

Honda Driving Safety Promotion Activities

2013

Safety for Everyone



HONDA
The Power of Dreams



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History of Honda's Driving Safety Promotion Activities

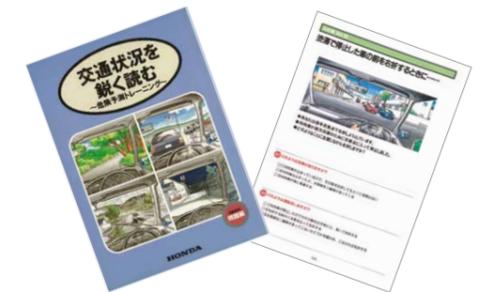
Always Looking Ahead and Exploring Effective Tools for Road Safety Education

“Safety and danger are two sides of the same coin. To keep yourself safe you must make a careful survey of any dangers present. The basic objectives of safety promotion are to have people learn about danger through gaining knowledge and experience. Therefore, our activities should be designed to let people experience hazards in a safe environment.”

These words were said by Soichiro Honda, founder of Honda Motor Company. His vision of traffic safety education was given form in 1970 with the launch of the Honda Driving Safety Promotion Center and has continued to be upheld right through until today. Under this vision, we continue to pursue the development of effective training software along with educational materials and equipment, while always looking ahead to the future.



Development of Educational Tools



Teaching material created for risk prediction training that was first published in 1996

Developing educational tools for learning about hazards and risks on the road

In the 1970s, the Driving Safety Promotion Center launched safe driving education programs at Honda Traffic Education Centers involving the use of real motorcycles and automobiles for corporate and individual customers. The programs provided opportunities for participants to experience hazards in a safe environment. However, it became apparent that the programs had a problem: training using actual cars and motorcycles has limitations, namely, that it is not possible to let trainees experience actual danger on real roads. To solve this problem, Masayuki Yoshimura, who became the General Manager of the Driving Safety Promotion Center in 1990, thought that R&D efforts regarding safe driving skills needed to be strengthened. Accordingly, he commenced two initiatives.

The first was the development of materials for Risk Prediction Training (KYT). KYT came to the attention of Yoshimura when he was thinking about the proposition that drivers and motorcyclists should learn about hazards and risks on the road. The methodology was originally developed in Germany in the 1970s and was introduced to Japan in 1974, when Yasuhisa Nagayama, Professor Emeritus at Osaka University, offered the first KYT-based road safety program. At Honda, the Traffic Education Centers developed KYT-related materials in the 1980s and used them in training seminars for corporations and other groups. Yoshimura decided to develop additional training materials to promote KYT further. Under his instructions, a joint research project with traffic psychology experts was launched. Aiming to provide useful and practical training, the project members created examples of high-risk situations based on actual traffic accidents. As a result, our teaching material created for risk prediction training was completed in 1996 (a version for motorcyclists was completed in 1997). Including illustrations of 200 high-risk situations (50 situations in the motorcycle version) selected from an analysis of historical traffic accidents, the textbook helped drivers to identify risks existing on the road and learn about the causes of traffic accidents and the mental state of the drivers involved. When the textbook was completed, Professor Nagayama, who was a member of the joint project, expressed his confidence in its usefulness, noting that a full understanding of traffic safety risks should include an understanding of the reasons why such risks exist and other background information. Without such a comprehensive understanding, he reasoned, drivers would not be able to engage in truly safe behavior while on the road.

Although 17 years have passed since its first publication, the textbook is still used today by many corporations and organizations in their KYT training.

Providing opportunities to experience common road accidents in a safe virtual environment

Yoshimura's other initiative was the development of KYT training equipment, with which trainees could learn how to predict risks in mixed traffic situations. While exploring effective ways to teach drivers how to prevent common road accidents by letting trainees experience them in a safe way, Yoshimura considered conducting training involving the use of simulators.

