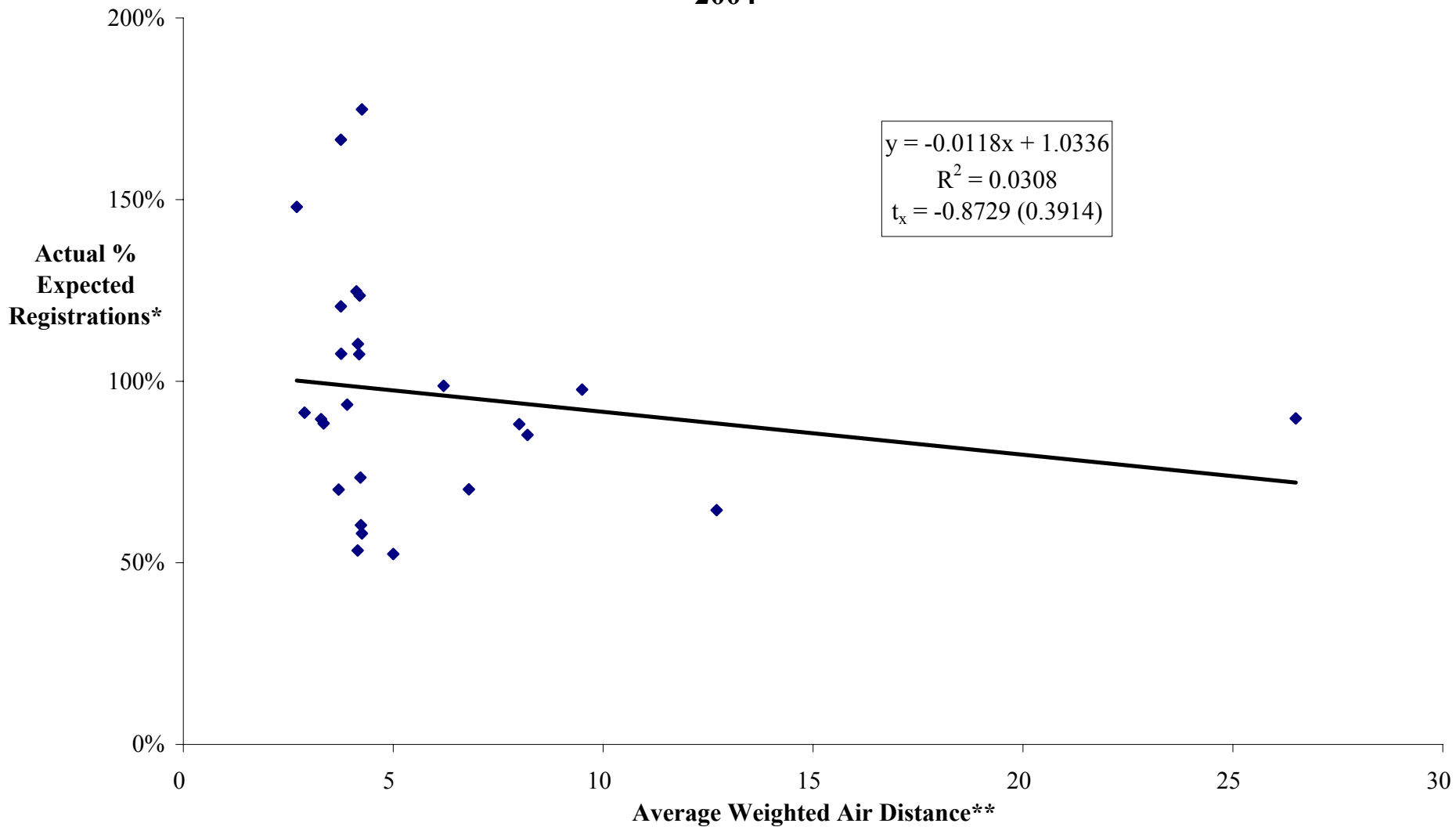


**New Line Make Actual as a Percent of Expected Retail Car + Light Truck Registrations\*  
vs. Average Weighted Air Distance\*\* in Miles to Nearest Competitive Dealer  
10-Mile RMA\*\*\*  
2004**



\* Expected Based on Honda as a Percent of Industry by Polk Segment in Zone.  
 \*\* Distance from New Competitive Retail Registrations.  
 \*\*\* 10-Mile RMA is by ZIP Code for Actual % Expected Registrations.