

Manufacturer	Model	Manufacturer	Model
HONDA	RC142	HONDA	Super Cub C100

During a financial crisis in 1954, Honda declared its challenge to the Isle of Man TT race, which was considered the pinnacle of the motorcycle world at the time. Five years later, in 1959, Honda made its debut in the race with the RC142 and achieved the Manufacturer's Team Award in their first attempt.

Under the principle of "Build what fits in the palm of your hand," as stated by Soichiro Honda, Honda pursued sizes and designs that were easy for anyone to handle and functional. It gave birth to a new form of transportation that had not been seen before. It incorporated numerous innovative features such as a 4-stroke engine, which was considered difficult to mass-produce in the 50cc class, and an automatic centrifugal clutch that eliminated the need for lever operation. Honda has remained true to its consistent design concept and continues to be loved worldwide.



Manufacturer	Model
HONDA	Cub F

With the post-war recovery, bicycles with auxiliary engines became an important means of transportation. In a crowded market with numerous competing products, Honda gained popularity with its innovative design featuring a white tank and a red engine. Under the bold idea of then-Managing Director Takeo Fujisawa, Honda sent out direct mail (DM) introducing the charms of the Cub F-type to bicycle retailers nationwide, which resulted in an overwhelming response. Honda's sales network, which initially had only about 400 stores, expanded to approximately 13,000 stores.

