Honda – South African trademarks

Updated 8 November 2026

Honda is a Japanese maker of motorcycles, cars and power products such as generators, lawnmowers and outboard engines.

How Honda has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#269
largest trademark owner in South Africa (of 121,626)

219
trademarks filed

7
different logos published since 2020

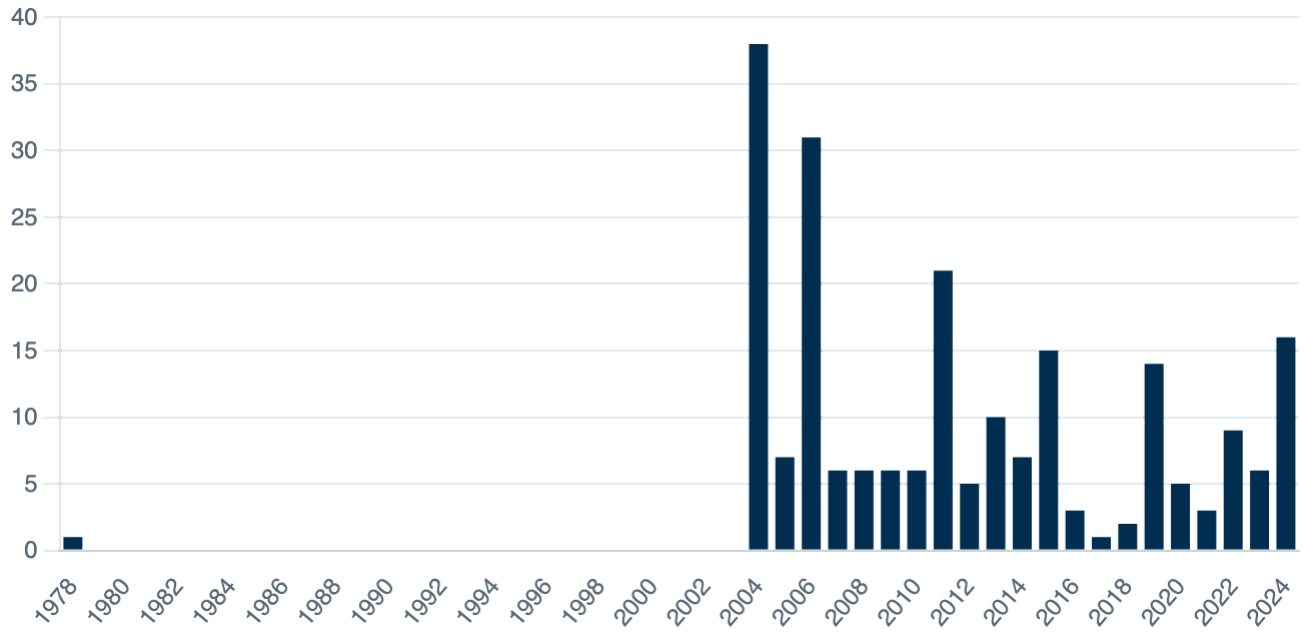
23
of 45 classes used

1978
first trademark filed

60
filed in the last 10 years

A portfolio built over time

Honda filed its first South African trademark in 1978 and has filed 219 since; its busiest year was 2004, with 38 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