"No practical, on-road training is required in order to obtain a motorcycle license," Yoshimura said at the time. "This means many new motorcyclists are at a loss when they go for their first ride. That's why I started to develop educational tools using a simulator, an effective and safe alternative to on-road training." As Honda R&D Co., Ltd. was already developing a driving simulation machine, the KYT software application that was developed was installed on it.

In the process of designing virtual dangerous situations to be displayed on the simulator as well as the scenarios leading up to them, various resources were consulted, including traffic accident statistics, internal records of *Hiyarihatto* (close-call incidents) experienced by the company's own employees, and the results of studies that tracked the gaze of motorcyclists while they were riding. Rather than improving their riding skills per se, the main purpose of the application was to provide novice motorcyclists with plenty of opportunities to virtually experience dangerous situations that are likely to occur in real life on mixed traffic roads in order to improve their risk prediction abilities.

A test simulator was completed in 1991 and trialed by around 3,000 riders at the Suzuka Circuit Traffic Education Center and other locations to evaluate its effectiveness as an educational tool. Having achieved successful test results, the Honda Riding Simulator was finally unveiled at the Tokyo Motor Show in 1993. Yoshimura also started to call on regulators to introduce training using a riding simulator into motorcycle licensing courses, emphasizing that even if the provision of on-road training was impossible, the provision of similar virtual training would help reduce motorcycle-related accidents.

When a new training system for obtaining a large motorcycle license was launched in 1996, simulator training was incorporated into the curriculums of driving schools. In February of the same year, Honda developed the world's first educational riding simulator featuring additional functions that enabled trainees to practice

virtual riding in a law-abiding manner and learn more about the particular characteristics of motorcycles. In addition, we established the Educational Equipment Department within the Driving Safety Promotion Center in April of 1996 to address the situation at that time whereby no driving school had the know-how for teaching simulator training. Members of the department visited driving schools that had purchased our simulators to train their instructors. A number of the instructors were particularly impressed by the "Multi-Eye System," (a recorded scene playback function) that provides various angles of view. A proprietary feature of the Honda Riding Simulator, this system displays a simulated chain of events resulting in a collision or *Hiyarihatto* from both the rider's perspective and various other angles, thereby allowing trainees to review their simulated ride objectively and identify problems by themselves.

In 1997, additional applications such as those for highway riding and for police motorcycle training were installed onto the Riding Simulator. In 2001, the equipment was fully redesigned to provide a more lifelike riding experience as well as to reduce the size and make other improvements.

Expanding simulator offerings from motorcycles to automobiles and then bicycles

With our riding simulator developing a good reputation among driving schools for its utility as training equipment, there were growing requests for us to develop an automobile simulator. In 1998, Honda launched a project to meet these requests at the Driving Safety Promotion Center. At that time, automobile simulators were already available from several manufacturers. These, however, all featured a common problem: they induced motion sickness. To overcome this problem, we adopted the 6-axis motion base (sway-motion device) for our driving simulator. This was the first time such a device had been installed in a driving simulator aimed at beginners. The device made the simulator less likely to cause motion sickness and helped reproduce a more lifelike accelerating and decelerating experience.

In 2001, the Honda Driving Simulator made its debut. With the subsequent launch of bespoke training software applications, our driving simulator was introduced not only in driving schools but also in universities, research institutes, and businesses. After a full redesign in 2010, the simulator now features additional functions



Honda Bicycle Simulator, launched in 2009



Honda Riding Trainer



Honda Safety Navi



Honda Doga KYT

that can improve trainees' abilities to identify and understand risks.

These simulator technologies have been applied to the development of various other training machines. A bicycle simulator is among such examples. Yukio Miyamaru, Chief Engineer of Honda R&D Co., Ltd., let his child ride on the Riding Simulator when it was released in 1993. Watching his child on the device, which he had been working as a development team member since 1988, Miyamaru was struck with the idea of developing a bicycle simulator to provide children with a fun way of learning about traffic safety. Eight years later, in 2001, Miyamaru joined a new project to develop a bicycle simulator that was launched under the initiative of Koichiro Honma, then General Manager of the Honda Driving Safety Promotion Center, whose goal was to reduce bicycle-related accidents by creating a simulator that could provide education on bike safety.

