

Smarter Skies, More Resilient Systems: The Future of Commercial Aviation

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Michimasa Fujino

Honda Aircraft

He is the retired founding president and CEO of Honda Aircraft Company, was responsible for the design and development, certification, production, sales, and service of the HondaJet.

Fujino joined Honda R&D in 1984 and led aeronautical research of aircraft configuration design, aerodynamics, flight control, avionics system, advanced composite structure, and aeroelasticity. He became project leader of HondaJet in 1997 and developed HondaJet with advanced technologies. In 2006, Fujino founded Honda Aircraft Company and focused on the dual tasks of obtaining type certification of the new aircraft and creating a new company and organization for aircraft development, certification, and manufacturing. He also established a worldwide sales and service network for HondaJet. With his aeronautical breakthroughs, Fujino's clean sheet design was proven to enhance aircraft performance and fuel efficiency and provide exceptional comfort for passengers. HondaJet became the best-selling business jet in its class.

Fujino has received international recognition for his pioneering contributions to aeronautical research and design. He has been the recipient of numerous international awards and distinctions, including the Elmer A. Sperry Award, AIAA Reed Aeronautics Award, ICAS Award for Innovation in Aeronautics, SAE Clarence L. (Kelly) Johnson Aerospace Vehicle Design and Development Award, AIAA Aircraft Design Award, Prime Minister Award of Japan Industry and induction to the Living Legends of Aviation. In addition, Fujino has been recognized in industrial design field and received the Good Design Gold Award and the Japan Industrial Designers' Association Design Museum Award. His extensive research and theories on aircraft configuration design, advanced aerodynamics, and aeroelasticity have been published in technical and academic journals, and he holds several patents for aircraft design.

Fujino holds Bachelor of Science and Doctorate in aeronautical engineering from the University of Tokyo. He is a Fellow of the American Institute of Aeronautics and Astronautics (AIAA), Society of Automotive Engineers (SAE), and the Royal Aeronautical Society (RAeS). He is also a foreign member of National Academy of Engineering (NAE).