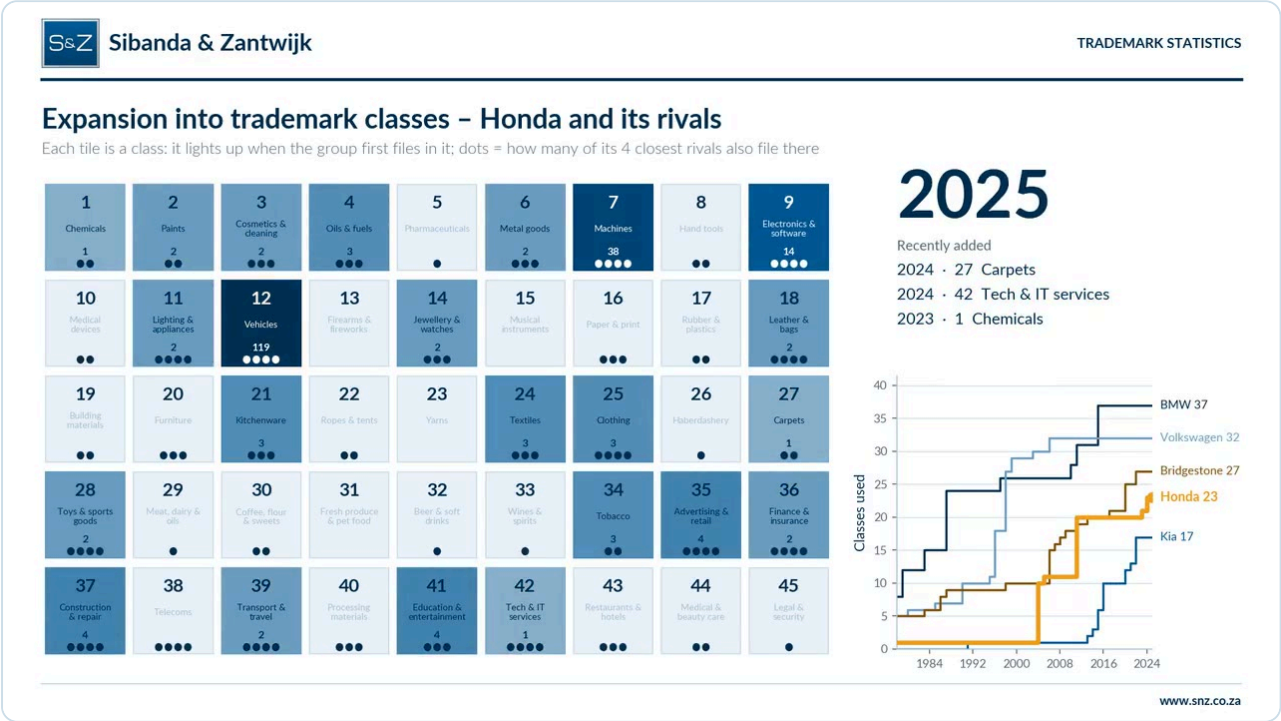
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Honda	218	1978–2025
Honda Motor Southern Africa	3	2022–2022

Where Honda expanded its business

Trademark classes show what a business sells. Honda's portfolio is concentrated in vehicles (class 12), machines (class 7), electronics & software (class 9). Its most recent moves were into tech & it services (2024), carpets (2024), chemicals (2023).

Honda trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/honda-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	119	54.3%	1978
7 Machines	38	17.4%	2004
9 Electronics & software	14	6.4%	2011
37 Construction & repair	4	1.8%	2005
35 Advertising & retail	4	1.8%	2011
41 Education & entertainment	4	1.8%	2011
24 Textiles	3	1.4%	2004
34 Tobacco	3	1.4%	2004

The brands Honda protects most

The word marks and logo names Honda has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	HONDA	17	17	2004–2011
2	BLUE SKIES FOR OUR CHILDREN	5	5	2011–2011
3	HRC	4	4	2022–2022
4	PRO HONDA	4	4	2023–2023
5	HONDA E: TECHNOLOGY	3	3	2019–2019
6	HONDA POWER	3	3	2014–2019
7	HONDA AUTOMATED DRIVE	2	2	2019–2019
8	HONDA CONNECT	2	2	2015–2015
9	Honda Nextride	2	2	2019–2019
10	Honda Personal Assistant	2	2	2019–2019
11	Honda RoadSync	2	2	2024–2024
12	Honda SENSING	2	2	2014–2014
13	I-DTEC	2	2	2007–2007
14	JEWEL EYE	2	2	2015–2015
15	QUEST HONDA MOTORCYCLE TRUE ADVENTURE	2	2	2022–2022

Logos filed most often (since 2020)



11 filings · 11 classes



4 filings · 4 classes



4 filings · 4 classes



4 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Honda's logos

The 7 different logos Honda has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