The project started with the development of a simulator for elementary school students. Aiming to enable children to acquire safe biking skills, as opposed to merely providing a virtual riding experience, the simulator was designed to allow users to check traffic situations ahead as well as behind and to their left and right. This helped users acquire safe riding habits, such as routinely looking back when moving off and looking left and right at intersections with blind corners. In 2007, a prototype of the simulator was completed. After conducting numerous tests on the prototype, it was confirmed that the simulator was suitable to train not only elementary school students but also junior high school and high school students as well as senior citizens. Assuming users of various sizes and shapes, the simulator was then redesigned to feature a position-adjustable monitor as well as adjustable handles and seat. In addition, the equipment was adapted for greater portability since it was expected to be used in different locations. Following the addition of these improvements, the Honda Bicycle Simulator was released in 2009, a time when there was growing public demand for bicycle safety education to address the issue of bicycle-related accidents. Our bicycle simulator has since been introduced by a number of police departments and local governments. As it is suitable for group education, the simulator is also used in bike safety education programs for children and senior citizens across the nation.

Offering more people easier access to traffic safety education

Applying the technologies used in our simulators, we have also developed various other types of educational equipment, including the Honda Riding Trainer riding simulator and the Honda Safety Navi driving simulator, which are aimed at providing easy access to simulation training to more people. Available at many Honda motorcycle and automobile dealers, these simplified models are designed to allow users to learn about the key points of safe riding/driving. By using the Safety Navi, drivers can also learn how to drive in a fuel-efficient manner.

Our KYT programs have also been upgraded. Examples of high-risk situations are now presented in video, rather than in still images. Honda *Doga* (animation) KYT, a group training program using animated videos, reproduces real traffic situations in order to improve trainees' risk prediction abilities, including cognitive and judgment skills. The program is used for internal road safety education by a number of companies and organizations.

On our website's KYT page, we present video-based case studies categorized according to target user types, such as motorcyclists, car drivers, cyclists, and pedestrians, that are designed to improve their traffic skills, i.e., risk prediction abilities.

Applying the know-how of software application development to medical and social welfare fields

The know-how that we acquired through these software application development processes is now applied to new areas. For example, in 2012 we released our rehabilitation-use driving competence evaluation software, an application for the Safety Navi, to assist in the evaluation of the driving ability of people who are undergoing rehabilitation after suffering higher brain dysfunction such as cerebral infarction or cerebrovascular disorder and to support their driver training so that they can get back behind the wheel. Currently, the application is used in 60 hospitals and rehabilitation facilities. We have also developed a Safety Training Program for Disabled Drivers to help people with disabilities drive more safely and independently by providing an opportunity to learn about safe driving. The training program using a real car is offered in our Traffic Education Centers (see p.20 and 21). Just like our KYT programs and simulators, we hope the use of these applications and training programs will become widespread.

Road user communities will evolve over time in line with social changes such as the aging of the population and the social advancement of people with disabilities. With a keen awareness and accurate understanding of such changes, the Driving Safety Promotion Center will continue to develop even more effective tools for road safety education, such as software applications, textbooks, and equipment.



Honda Riding Simulator, launched in 1996



Honda Driving Simulator, launched in 2001

Message from the Chief Officer



Sho Minekawa

Chief Officer of Honda Driving Safety Promotion Center
Senior Managing Officer
Honda Motor Co., Ltd.

In 2013, Honda completed another successful year of implementing numerous safe driving promotion programs in various fields. I would like to take this opportunity to express our sincere gratitude for the continued support and cooperation of our all stakeholders and partners in these activities. We fully recognize that without this support and cooperation, we would not have been able to implement them as successfully as we did.

