Honda Misses Chip CEO

Auto maker makes little-known executive to face big challenges in two largest car markets

By TORI P Reese

Honda Motor Co. already has its recession-era profit renaissance, says a new executive to face big challenges in two largest car markets.

Honda’s new chip CEO, Yasuhiro Machii, will be responsible for the company’s performance in North America and Europe, where the firm has been struggling.

Machii, who joins Honda from its affiliate in Japan, will oversee the chip division, which faces intense competition from rival chip makers.

Honda’s chip division, which supplies chips to Honda’s various automotive and industrial products, has been struggling in recent years.

Machii said he plans to strengthen the division’s technology and sales capabilities to better compete with rivals.

Honda’s chip division has been hit by slower demand in the industry, as well as increased competition from Chinese and other rivals.

Machii said he is confident in the division’s ability to recover and grow over the next few years.

Honda has been working to diversify its chip business to include automotive applications, as well as other areas such as consumer electronics and medical devices.

Machii said he will work to build a strong partnership with Honda’s various business units to ensure the division’s success.

Honda’s chip division is a key component of the company’s overall business strategy, as it supplies chips to various other divisions in the firm.

Machii said he is committed to building a strong chip division that can help drive the company’s overall growth.

Honda has set a goal of doubling its chip sales by 2025, with a focus on expanding its business in Europe and North America.

Machii said he is confident in the company’s ability to reach this goal, with a focus on building strong partnerships with its various business units.

Honda’s chip division faces intense competition from rivals such as NXP Semiconductors and STMicroelectronics.

Machii said he is confident in the company’s ability to compete against these rivals, with a focus on building strong partnerships with its various business units.

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