11 classes

4 classes

4 classes

3 classes

2 classes

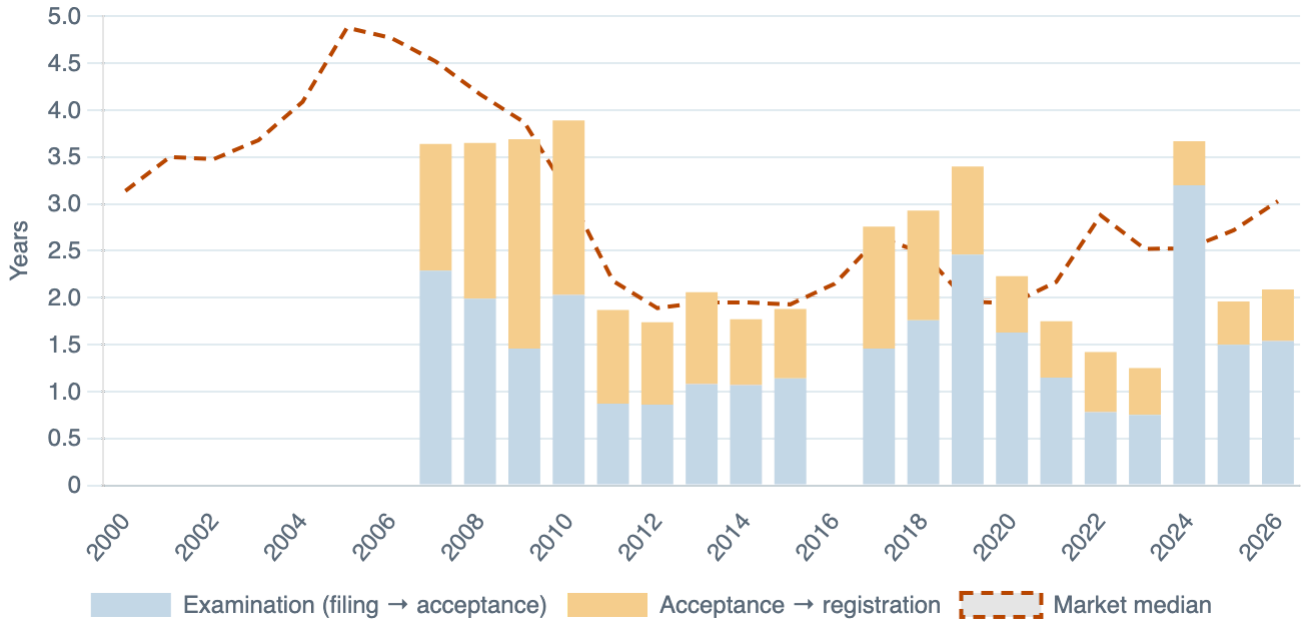
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Honda's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