In Japan, the number of traffic accident victims who died within 24 hours of their accident declined in 2012 for the 12th consecutive year to 4,411 people. The number of traffic accident injuries and the number of traffic accidents also decreased for the eighth straight year. These improvements were made possible by the efforts of organizations engaged in promoting traffic safety from within both the public and private sectors as well as the efforts of individual citizens and road users. While these results are welcoming and encouraging, it must be noted that as many as 830,000 people were killed or injured in road traffic accidents during the year, which strongly indicates that even more action must be taken cooperatively by the public and the private sectors.

Aiming to realize the joy and freedom of mobility and a sustainable society where people can enjoy life, Honda promotes traffic safety through its products and services. We conduct various activities to promote the safety of all road users, including not only car drivers and motorcycle riders but also pedestrians and bicyclists. To strengthen and accelerate these longstanding efforts and address changes in the social environment such as technological advancements and regulatory changes, we this year established our very own global safety slogan, "Safety for Everyone." Under this slogan, we will strive to realize a collision-free mobile society where people and mobility coexist safely. We conduct and improve specific activities in three priority areas: human (safety education), vehicle technologies (safety technologies), and communication (safety information). In addition to conducting those activities individually, we conduct them in an interdisciplinary manner so as to create new value.

In the safety technologies area, we are stepping up our efforts to develop and commercialize active safety technology on a more complete scale. For instance, we have developed an advanced version of our world-first Collision Mitigation Brake System that Honda introduced into its commercial vehicles 10 years ago. Moreover, in pursuit of our vision of offering "collision-free vehicles to more drivers, we have made our accident avoidance support system, the City-Brake Active System, available in a wider range of car models. We also unveiled this new technology at the ITS World Congress. In addition, we are also focusing on the

development of new technologies for supporting safe driving, such as Cooperative Autonomous Technology, which utilizes autonomous driving technology and telecommunications technology involving interactions with other road users.

Our initiatives for active communication include the SAFETY MAP, which we have now made available for public use. Intended to serve as a platform for creating safe communities, this online map-based information service provides visualized information regarding locations of past traffic accidents and sites where sudden braking frequently occurs along with other related information posted by local residents. We have also launched services using traffic-safety-related information, such as the Safe Driving Coaching service, which informs drivers via the Internavi navigation system or their smartphone when they are approaching intersections without traffic lights, where sudden decelerations frequently occur.

In the area of safety education, we conduct various activities founded upon the basic policy that we have followed since the establishment of the Honda Driving Safety Promotion Center, i.e., passing on safety education from person to person and providing participatory, hands-on education that can let people experience hazards in a safe environment. We also work together with local communities to offer various age-specific awareness-raising and education programs in view of our recognition of the importance of these activities in today's increasingly complicated road environment with its mix of vehicles and users. As a result of our cooperative efforts, these programs have been expanded nationwide and taken root in local communities under the leadership of local instructors.

Last fiscal year, we also started a new education program for high school students who ride bicycles or mopeds. The purpose of this program is to raise the students' awareness of the need to protect their own safety and that of their schools. We hope to eventually evolve the program into a series of voluntary activities operated by participating high schools and their students. This program too has been expanded nationwide. We have also expanded our older initiatives into new areas. For example, in collaboration with social welfare institutions and organizations, we offer programs to help people with disabilities to get around at the Traffic Education Centers.

Striving to realize a collision-free mobile society where people and mobility coexist safely, Honda will further strengthen its Driving Safety Promotion initiatives under its global slogan, "Safety for Everyone."

I hope you will join us on this journey to promote safe driving and I look forward to your continued support.

Safety for Everyone

Honda dreams of a collision-free mobile society where our customers, and everyone sharing the road, can safely and confidently enjoy the freedom of mobility.

We are dedicated to identifying and implementing safety improvements through vehicle technologies, safety education, and communication networks that can connect everyone sharing the road.

Recognizing the importance of working together with local communities in promoting safety education, we closely collaborate with grassroots organizations to offer various awareness-raising activities for specific age groups, ranging from children to senior citizens.



Activities of the Honda Driving Safety Promotion Center

At Honda, we are engaged in activities to promote safe driving that focus on three main pillars: human resources, provision of opportunities, and development of educational tools. Our aim is to pass on safety education from person to person and provide participatory, hands-on education that can let people experience hazards in a safe environment.



