Editorial Afterword

In striving to continuously advance the reputation of the Honda Technical Review in North America, and explain its value to fellow engineers, I always try to reflect on my own experiences in the development and promotion of technologies and products, and the research of human motivation.

My humble opinion is that in product development we strive to create the perfect harmony of technologies to bring joy to our customers. But often, within that harmony, the individual beauty of each technology cannot be readily appreciated. By creating a technical paper, we can shine a light on one unique technology and reveal its individual beauty by going beyond the “what” and into the “how” and the “why.” This brings our philosophy to life, separates Honda from others, and creates greater appreciation for the product in which the technology is incorporated.

The effort to shine that light - the required process of methodical consideration and explanation - further strengthens the understanding and capability of the author. Furthermore, that effort ultimately leads to the satisfaction of the instinctive human desires to be recognized and appreciated, and to contribute to the greater good. That satisfaction then becomes the energy that powers us and fuels our motivation.

As the beauty of each individual technology is understood, the expectation of excellence expands to elevate the stature and technological presence of the entire brand. Our technical papers then become the continuously advancing standard for others to aspire to surpass and become the rungs on which our colleagues will stand in the future to reach even higher.

(John E. Dirrig)