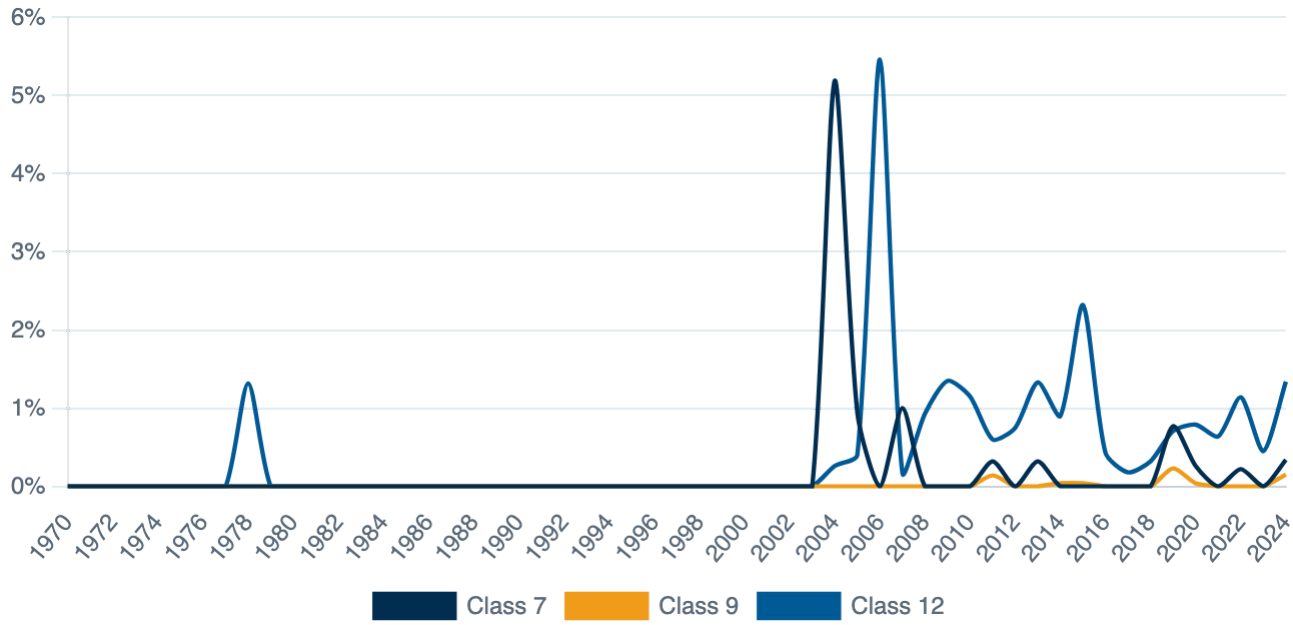


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Honda's classes

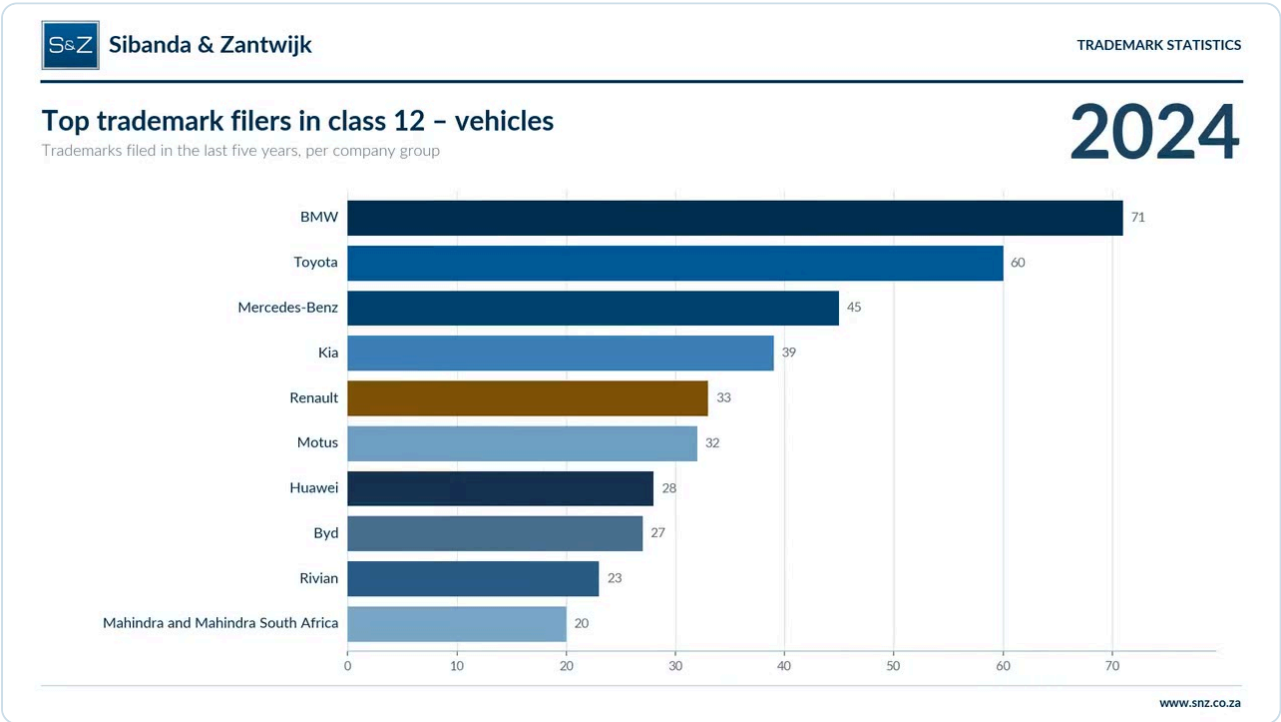
> Ranked by **number of trademarks filed in Honda's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Honda's market position, not who is most like it.