We are nurturing traffic safety instructors.

We need to develop traffic safety instructors in order to effectively provide and expand traffic safety education. To this end, Honda is proactively developing instructors who will pass on safety education from person to person. We also provide the companies, local communities, and driving schools that support us in our activities with know-how in giving safety instructions, thereby helping them develop their own traffic safety instructors.

We provide people with opportunities to think and learn about traffic safety.

We provide customers and local inhabitants with various opportunities to think about traffic rules and manners for driving safety. For example, we provide parents and their children with traffic safety classes; participatory hands-on training and seminars where participants can experience hazards in a safe environment; and lessons in which participants can discuss with each other and review their past traffic-related behavior.

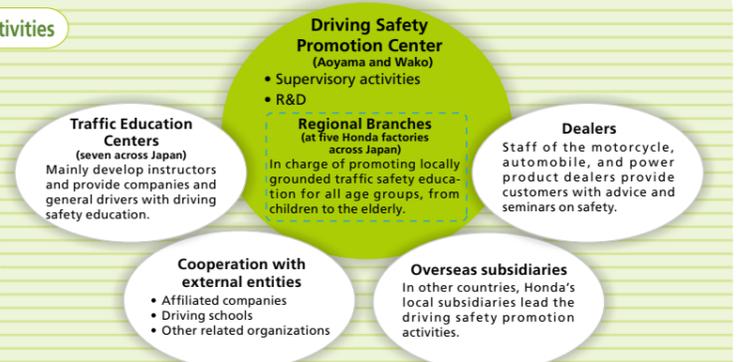
We are developing educational programs and equipment to help increase learning effects.

We regard it as one of the Driving Safety Promotion Center's important activities to develop educational tools, including educational programs and equipment that can be used to teach people about traffic safety. We focus on the development of a range of programs for traffic safety education to help people increase their safety awareness. We are also promoting the development of motorcycle, automobile, and bicycle simulators that enable people to virtually experience hazards in a safe environment.

The Driving Safety Promotion Center's System to Promote Activities

We are expanding the target of our activities to provide more people with safety education.

The Driving Safety Promotion Center aims to provide safe driving education in a manner appropriate to each age group. Honda's driving safety promotion bases, where instructors and staff concerned with traffic safety education are stationed, provide people with opportunities to receive traffic safety education and conduct other traffic safety activities in cooperation with related organizations.



Strengthening Existing Activities and Launching New Initiatives

Hiroki Yoshida General Manager of Honda Driving Safety Promotion Center

Priority Targets Tackled in 2013

In 2013, we marked the 44th anniversary of Honda's safe driving promotion activities. Conducted under the slogan of "Safety for Everyone," the activities aim to ensure the safety of automobile drivers and all other road users, including pedestrians, cyclists, and senior citizens. The Japanese government's ninth basic plan for traffic safety was launched in 2011. Its ultimate goal is to create a society with zero traffic accidents. As this governmental policy is consistent with Honda's goal of realizing a collision-free mobile society where people and mobility coexist safely, we will strengthen our partnerships with related governmental organizations and continue to implement our road safety promotion activities on an ongoing basis.

In 2013, the final year of our own three-year action plan begun in 2011, our activities continued to focus on conducting stable locally grounded activities and creating and communicating the safety know-how that society needs.

1 Conducting stable locally grounded activities

Expanding the network of safe driving promotion activities to all prefectures in Japan

In 2013, we continued to conduct community-based road safety promotion activities to support local traffic-related organizations and companies through our Regional Branches established at our Tochigi, Saitama, Hamamatsu, Suzuka, and Kumamoto Factories. In regional areas, successful traffic safety education cannot be achieved by Honda alone. It requires local understanding and support for our activities as well as the expansion of the network of those involved. We therefore focus on collaborating with traffic-related organizations across the country. In the three-year action plan period, we were particularly focused on expanding partnerships with local traffic safety instructors working for such organizations by encouraging them to use Honda's programs and materials to further improve their traffic safety programs. In 2013, our partner instructor network expanded to cover all 47 prefectures of Japan, with a total of 13,000 instructors. In 2013 alone, these instructors provided traffic safety education to more than 540,000 citizens in 518 municipalities across Japan, utilizing Honda's educational tools and know-how. Among our educational tools, the *Ayatorii* program is particularly well received. This educational program series for preschoolers, elementary school students, and senior citizens is designed to develop awareness of traffic safety in an interactive way rather than via a more conventional lecture format.

