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## Honda's sports car boosts Ohio

State development officials work hard to convince companies to come to Ohio. Nothing, though, could be a greater testament to Ohio's business-friendly environment than Honda's announcement last week that it will build its much-anticipated Acura NSX sports car near Marysville, where the Japanese company has had operations for 34 years.

Hidenobu Iwata, president and CEO of Honda of America Manufacturing, said the biggest factor in the decision to build the high-end car in central Ohio wasn't tax breaks or other public incentives — it was the quality of its workers.

"It's about people," Iwata said at Tuesday's press event. "The location of this facility is in the midst of one of the greatest collections of engineering talent in the world."

Honda already has about 13,700 employees in Ohio — more than any other car company. The NSX will be built next door to the plant that builds the Accord, Honda's flagship vehicle and long one of the bestselling cars in America.

That's already a great feather in Ohio's cap, but getting the NSX is particularly sweet. Gov. John Kasich commented that the NSX looks like the kind of car James Bond would drive; the NSX will be exclusive, powerful and sexy, with a price tag to match (exact pricing hasn't been announced, but those who have to ask, probably can't afford it).

It will give the Buckeye state particular bragging rights when these cars start hitting the streets to be able to say: That car is made in Ohio. This is another win for both Ohio and Honda.

<http://www.dispatch.com/content/stories/editorials/2013/05/22/hondas-sports-car-boosts-ohio.html>

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