



HONDA
Honda Mobilityland



Honda Mobilityland
**Sustainability and
Economy Report**
2024 Ver.2 (2024.November)



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Chapter 1: Honda Mobilityland Overview

Honda Mobilityland Corporation operates a comprehensive amusement facility with two racing circuits, Suzuka Circuit and Mobility Resort Motegi, and manages a wide range of mobility-related businesses, including hosting motor sports events. Since its establishment in 1961, it has been dedicated to fostering mobility culture, promoting motorsports, and serving as a practical field for training and development.



Suzuka Circuit

It was established in 1962 as Japan's first full-fledged racing circuit and has continued to contribute to advancement of motorsports. By providing entertainment centered around motorsports, it attracts people of all ages from children to adults worldwide, offering "inspiration" via mobility.

Main Races

FORMULA 1 MSC CRUISES
JAPANESE GRAND PRIX 2024

2024 FIM World Endurance Championship "Coca-Cola"
Suzuka 8 Hours Endurance Road Race 45th Tournament

etc.



Main Facilities



Suzuka Circuit Park

An amusement park themed around vehicles, with plenty of attractions that children of ages 3 or older can operate on their own. Through the experience of controlling the rides themselves, both parents and children can feel their growth together.



Suzuka Circuit Traffic Education Center

The foundation of traffic safety is people, which is why this facility is committed to safe driving education under the theme of "educating people," focusing on a comprehensive approach that enhances knowledge, skills, and experience.

Mobility Resort Motegi

Opened in 1997 under the theme of integrating humans, nature, and mobility, Mobility Resort Motegi features not only a racing circuit but also facilities for experiencing nature and promoting safe driving. Utilizing its rich natural environment, the resort aims to create and further develop mobility culture through activities that promote both sustainability and mobility.

Main Races

2024 FIM MotoGP™
World Championship Round 18 Grand Prix of Japan

2024 Hertz FIM Trial World Championship
Round 1 Taisei Rotec Japan Grand Prix

etc.



Main Facilities



Hello Woods

A wide range of fun and educational activities for families. The programs include natural fields for observing plants and insects, workshops using natural materials from the forest, hot-air balloon rides, and other nature experiences.



Forest and Starry Sky Camping Village

A glamping facility where you can relax in nature throughout the seasons and enjoy the finest outdoor experiences.



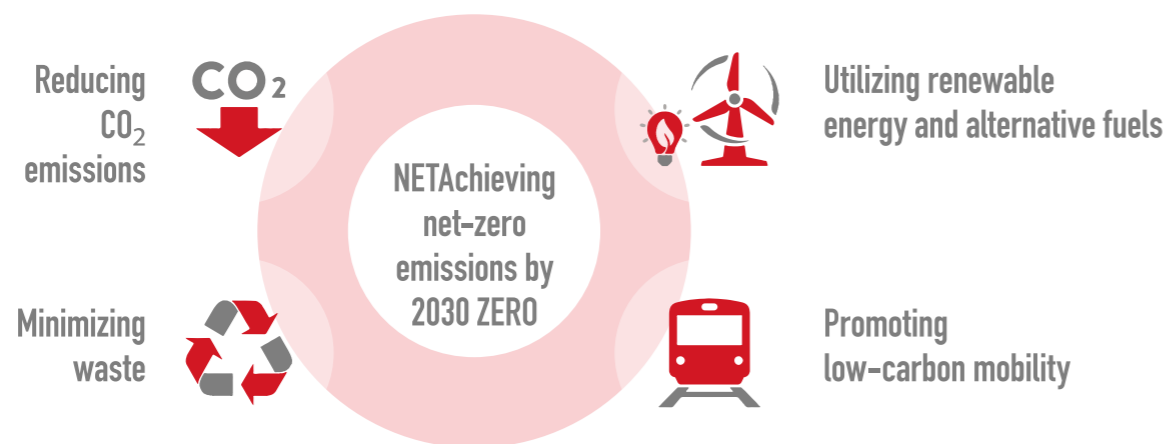
The Future Envisioned by Mobility

Honda Mobilityland is committed to building a sustainable future through services centered around mobility. Together with various companies and local communities, we work to address global environmental and social challenges.

<p>Environment</p> <ul style="list-style-type: none"> ☑ We provide infrastructure and services to reduce energy consumption. ☑ We promote recycling and minimize waste to protect the natural environment. 	<p>People & Companies</p> <ul style="list-style-type: none"> ☑ We offer services that enable participation for everyone. ☑ As a field for mobility-centered activities, we collaborate with diverse companies. 	<p>Local Communities</p> <ul style="list-style-type: none"> ☑ We create opportunities to enhance mobility and human interaction. ☑ By leveraging local resources, we contribute to employment and the economy.
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Building a Sustainable Future

Honda Mobilityland aims to address global environmental and societal challenges by leveraging its role as a practical field for fostering mobility culture, promoting motorsports, and nurturing talent.



Working Towards Carbon Neutrality

As part of our core business in organizing motorsport events, we are actively reducing greenhouse gas emissions associated with these activities and aiming to achieve carbon neutrality by 2030.



Achieved Three-Star Rating in the FIA Environmental Accreditation Program

The FIA Environmental Accreditation Program is a program that evaluates the environmental efforts of stakeholders in the motorsport and automotive industries worldwide. In 2024, Suzuka Circuit earned the highest three-star rating for its 'excellent initiatives in environmental consideration' and for demonstrating alignment with an international roadmap for environmental management.



Mie Prefecture SDGs Promotion Partner

Suzuka Circuit has been registered as a "Mie Prefecture SDGs Promotion Partner" with the aim of expanding efforts towards achieving a sustainable society in the prefecture.



30by30 Site Coexisting with Nature

In 2023, Mobility Resort Motegi was certified as a "Site Coexisting with Nature," designated by the Ministry of the Environment as an area for conserving biodiversity. The site is designated by the government as an area in which biodiversity conservation is achieved through private initiatives and other efforts. The certified areas are registered in the international database as OECMs*.

*Other Effective Area-based Conservation Measures (OECMs) refer to areas where conservation efforts by private entities or others contribute to the protection of the natural environment, even if conservation is not the primary goal.



Tochigi SDGs Promotion Company

In 2023, Mobility Resort Motegi was registered under the "Tochigi SDGs Promotion Company Registration System," which promotes efforts towards achieving the SDGs in events such as the Trial World Championship and MotoGP™.

Chapter 2: Sustainability at Mobility Resort MOTEGI

Sustainability Through Coexistence with Nature

Mobility Resort Motegi, with its theme of "Harmony of People, Nature, and Mobility," has been dedicated to environmental protection and biodiversity for over 20 years, working toward a sustainable society.