We also collaborate with local business partners who support Honda's safe driving promotion activities and actively engage themselves in promoting traffic safety within their organizations and

neighboring areas. To assist them, the Driving Safety Promotion Center provides necessary training to their nominated employees, certifies those who complete the training as Honda Partnership Instructors (HPIs), and supports their activities. Currently, 128 HPIs from 55 offices of 40 of our business partners are playing active roles in promoting traffic safety.

Progress made in road safety promotion activities within and outside Japan

We also work to strengthen the activities of our Traffic Education Centers in seven locations to further promote our educational programs for drivers. For the past three years, 127,000 corporate customers and 67,000 individual customers took our motorcycle and automobile courses offered by the Centers. For the growing numbers of elderly drivers, in each prefecture we offer the Honda *Kenko* Driving School, a program designed to allow trainees to recognize any gaps between their perception and action and thereby identify any problems with their driving. The program is especially active in Tochigi Prefecture.

Collaborative activities with Honda's motorcycle, automobile, and power product dealers—i.e., the organizations who serve as direct contact points with our customers—are another important initiative. Our dealers conduct traffic safety campaigns in spring and fall each year along with various other activities aimed at their local communities. In 2013, they also worked with automobile dealers and prefectural *Honda-kai* dealer organizations to conduct various activities, which we have heard received very positive feedback from participants.

Highlights of collaborative activities with related organizations in 2013 include the announcement of our recommended measures to reduce traffic accidents based on our joint research project with the Saitama Prefectural Police Headquarters and Rainbow Motor School Co., Ltd. The project was conducted under a memorandum of understanding entered into among the three parties in 2011 regarding cooperation for traffic accident reduction efforts. To implement the recommended measures, we developed DVDs on preventing nighttime accidents involving elderly pedestrians and released the SAFETY MAP service offering traffic accident information and related data collected via Internavi.

To improve the traffic safety of overseas customers and communities, we support Honda's overseas subsidiaries in their road safety promotion activities. Through our current support for activities by our Indian subsidiary, Honda Motorcycle & Scooter India Pvt. Ltd., we are building up our know-how in this area with the hope of duplicating the activities in other regions. As in the previous year, we also held the Safety Driving Managers Meeting in 2013, where relevant managers from both Japan and overseas gathered to share examples of their activities in their respective countries and discuss initiatives by dealers and other related topics in order to improve and accelerate safe driving promotion activities. A good many participants reported finding the meeting meaningful and

productive and the event is therefore expected to give further momentum to our activities.

2 Creating and communicating the safety know-how that society needs

For the safety of drivers and passengers with disabilities

Honda aims to contribute to ensuring the safety of all road users. To this end, supporting drivers with disabilities and rehabilitating victims of illness or accident who wish to resume driving is important for us. During the past three years, we have developed and released our rehabilitation-use driving competence evaluation software application, a hand control for accelerator and brake for Honda Safety Navi, our Safety Training Program for Disabled Drivers and our Safety Training Program for Drivers with Disabled Passengers.

The rehabilitation-use driving competence evaluation application, a software program to evaluate the driving ability of people undergoing rehabilitation, was released in March 2012 and to date has been introduced in 60 hospitals, rehabilitation facilities, and university-based research institutions. Going forward, we will promote the more widespread use of the existing version while working to develop even more effective and practical software by surveying current users on how they are using the application.

