

25 years ago, Honda built its first North American manufacturing facility.

Why Ohio?

HONDA WAS SMALL when it came to Ohio. Today, Honda is one of the world's leading auto manufacturers and one of Ohio's largest employers.

In Ohio, Honda found an ideal location, a skilled workforce, an excellent transportation infrastructure and government leaders willing to work as partners. All that, plus a relaxed, yet sophisticated lifestyle that attracts top talent. With diverse cities, outstanding schools and affordable housing, Ohio is a great place to live.

Now the business climate is even better. Major tax reforms have shifted state policy from taxing capital investment and

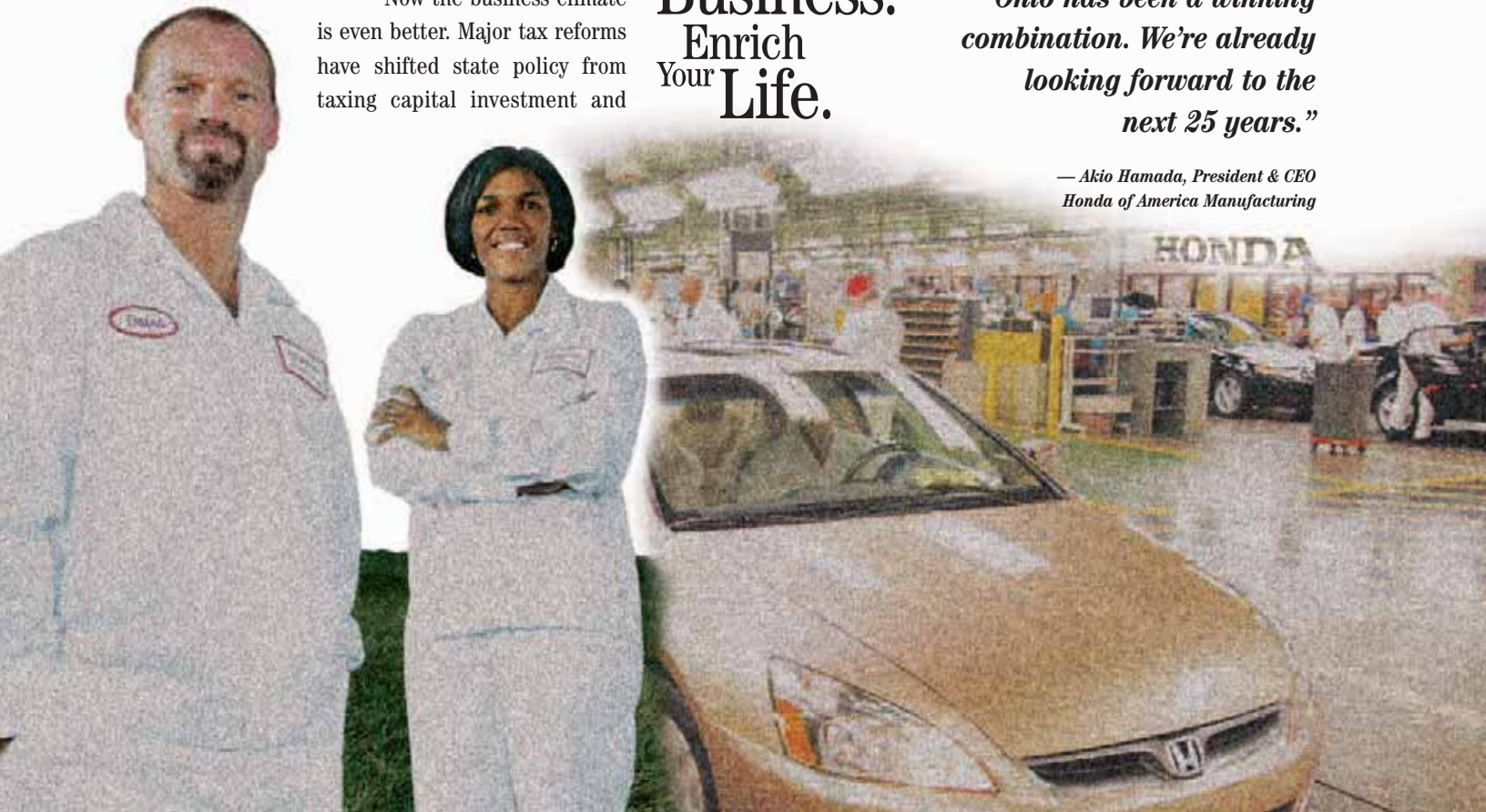
profits to taxing gross receipts. The result encourages investment in innovation and productivity. Imagine what Ohio's new tax environment can mean to compa-

nies like yours. Visit us at OhioMeansBusiness.com. Or call us. You'll find an improved ROI and a home in Ohio, America's business-friendly state.

Bring
Your
Business.
Enrich
Your
Life.

"Success comes with teamwork, and Honda's partnership with Ohio has been a winning combination. We're already looking forward to the next 25 years."

— Akio Hamada, President & CEO
Honda of America Manufacturing



NEW TAX REFORM PAVES WAY FOR OHIO BUSINESS GROWTH. 1-877-466-4551

Attract talent. Shrink labor costs. 21% lower personal income tax.

Enhance ROI. No property tax on investments in machinery and equipment.

Reduce tax rates. No business tax on product sold to customers outside Ohio.

Enjoy a level playing field. All companies taxed the same.

Start a new enterprise. First \$1M gross receipts are tax-free.

Spend less on compliance. Fair, simple, equitable. Lower cost of doing business.

Plan accurately. Stable, efficient, predictable. No tax surprises.

Ohio
MEANS BUSINESS

www.OhioMeansBusiness.com