A Biodiverse 42-Hectare Forest

HELLO WOODS

Forests cover 65% of the land at Mobility Resort Motegi, home to a diverse range of birds, insects, and plants in a rich natural environment. Through the "Forest Regeneration Project," an effort to restore abandoned woodlands to managed satoyama forests, the number of species has increased from 2,500 to 5,800.

History of Forest Development

- 1997: Mobility Resort Motegi (formerly Twin Ring Motegi) opened; Forest Regeneration Project launched in preparation for "HELLO WOODS."
- 2000: "HELLO WOODS" opened.
- 2002: The "30 Nights, 31 Days Summer Kid's Forest Camp" began.
- 2003: Forest Creation Workshop began.
- 2005: Forest monitoring started with regeneration surveys and individual tree tracking.
- 2008: Registered in the Ministry of the Environment's Important Ecosystem Monitoring Program.
- 2021: Certified by Tochigi Prefecture as an "Experience Opportunity Area" to promote environmental education; Recognized as the Ministry of the Environment "Nature Coexistence Site" for biodiversity conservation.



Diverse Sustainability Through the Utilization of Forests

At Mobility Resort Motegi, we are implementing unique initiatives from the perspective of "human development," focusing on the enjoyment and happiness gained from experiences in mobility and the forest, which contribute to personal growth.

✓ Use of Green Energy

During races, we use CO₂-free electricity, powering the entire facility with an annual consumption of 555,000 kWh.



✓ Environmentally Friendly Event Management

At the FIM Trial Championship Japan Grand Prix, we use natural stones provided by local companies and thinned wood from HELLOWOODS and surrounding areas for the competition sections. Additionally, the section tape used to mark the course is made from biodegradable material.



✓ RIDE GREEN Campaign

As part of the Federation Internationale de Motocyclisme (FIM) environmental protection program known as the "KISS PROGRAM" (Keep It Shiny & Sustainable), the "RIDE GREEN Campaign" engages in environmental conservation activities during races, such as planting saplings in the competition sections.



✓ Biodiversity and CO₂ Absorption

The managed satoyama boast a CO₂ absorption capacity approximately 3 to 5 times greater than that of degraded forests. Additionally, Mobility Resort Motegi focuses on creating a biodiversity-friendly forest, with more than half of its area covered by broadleaf forests, while maintaining terraced rice fields and grasslands.



✓ Forest Creation and Human Development

〈Gaki Daisho Forest Camp〉

The "HELLO WOODS" nature experience facility hosts the "Gaki Daisho Forest Camp" during summer break, where about 20 children from across Japan spend 30 days and 31 nights living in the forest away from their parents. In this satoyama setting, they pitch tents, build fires, and live together, fostering independence, creativity, and significant personal growth.



✓ Community Engagement

〈The Forest and Village Market〉

This market brings together local organic farmers, café owners, and artisans from Motegi Town. It features organic vegetables and pottery from the surrounding satoyama areas, along with workshops that foster a strong sense of community in the region.



Chapter 3: Sustainability at the FORMULA 1 JAPANESE GRAND PRIX



F1® Net Zero by 2030

The F1 Net Zero by 2030 commitment engages the wider sport in carbon reduction and includes the Formula 1® Group.

*While many major sports leagues and global sporting events are aiming for carbon neutrality by 2040, F1® is pioneering efforts to achieve this goal by 2030.

F1®, the Pinnacle of Motorsports Around the World

- ✓ The top of all motorsports, the F1® World Championship is rapidly gaining popularity worldwide
- ✓ Suzuka Circuit is the Pinnacle of Motorsport for the Grand Prix™ (celebrating over 30 events)
- ✓ With support from many local companies, F1® contributes to the growth of Japanese technology & branding

The 2024 FIA Formula F1® World Championship will be held across 24 races in 21 countries.


	Grand Prix	Date	Circuit
Race1	BAHRAIN GRAND PRIX	2/29-3/2	BAHRAIN INTERNATIONAL CIRCUIT
Race2	SAUDI ARABIA GRAND PRIX	3/7-3/9	JEDDAH CORNICHE CIRCUIT
Race3	AUSTRALIA GRAND PRIX	3/22-3/24	ALBERT PARK CIRCUIT
Race4	JAPANESE GRAND PRIX	4/5-4/7	SUZUKA INTERNATIONAL RACING COURSE
Race5	CHINESE GRAND PRIX	4/19-4/21	SHANGHAI INTERNATIONAL CIRCUIT
Race6	MIAMI GRAND PRIX	5/3-5/5	MIAMI INTERNATIONAL AUTODROME
Race7	EMILIA-ROMAGNA GRAND PRIX	5/17-5/19	AUTODROMO ENZO E DINO FERRARI
Race8	MONACO GRAND PRIX	5/24-5/26	CIRCUIT DE MONACO
Race9	CANADA GRAND PRIX	6/7-6/9	CIRCUIT GILLES-VILLENEUVE
Race10	SPAIN GRAND PRIX	6/21-6/23	CIRCUIT DE BARCELONA-CATALUNYA
Race11	AUSTRIA GRAND PRIX	6/28-6/30	RED BULL RING
Race12	BRITISH GRAND PRIX	7/5-7/7	SILVERSTONE CIRCUIT
Race13	HUNGARY GRAND PRIX	7/19-7/21	HUNGARORING
Race14	BELGIUM GRAND PRIX	7/26-7/28	CIRCUIT DE SPA-FRANCORCHAMPS
Race15	DUTCH GRAND PRIX	8/23-8/25	CIRCUIT ZANDVOORT
Race16	ITALY GRAND PRIX	8/30-9/1	AUTODROMO NAZIONALE MONZA
Race17	AZERBAIJAN GRAND PRIX	9/13-9/15	BAKU CITY CIRCUIT
Race18	SINGAPORE GRAND PRIX	9/20-9/22	MARINA BAY STREET CIRCUIT
Race19	UNITED STATES GRAND PRIX	10/18-10/20	CIRCUIT OF THE AMERICAS
Race20	MEXICO GRAND PRIX	10/25-10/27	AUTÓDROMO HERMANOS RODRÍGUEZ
Race21	BRAZIL GRAND PRIX	11/1-11/3	AUTÓDROMO JOSÉ CARLOS PACE
Race22	LAS VEGAS GRAND PRIX	11/21-11/23	LAS VEGAS STRIP CIRCUIT
Race23	QATAR GRAND PRIX	11/29-12/1	LUSAIL INTERNATIONAL CIRCUIT
Race24	ABU DHABI GRAND PRIX	12/6-12/8	YAS MARINA CIRCUIT

*Source: <https://www.formula1.com/en/racing/2024>

For a Sustainable Grand Prix™

The FORMULA 1 JAPANESE GRAND PRIX aims to challenge a new form of spectator sports with fans and stakeholders, enhancing sustainability while enjoying motorsports together.