In the last five years, Honda was **#11** of 891 filers in class 12 (vehicles), with 18 of 2,078 trademarks; **#94** of 1,185 filers in class 7 (machines), with 3 of 1,880 trademarks; **#497** of 4,926 filers in class 9 (electronics & software), with 3 of 10,252 trademarks.



Honda's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Honda



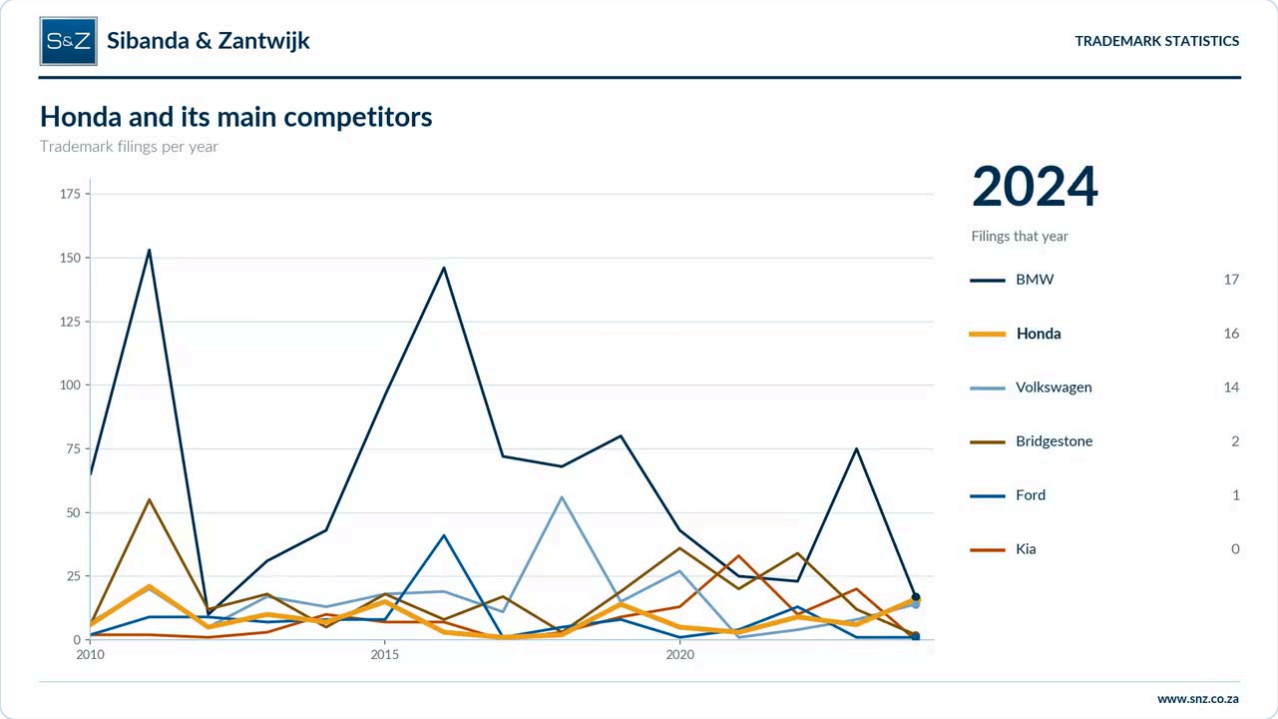
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/honda-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Honda

> Ranked by **how similar their whole trademark portfolio is to Honda's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Honda's closest competitors in South Africa are BMW, Kia, Volkswagen and Bridgestone.

Honda trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/honda-south-african-trademarks/competitors-video.html

Trademark filings per year: Honda (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	99%
2	Kia	Direct competitor	85%
3	Volkswagen	Direct competitor	85%
4	Bridgestone	Direct competitor	80%
5	Ford	Direct competitor	79%
6	Mercedes-Benz	Direct competitor	79%
7	Porsche	Direct competitor	79%
8	Rivian	Direct competitor	75%
9	Sumitomo Rubber Industries	Direct competitor	75%
10	Nissan	Direct competitor	74%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Honda – relevant export countries

