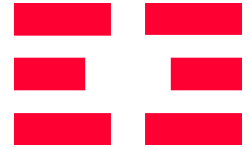




Honda

Subsidiaries: Acura
Locations: Japan (HQ)
Industries: Automobiles and Components

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/honda/>

DESCRIPTION:

Honda is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Honda embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Honda received a score of 60 on the 2026 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). Honda integrates ESG into its business practices. Its 2022 Supplier Sustainability Guideline: "Promote greenhouse gas emission reduction activities such as understanding greenhouse gas emissions and effective use of energy throughout the life cycle" (4). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (5)(6).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Honda's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). Honda's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (4)(5). The company's charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities (6).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

American Hondas' HRC 2026 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2)(3). Honda's HRC 2025 CEI rating indicates the company provides gender

transition guidelines for its employees (4)(5). The company appears to prioritize diversity over merit in its hiring. From its ESG Data Book 2024: "each of Honda's core regions is hiring and developing personnel by setting a target for increasing the proportion of women and minority groups (in terms of race and nationality, etc.) in management and job assignments in accordance with the conditions of each region" (6). The company appears to prioritize diversity over merit in its business structure through the establishment of gender targets for its recruitment. The company is seeking to "Increase the ratio of new recruits who are women to at least 20% by 2025." The company appears to prioritize diversity over merit in its business structure through the establishment of gender targets for its leadership composition. The company is seeking to "Triple and quadruple the number of women holding management positions by 2025 and 2030." The company appears to prioritize diversity over merit in its business structure through the establishment of gender targets for its hiring. The company is seeking to "increase the percentage of newly hired female graduates to at least 20% by 2025" (7). The company offers unconscious bias and DEI training to its employees (8). Honda does not provide viewpoint protections for its employees (9).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Honda's HRC 2026 CEI rating indicates the company potentially agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2)(3). Honda's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (4)(5). The American Honda Motor Company signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (6). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (7). The American Honda Motor Company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (8). The company opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (9). The company is committed to net zero carbon emissions by 2050 (10). The company supports DEI within its business practices. From its ESG Databook 2024: "In North America, Honda has been committed to practicing Honda's philosophy of "Respect for the Individual" through enhanced diversity, equity, and inclusion activities" (11). The company supports ESG within its business practices. From its ESG Databook 2024: "In response to the need to address various risks associated with business activities and to oversee business operations for the sustainable development of society and Honda, Honda has designated knowledge in ESG and Sustainability, including ability in addressing climate change issues, as one of the necessary skills and appointed directors accordingly" (12). American Honda scored a 55 out of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (13)(14).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Honda's HRC 2026 CEI rating indicates the company has potentially pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2)(3)(4). Honda's HRC 2025 CEI rating indicates the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (5)(6). Honda is a brass sponsor of Out & Equal and a corporate partner of the NGLCC (7)(8). Honda sponsored the Dallas Pride in 2025 (9). Otherwise, there are no publicly known cases of the company

using corporate funds to advance ideological causes, organizations, or policies ([10](#)).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

Honda's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders ([1](#))([2](#)). Honda does not operate a PAC or engage in lobbying at this time ([3](#))([4](#))([5](#)).

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