4 Perspectives

-  Fan Mobilization > 17P
-  Energy Consumption > 20P
-  Waste Management > 21P
-  Community Engagement > 22P



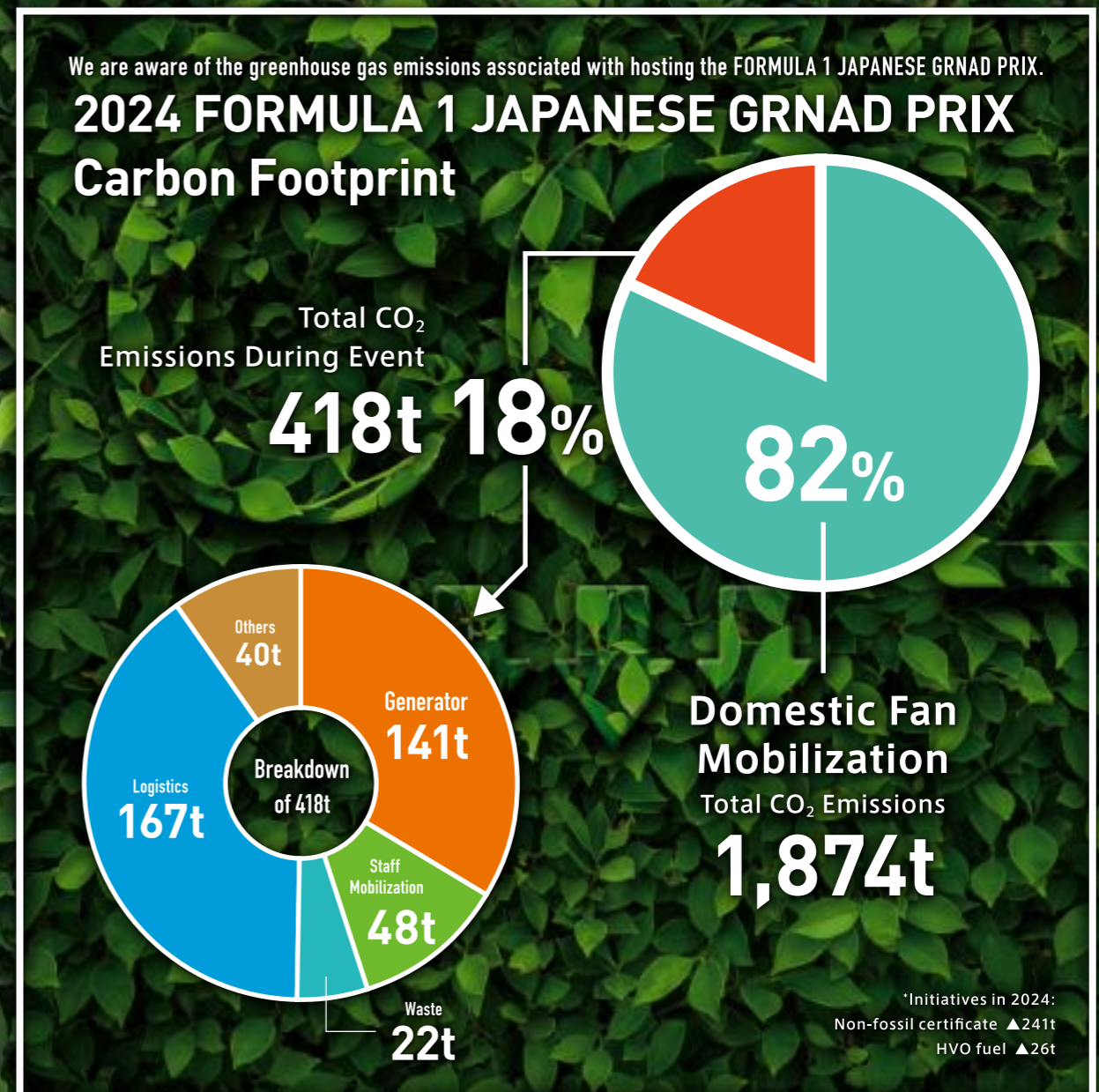
Spring 2024 Event

In efforts to reduce greenhouse gas emissions generated during Global activities associated with Formula 1®, Honda Mobilityland has cooperated in scheduling changes to achieve higher logistics efficiency. As a result, the FORMULA 1 JAPANESE GRAND PRIX has been rescheduled from autumn to April.

Percentage of CO₂ Emissions

82%

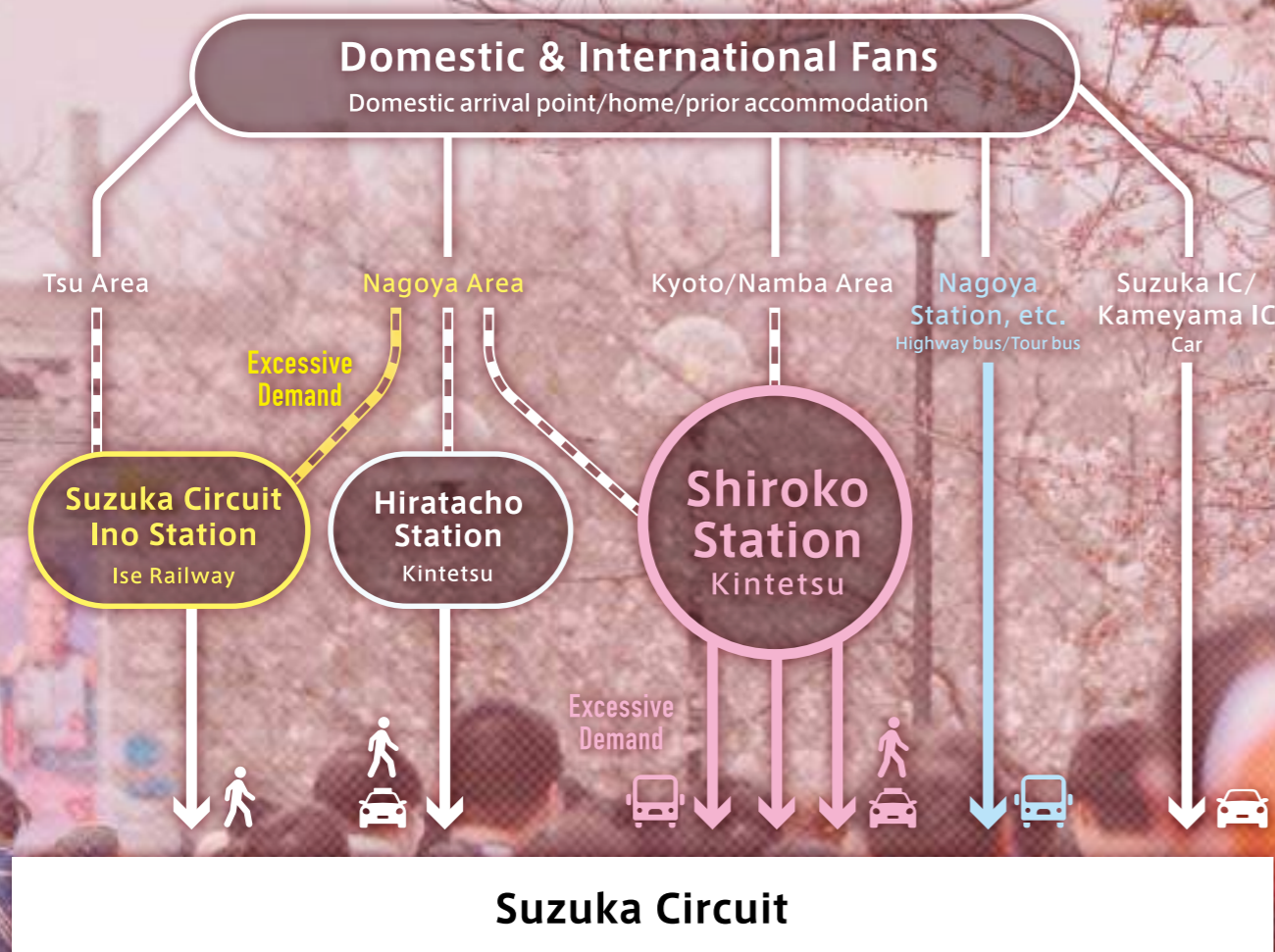
After conducting research on CO₂ emissions resulting from the FORMULA 1 JAPANESE GRAND PRIX, it was found that mobilization by fans had a significant impact.



