

## ACEM – Vice-President Vito Cicchetti

Vito Cicchetti was born on August 25th 1960 in Port Colborne (Canada). At the age of 16 his family transferred to Italy where he graduated from artistic high school. In January 1985, he joined Honda holding different positions related to motorcycles through the years. In 2009, he was promoted Commercial Director and became also member of Honda Italia Industrial board of Directors. His career continued progressing with his nomination in March 2010 as representative for Europe Sales Strategy & production Planning development operations conducted in Japan, and his appointment in January 2011 as member of the worldwide fun business and commuter business committee.

In March 2015 he was transferred to the European Honda Headquarters in the United Kingdom, Honda Motor Europe LTD as General Manager for all European Motorcycles Sales operations.

In March 2020 he was promoted as President of Honda Motor Europe Switzerland in charge of the coordination of all business units in CH.

From April 2023, after almost 40 years of experience with Honda across Europe, he is now part of the new Business Transformation Office located at the Headquarters in United Kingdom as Business Transformation Planning lead.