

## **Presseinformation**

### **Honda Italia Industriale und IBM optimieren Motorrad-Produktion mit RFID**

*Innovation in der Produktion bei Honda Italien soll Effektivität und Genauigkeit in der Fertigung verbessern*

**Stuttgart, 10. Januar 2007** - Honda Italia Industriale, eine vollständige Tochtergesellschaft der Honda Motor Company und mit mehr als 12,7 Millionen verkauften Motorradmodellen im Jahr 2007 weltweiter Marktführer auf dem Zweirad-Markt, hat mit IBM einen Vertrag über die Implementierung der RFID-Technologie und Infrastruktur unterzeichnet. Das gemeinsame Projekt soll es dem Honda-Werk im italienischen Atessa ermöglichen, die Effizienz und Präzision in der Motorrad- und Motorrollerfertigung durch Innovation und Transformation seiner Produktionsprozesse erheblich zu steigern.

IBM Global Business Services wird Honda Italia beim Design und bei der Entwicklung der RFID-Implementierung unterstützen und damit die automatische Echtzeit-Identifizierung aller Motorräder entlang der gesamten Produktionsstraße ermöglichen. Die RFID-Tags sollen auch auf Bauteilen wie beispielsweise Motoren eingesetzt werden.

IBM Berater arbeiteten mit den Ingenieuren der Honda Italia das Design der neuen Prozesse aus und ermittelten gemeinsam die beste Lösung. Über eine offene, standardbasierte Linux und Java (J2EE) Anwendung auf dem IBM Websphere Application Server wird die RFID-Technologie vollständig in bestehende IT-Systeme von Honda integriert, um Bestände zu verfolgen und Möglichkeiten zur Effizienzsteigerung zu ermitteln.

"Das Projekt ist ein Paradebeispiel dafür, wie innovative Technologien Geschäftstransformation ermöglichen können und dabei dem Kunden einen echten Mehrwert bieten. IBM hat bereits früh die Möglichkeiten der RFID Technologie erkannt und gezielt Softwaretechnologien und Services aufgebaut, um Kunden besser unterstützen zu können, sagt Augusto De Castro, Vizepräsident des Geschäftsbereichs Industrial Sector bei IBM Italien.

Nähere Informationen entnehmen Sie bitte der folgenden englischsprachigen Originalmeldung:

### **Honda Italia and IBM Revolutionize Motorbike Production with RFID**

*Production innovation project at Honda's plant in Italy expected to improve efficiency and accuracy*

**MILAN, ROME Italy, January 10, 2007** - Honda Italia Industriale, the Italian subsidiary of the Honda Motor Co. and leader in the 2 wheels

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worldwide market with more than 12,7 million PTW (powered two wheels) models sold in 2006 (\*), announced today that it has signed a contract with IBM to implement RFID (Radio Frequency IDentification) technology and infrastructure to transform and innovate the production processes at its plant located in Atessa, Italy. The agreement will allow Honda Italy to achieve higher levels of efficiency and accuracy in managing its large motorcycle and scooter production in Italy.

IBM Global Business Services will support Honda Italia in the design and development of the RFID implementation, which will enable the real time, automatic identification of each vehicle along the entire production chain. The RFID tags will also be used on micro-lots of critical components, such as engines.

IBM business and technology consultants have been collaborating for a long time with Honda Italia engineers in the design of the new processes and in the identification of the best solution. The RFID technology will be then completely integrated with Honda's existing IT systems through an open standards-based, Linux and Java (J2EE) application built on the IBM WebSphere Application Server to track inventory and to monitor ways to improve efficiency.

The first phase of the project, completed earlier this year, simultaneously with the celebration of the 35th anniversary of Honda Italia, calls for the transformation of Honda's large-displacement bikes (Hornet 600, CBF1000/600/500) assembly line. The RFID tags were used to monitor the traceability of critical components, WIP (Work In Progress) management and inventory replenishment. In the future, RFID tags will also be applied to Honda's scooter production line, starting with the European best seller SH150i/125i and the bigger SH300i.

"This is an extremely important project and it's a fundamental step in our "Outstanding Quality" innovation production strategy that will allow Honda Italia to gain relevant benefits primarily in the areas of components supply and quality control with an overall improvement of the control and efficiency of all assembly processes and operations related to motorbike configuration management," said Nicola Marrone, Project Executive, Honda Italia. "Our future plans are to extend the RFID-based innovation to other areas, such as the supply chain and after sales services."

"This is an example of how innovative technology can enable a significant business transformation providing real value to a client. IBM recognized the potential value of RFID early on and moved aggressively to support its clients in both software, by investing in research and development and with services, in building unique professional capabilities and skills. " - said Augusto De Castro , Vice President Industrial Sector, IBM Italy. "An effective working-relationship with Honda was crucial to identify the process needs and envision true business benefits, having access to IBM competence centres to design the solution."

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This project was signed in September 2006 and is part of an existing partnership between Honda Italia and IBM.

Honda manufactures in Italy a relevant number of motorcycle and scooter. The production volume in Italy in 2006 (\*) achieved over 170 thousand units, either sold in the Italian market (which, alone, counts 40% of the Continental motorbikes market) and in the International and European markets.

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Honda Italia Industriale SpA is the Italian branch (2W division) of the Honda Motor Co. Ltd. With a 785 million Euro turnover and over 800 employees located in Rome, Bologna and in the Atessa plant (Chieti, over 170.000 units produced), Honda Italy is the leader brand in the domestic market, with about 100.000 motorcycle, scooters and off/road bikes from 50 to 1832cc sold per year. Honda Italy's sales network counts about 200 official dealers and over 400 service technical points. Thanks to the Hornet 600 (over 7500 units sold in 2006) naked motorcycle and to the best seller SH125i/150i scooter (over 43,000 units sold this year so far in Italy only) Honda has been keeping for years the leading position in Italy - with a 21% market share in 2006. More news about Honda Italia activities, products, special events, sales and service network can be found on the [www.hondaitalia.com](http://www.hondaitalia.com) website or requested to the Info Contact Center Honda (848.846.632). Information (\*) related to the Apr, 1 2005 / Mar 31, 2006 fiscal year.

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