We aim to reduce CO₂ emissions by promoting the use of public transportation.

Understanding Fan Mobilization

We are making efforts to promote the use of public transportation to reduce CO₂ emissions while ensuring a balance between customer demand and service provision.



Ushering Continued Improvements by Increasing Public Transport Capacity

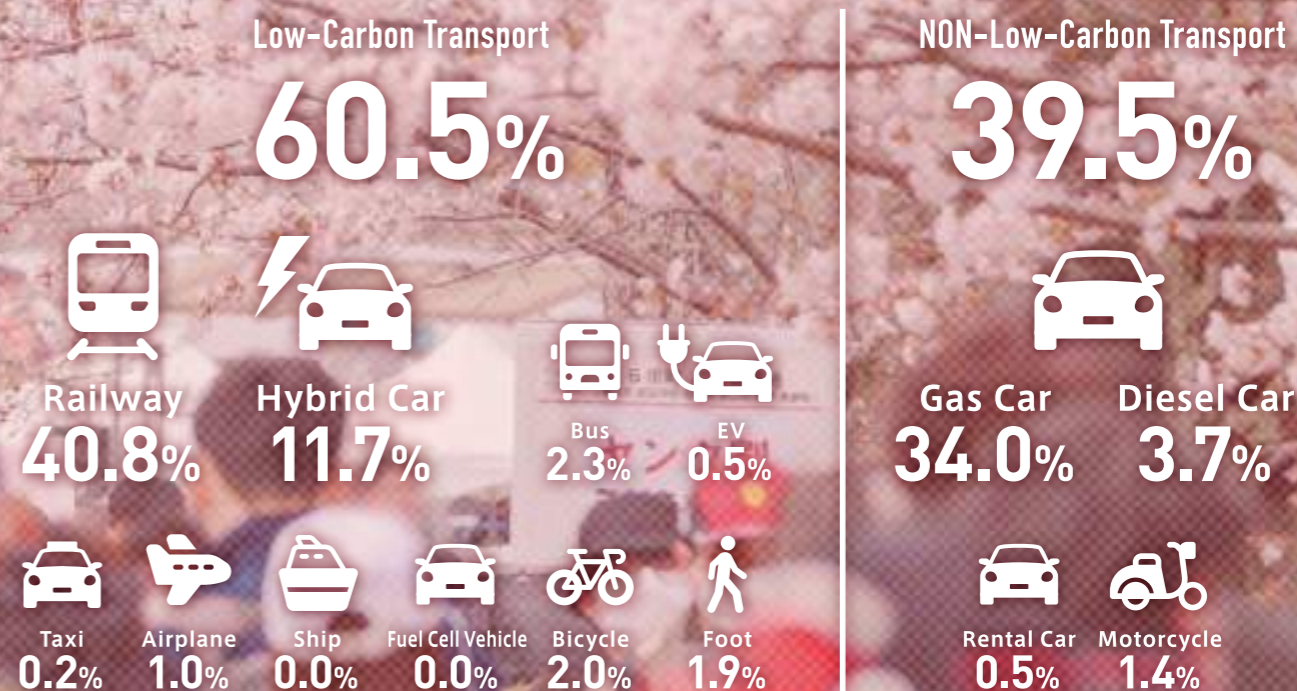
- ✓ Transportation from Nagoya to Suzuka Circuit (Ino Station)
- ✓ Temporary Shuttle from Suzuka Circuit (Shiroko Station)
- ✓ Direct Bus from Major Stations (Nagoya Station, Shin-Osaka Station, Kyoto Station, Tsu Station, Kameyama Station etc.)

Modes of Transport

Collaborating with **36** organizations,

We are at work promoting initiatives that will contribute to carbon offsetting with the cooperation of the Suzuka Regional Revitalization Council which is comprised of 36 organizations including national and local governments as well as public transportation agencies.

Primary modes of transport from home or arrival point to Suzuka Circuit, including inbound. (2024 FORMULA 1 JAPANESE GRAND PRIX Visitor Survey)



The Suzuka Regional Revitalization Council



*The Suzuka Regional Revitalization Council consists of 36 public & private organizations including Suzuka City, and is dedicated to minimizing the impact of F1® events and promoting initiatives to ensure that spectators can comfortably enjoy their experience.

Regular Electricity Renewable Energy in the Motor Sports Area

100%

We use CO₂-free green electricity at major motor sports events.

At the FORMULA 1 JAPANESE GRNAD PRIX, we are working to reduce energy consumption and aim to achieve 100% renewable energy for all electricity by 2030.

FORMULA 1 JAPANESE GRNAD PRIX

Purchased CO₂-free Electricity

330,910kWh

*Including 22-day prep period

At Honda Mobilityland, we use CO₂-free electricity for power at major motor sports events.