South Africa exported **US$15.7 billion** of the goods Honda's main classes cover in the last year – vehicles; parts and fittings; automobiles; their parts (class 12); machines; motors and engines; agricultural implements; parts (class 7); computer software; computers; computer programs; apparatus and instruments (class 9); blankets; bed linen; curtains (class 24); lighters; dried cannabis; electronic cigarettes (class 34). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Honda's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	81	US$5.4 billion	+3%	National	US$2,388
2	United States of America	73	US$2.0 billion	+6%	National	US$3,425
3	United Kingdom	65	US$1.5 billion	+4%	National	US$1,371
4	Türkiye	59	US$536 m	+13%	National	US$1,258
5	Canada	58	US$127 m	+3%	National	US$2,192
6	India	57	US$30 m	+5%	National	US$1,295
7	Australia	56	US$304 m	+2%	National	US$2,380
8	Russian Federation	55	US$17 m	+14%	National	US$1,915
9	Hong Kong SAR	53	US$14 m	+6%	National	US$1,715
10	China	52	US$62 m	-3%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Morocco	47	US$16 m	+26%	National	US$1,408
2	Nigeria	47	US$47 m	-5%	National	US$1,015 S&Z
3	OAPI (17 states)	47	US$216 m	+9%	National	US$1,563 S&Z
4	Egypt	46	US$94 m	+2%	National	US$2,278
5	Algeria	44	US$841 k	+32%	National	US$1,445
6	Namibia	43	US$513 m	+18%	ARIPO	US$450 S&Z
7	Tanzania	43	US$124 m	+2%	ARIPO	US$450 S&Z
8	Zimbabwe	43	US$563 m	+12%	ARIPO	US$450 S&Z
9	Mozambique	41	US$346 m	+13%	ARIPO	US$450 S&Z
10	Malawi	41	US$78 m	+41%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
HONDA	17	US$3,451	US$3,779
BLUE SKIES FOR OUR CHILDREN	5	US$1,015	US$1,563
HRC	4	US$812	US$1,378
PRO HONDA	4	US$812	US$1,378
HONDA E: TECHNOLOGY	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Honda's five most-filed brands: word marks of **other companies** (not Honda's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to HONDA (classes 9, 41; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BLUE SKIES FOR OUR CHILDREN (classes 7, 9, 12, 35, 37; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to HRC (classes 7, 12, 25, 41; searched 2018-11-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to PRO HONDA (classes 1, 2, 3, 4; searched 2018-05-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to HONDA E: TECHNOLOGY (classes 7, 9, 12; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

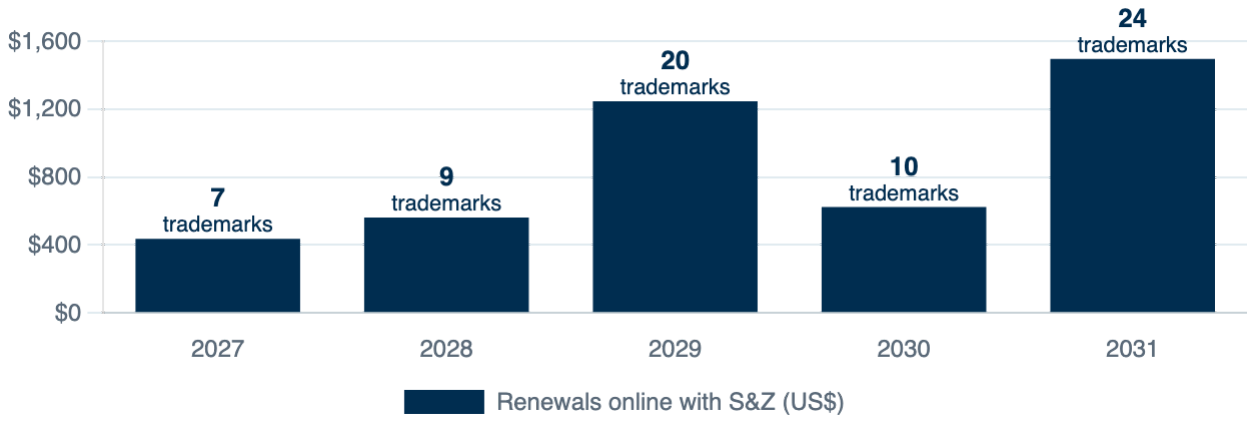
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Honda's next five years of renewals

70 of Honda's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$4,361** over the five years.



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