[Suzuka Circuit]
CO₂-Free Electricity 970,000 kWh/year



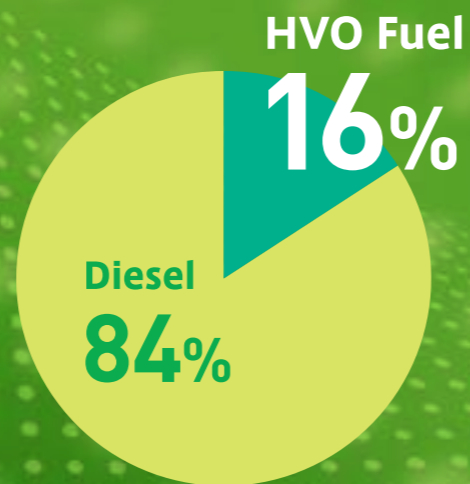
Non-fossil certificate (970MWh/year)

Usage Rate of HVO Fuel in the Paddock

16%

What is HVO fuel?

Hydrotreated Vegetable Oil, or HVO, is a biofuel that can be produced without fossil resources.

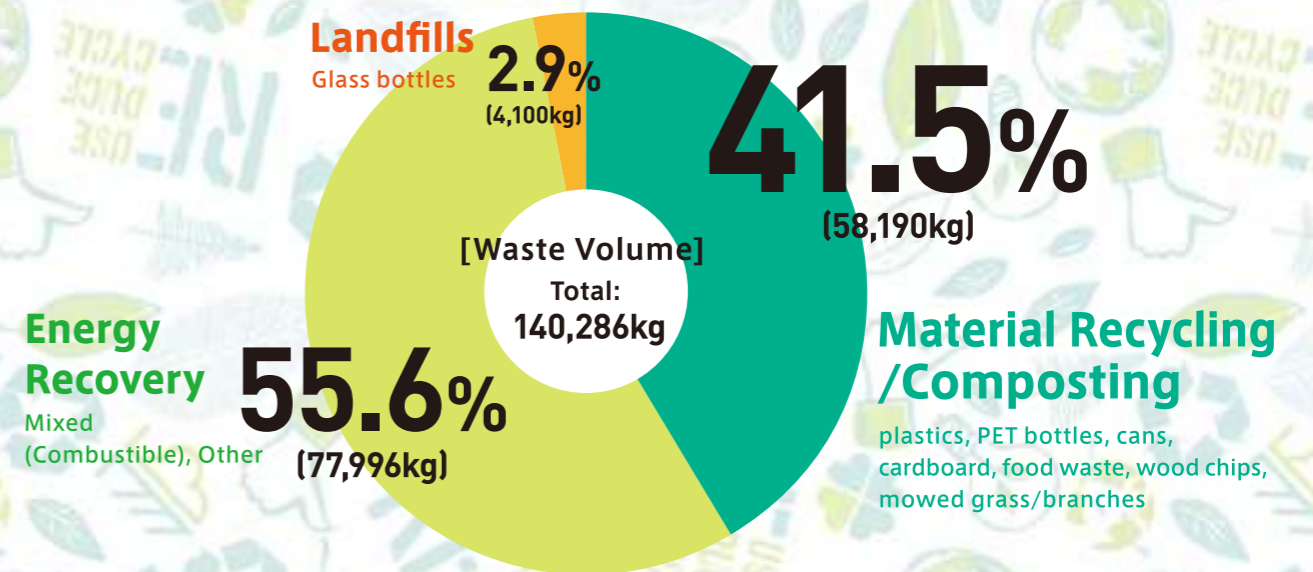


Resource Recycling

41.5%

We are working towards zero provision of single-use plastics and improving recycling rates through waste sorting.

We have assessed the generation and recycling status of waste related to the FORMULA 1 JAPANESE GRNAD PRIX.



Area Breakdown of Generated Waste (kg)

Area	Type	Amount	Processing Method
Paddock	Mixed(Combustible)	32,120	Combustion
	Plastic	1,050	Recycling
	PET Bottle	—	Recycling
	Can	3,723	Recycling
	Glass Bottle	3,187	Landfill
	Cardboard	13,510	Recycling
	Wood Chips	4,420	Recycling
	Food Waste	10,700	Composting
	Other	18,620	Combustion
	Total		87,330
Motor Sports Area (excl. Paddock) & Park Area	Mixed(Combustible)	27,256	Combustion
	Plastic	20	Recycling
	PET Bottle	1,800	Recycling
	Can	1,067	Recycling
	Glass Bottle	913	Landfill
	Cardboard	7,110	Recycling
	Grass / Branches	14,790	Recycling
Total		52,956	
All Areas	Total	140,286	

FORMULA 1 JAPANESE GRAND PRIX Business Transactions

455 companies

We actively engage in transactions with local businesses and develop original products utilizing local materials.

Transaction Achieved in 2024

[Companies]

Total companies/organizations **455**

Mie Prefecture companies/organizations **285**

*Mie Prefecture = companies operating from within the prefecture

[Transactions]

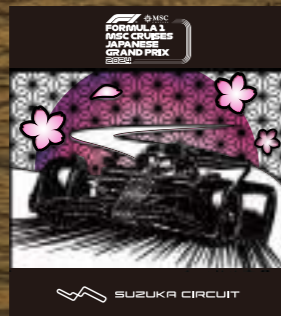
Total **¥2,310M**

Mie Prefecture **¥769M**

*Mie Prefecture = companies operating from within the prefecture

Products in Use from Mie Prefecture

Products Using Traditional Craft "Ise Katagami"



Development of "Titanium Tumbler" in Collaboration with Local Parts Manufacturer



Souvenir products made with locally sourced ingredients and produced in factories within the prefecture.

Number of Invitations for Elementary School Students and Families

16,657

Creating opportunities to experience the appeal of motorsports, encouraging understanding and interest in local industries.

Activities Conducted in 2024

Invitations for Children from 5 Cities and 1 Town

In collaboration with the Suzuka Regional Revitalization Council, families with children from five cities and 1 town were invited to attend on Thursday and Friday. (Suzuka City, Yokkaichi City, Tsu City, Kameyama City, Kuwana City, and Komono Town)

〈 Number of Invited Guests: 16,627 〉



Team Interaction for Elementary School Students in Suzuka City

Thirty elementary school students from Suzuka City, selected by lottery, participated in a special class with F1 drivers.

〈 Participating Teams 〉
 Visa Cash App RB Formula One Team
 Aston Martin Aramco F1 Team
 MoneyGram Haas F1 Team



Organizers: Suzuka City, Suzuka Regional Revitalization Council

Donation via Food Bank Organizations

2.8 tons

Activities in 2024

Registered with the Food Bank organization managed by Mie Prefecture, Honda Mobilityland donated surplus food (approximately 2.8 tons) collected from various team kitchens and hospitality areas through Food Bank organizations in four surrounding cities (14 organizations), contributing to children's cafeterias and similar initiatives.



For the FORMULA 1 JAPANESE GRAND PRIX, internships for students are offered to provide opportunities to participate in global events.

Kanda Institute of Foreign Languages Internship

< Activities > Assisting foreign visitors and conducting interview surveys

< Participants > 10

Osaka Hotel, Tourism & Wedding College Internship

< Activities > Supporting global events through information services

< Participants > 10

Dispatch Based on Industry-Academia Partnership with Mie University

< Activities > Responding to inquiries and requests from teams and promoters, assisting staff

< Participants > 5



Chapter 4: FORMULA 1 JAPANESE GRAND PRIX Economic Ripple Effect

Participation & Influence of Global Companies

In addition to the 10 global partner companies, Formula 1® engages numerous local partners, contributing significantly to the regional economy and the automotive industry.



F1® Global Partners



Total Viewership for the 2023 Season

1.54B people

Total F1® Fans in 2023

700M people

Female Fans 40%



Cumulative On-Site Attendance in 2023

5.97M people

A 290K increase from 5.68M in 2022



SNS Followers in 2023

70M people

A 10M increase from 60M in 2022



Web & App Users in 2023

106M people



Broadcast Area in 2023

185 countries



The FORMULA 1 JAPANESE GRAND PRIX

Ranks Top 5 in Global Popularity



Italy



Belgium



Britain



Monaco



Japan

This information comes from a marketing report conducted by F1® in 2021, which surveyed 167,302 individuals across 187 countries.

Source: FORMULA 1® in 2021 Management Report (Motorsports NETWORK), P.24 <https://cdn-1.motorsport.com/survey/2021/2021-f1-global-fan-survey-motorsportnetwork.pdf>



Total attendance for the FORMULA 1 JAPANESE GRAND PRIX

8.8M people



Friday Saturday Sunday

*In 2019, the Saturday date was canceled due to a typhoon, and the official qualifying session was held on Sunday morning.
*The event was not held in 2020 or 2021 due to the COVID-19 pandemic.

The number of overseas spectators at the FORMULA 1 JAPANESE GRAND PRIX has increased by

1.3 times

With the expansion of inbound tourism demand in Japan, further growth in the number of spectators from overseas is expected.

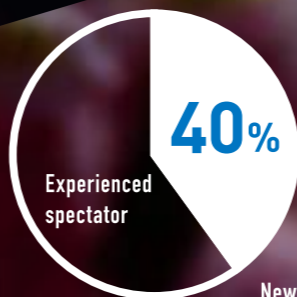
Number of Overseas Spectators

2024 approx. **50,000** spectators
2023 approx. **40,000** spectators

1.3x
increase!

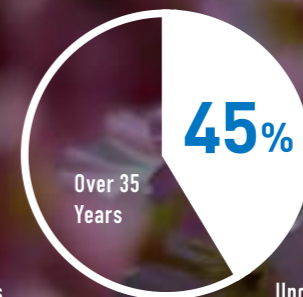
Overall New Spectators for F1®

Of Approximately 6M Total Spectators



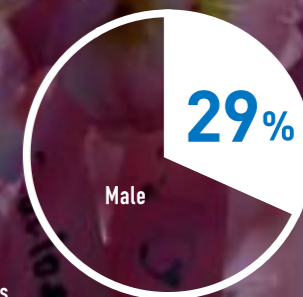
New Spectators

2.4M spectators



Under 35 Years

2.7M spectators



Female

1.74M spectators

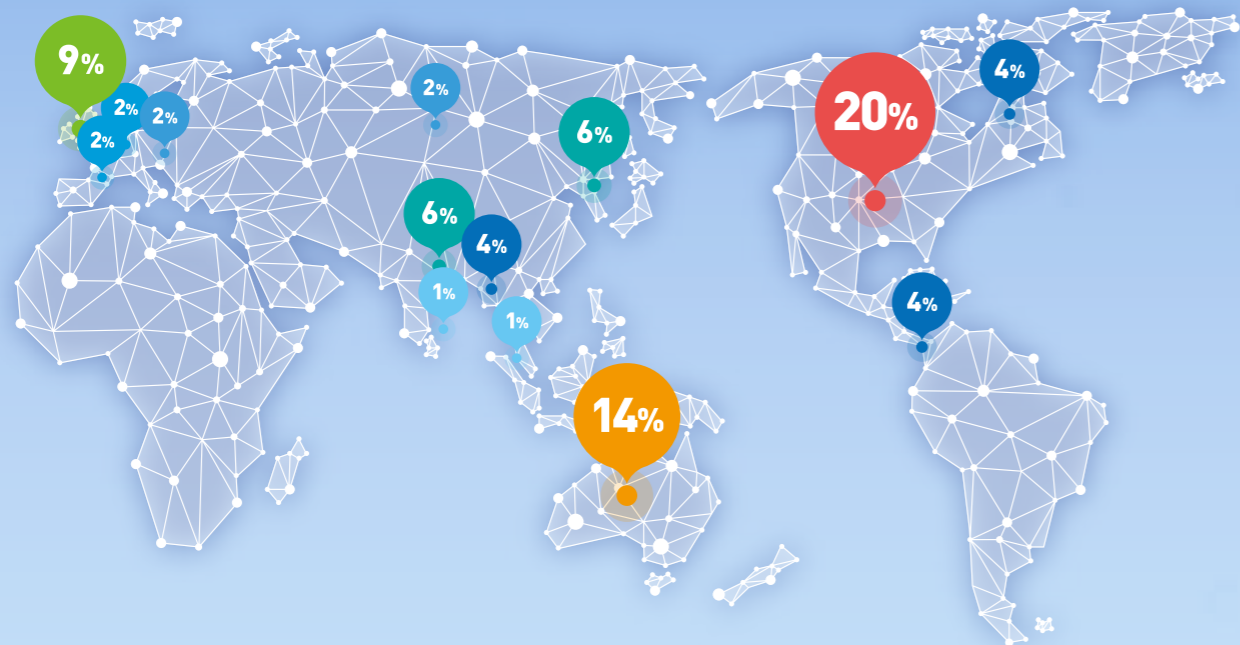
[FORMULA 1 JAPANESE GRAND PRIX Attendance by Age]

Below 22: Friends/Colleagues 23-30: Friends/Colleagues

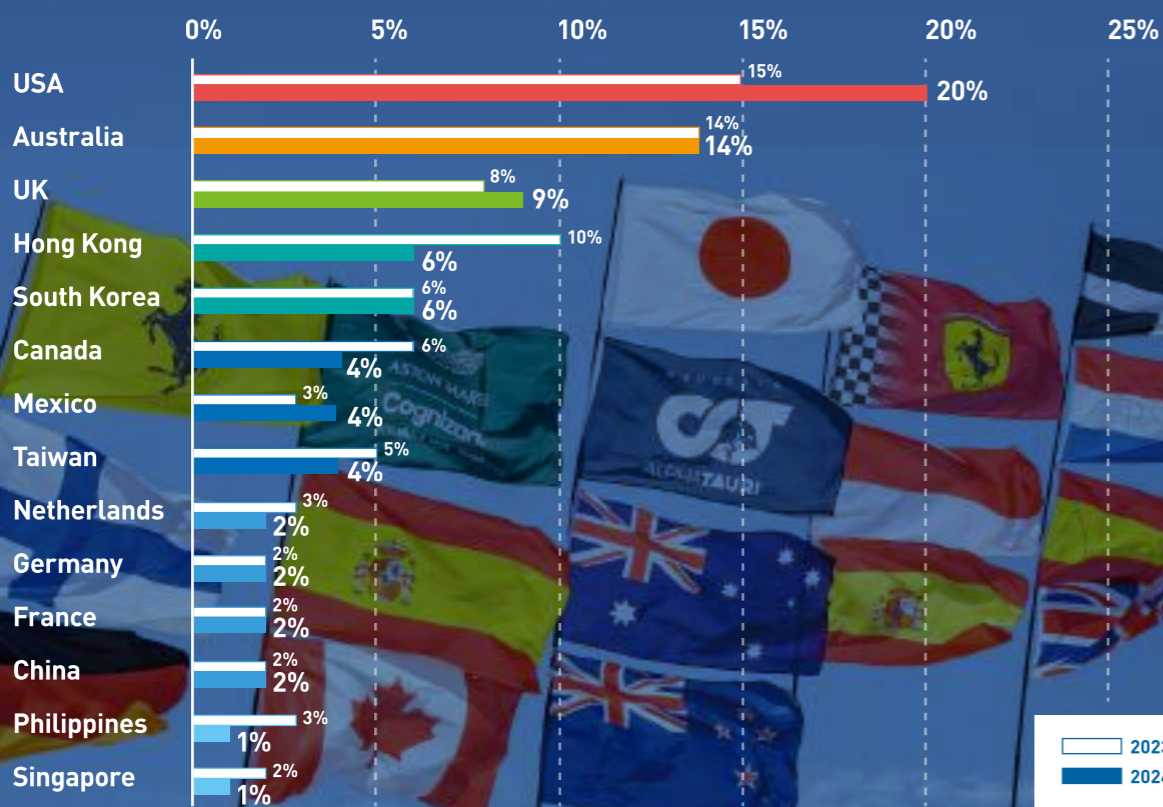
31-40: Family 41-50: Family 51+: Partner

FORMULA 1 JAPANESE GRNAD PRIX Draws Attention from Asia & America

Along with F1®'s global popularity boom, the FORMULA 1 JAPANESE GRNAD PRIX is seeing rapid growth in attendance from visitors from North America, East Asia, and Oceania.



FORMULA 1 JAPANESE GRNAD PRIX Percentage of Overseas Spectators by Country



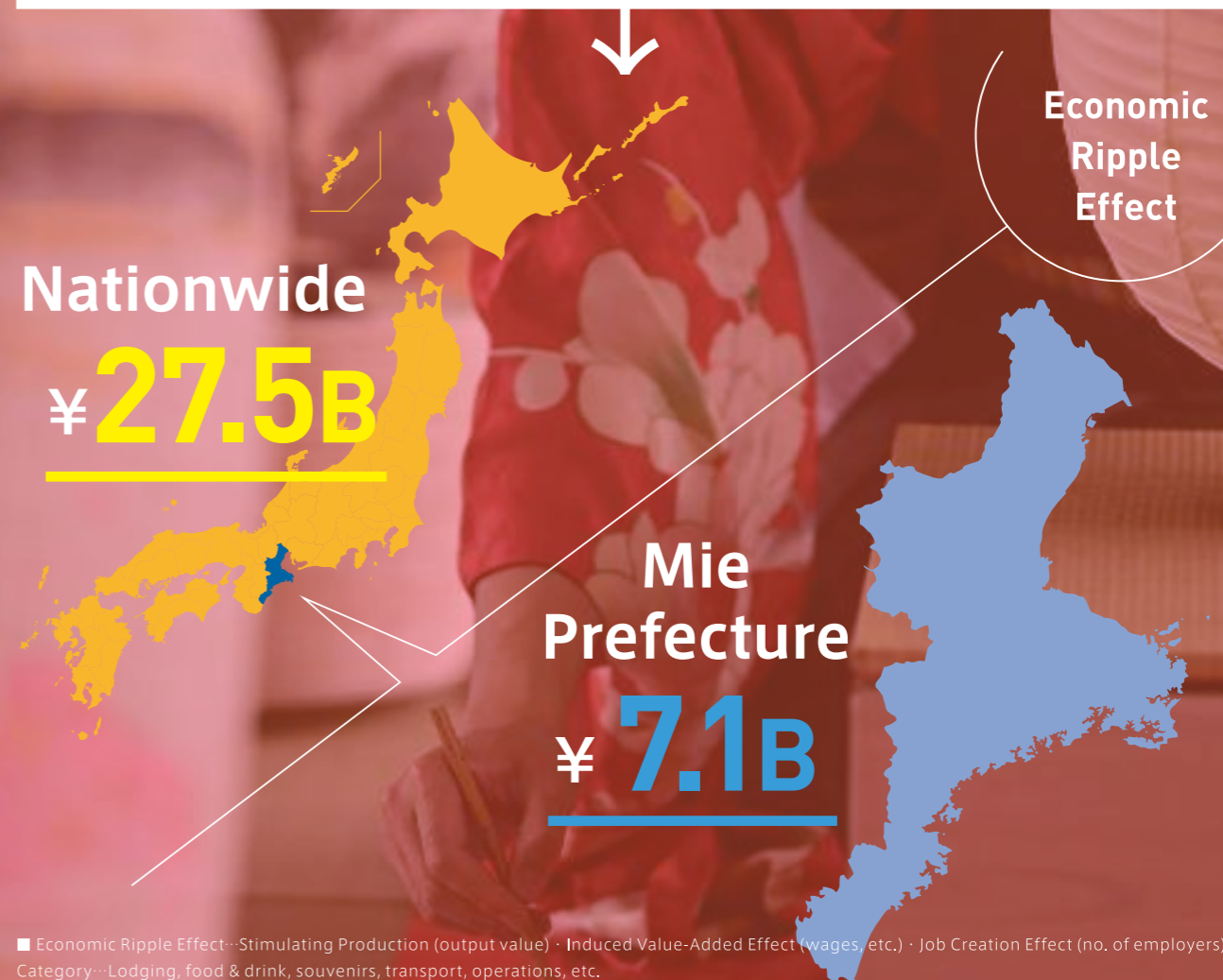
*Source: 2023/2024 FORMULA 1 JAPANESE GRNAD PRIX Visitor Survey / FORMULA 1 JAPANESE GRAND PRIX 2023/2024 Spectator Research

Economic Ripple Effect of ¥27.5B (Nationwide)

The economic ripple effect of hosting the F1® amounts to approximately 27.5 billion yen, bringing significant economic benefits to Japan annually.

Economic Ripple Effect of Hosting the FORMULA 1 JAPANESE GRNAD PRIX in 2024

Category	Direct Effects	Indirect Effects	Jobs Created
Nationwide	¥12.8B	¥14.8B	2,042 people
Mie Prefecture	¥4.8B	¥2.3B	638 people



■ Economic Ripple Effect: Stimulating Production (output value) · Induced Value-Added Effect (wages, etc.) · Job Creation Effect (no. of employers)
 Category: Lodging, food & drink, souvenirs, transport, operations, etc.
 Target: Spectators, participating teams, operational staff
 → Calculated by Mitsubishi Research Institute within the range of acquirable data in accordance with the conditions set by Honda Mobilityland.

F1® Overseas Spectators

Average Spending per Person

¥611,717



Spending rates of FORMULA 1 JAPANESE GRAND PRIX spectators exceeds the average spending of inbound tourists to Japan by a large margin.

Per Capita Expenditure during Stay

*Excluding ticket prices



Per Capita Expenditure by Category for FORMULA 1 JAPANESE GRAND PRIX Spectators

	Transportation	Accommodation	Food&Beverage	Shopping	Ticket
Domestic Spectators	¥29,480	¥27,500	¥26,620	¥26,845	¥36,911
Overseas Spectators	¥47,670	¥452,972	¥44,351	¥66,723	¥46,576
Average for Inbound Tourists	¥24,078	¥73,674	¥47,981	¥56,098	-

Entertainment and Service Expenses Average expenditure per visitor to Japan: ¥10,838
Note: Excluded from economic ripple effect calculations.

F1® Spectators from Overseas

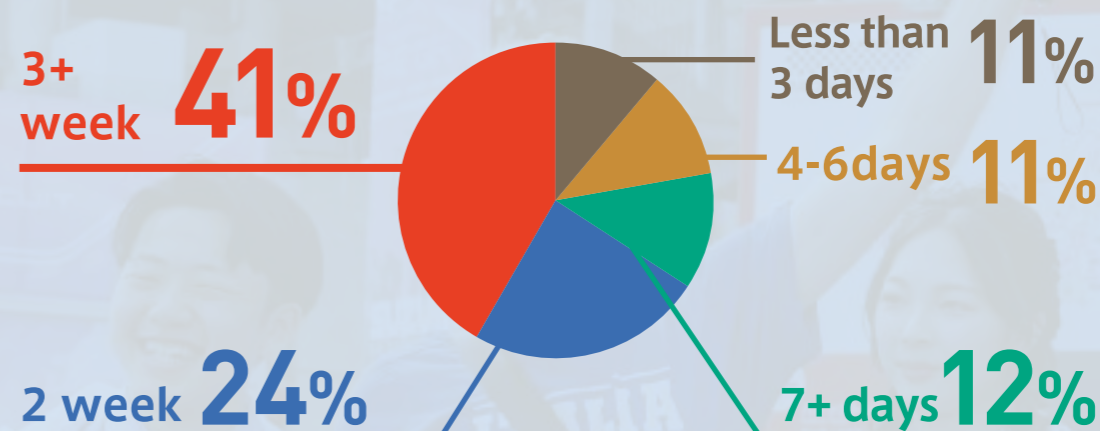
Percentage of Stays in Japan Lasting 7+ Days

77%

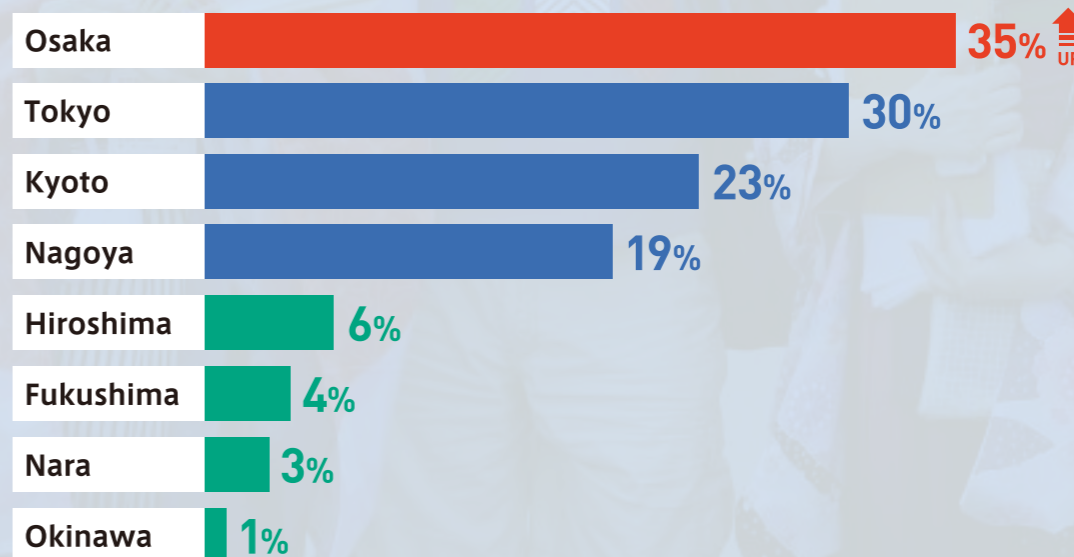
77% of overseas spectators stay in Japan for a week or more to visit tourist destinations.

They experience Japanese food and culture as part of their F1® experience.

Length of Stay for Overseas F1® Spectators in Japan



Destinations Visited by Overseas F1® Spectators in Japan



*Source: Japan National Tourism consumption Organization's Survey on Trends in Foreign Visitors to Japan 2023
2023/2024 FORMULA 1 JAPANESE GRAND PRIX Visitor Survey

*Source: 2024 FORMULA 1 JAPANESE GRAND PRIX Visitor Survey