In 2013, we established a joint R&D system with the Beppu Rehabilitation Center and Honda Sun Co., Ltd. in Oita Prefecture to assess and collect data on safety equipment for drivers with physical disabilities and to conduct research on the relationship between physical disability and driving operation.

Developing sensible future drivers and riders

In 2013, Honda expanded its traffic safety education program for high school students across Japan. The program was originally launched in Kumamoto Prefecture in 2012 to address the situation whereby although youths aged 16 to 19 make up the largest share of people injured in bicycle accidents, there are few opportunities for high school students to receive traffic safety education. In 2013, about 65,000 students of 101 high schools in 19 prefectures, including Kumamoto, learned how to ride bicycles and mopeds safely thanks to this program. Since its launch in 2012, a total of 186 sessions have been offered to 79,000 students of 176 high schools. The most notable feature of the program is that it is designed to not only help students acquire safe riding skills but also develop a considerate attitude toward others and learn to recognize the value of life. By building these characteristics into the program, we are aiming to help develop a generation of sensible drivers and riders who will use our roads in the future. As the next step, we will also work to help high schools that have participated in our program to continue their own traffic safety education activities by themselves.



Towards 2014

In April 2014, a new three-year action plan will start. Under the new plan, the Honda Driving Safety Promotion Center will aim to conduct unique and innovative activities to ensure road safety for everyone and enhance confidence among road users. This means that we are committed to creating a society that offers a safe environment to drivers, motorcyclists, pedestrians, and cyclists alike. To fulfill this commitment, we will conduct various activities over the next three years under a policy of achieving a shift to strategic safe driving promotion activities by developing innovative and unique educational tools.

Priority objectives of the new action plan are as follows:

(1) Development and rollout of educational tools

Close collaboration with governmental and other related organizations, driving schools, Honda dealers, Traffic Education Centers, and other partners enables the effective implementation of Honda's traffic education activities. As we recognize that these partners expect us to provide access not only to programs but also to unique and innovative educational tools, including textbooks, simulators, and other equipment, we will focus more efforts on developing such effective tools.

(2) Further improvement of existing activities and launch of new initiatives

Supporting the activities of traffic education instructors through the provision of educational materials and information represents a major part of Honda's various traffic safety promotion activities. Aiming to expand our activities further, we will continue to strengthen and reinforce our collaboration with instructors. At the same time, we are also intending to launch new initiatives to reach out to a wider audience of general customers.

(3) Efforts to reduce motorcycle accidents in developing countries

With emerging economy countries experiencing continued growth in motorcycle-related fatalities, global road traffic situations are unfortunately far from the ideal of total safety. To address the anticipated acceleration of global traffic safety efforts, we will need to offer tailored support to overseas markets and overseas subsidiaries. Through such support provision, we will contribute to creating the joy and freedom of mobility.

Community-based
Instructors

Supporting local instructors who teach traffic safety in the community

Traffic safety education providers play an indispensable role in expanding the network of traffic safety education activities to local communities across Japan and establishing a solid foundation for those activities. With this recognition, Honda focuses its efforts on developing instructors who will pass on safety education from person to person. In order to support their provision of traffic safety education, we share our teaching methods and other know-how with local instructors, including government officials involved in public initiatives for traffic safety, police departments and other affiliated organizations, and traffic safety instructors* as well as driving school instructors and employees of companies affiliated with Honda.

* Traffic safety instructors are local government officials and affiliated organization employees who provide traffic safety guidance to junior high school and high school students as well as senior citizens in their respective communities.



Completing the program to develop instructors in all 47 prefectures

Our Regional Branches located within the five Honda factories in Japan (see the box below) teach traffic safety using Honda's related programs. In addition to providing direct education, the Regional Branches offer training programs for local instructors who teach traffic safety in the communities. In 2013, the branches completed their six-year activities to develop instructors in all 47 prefectures in Japan, producing a total of more than 13,000 local instructors.

In addition, our branches hold nationwide joint training seminars for local traffic safety instructors to support their ongoing training. In 2013, a total of 216 instructors from 39 prefectures participated in our joint seminars held in Mie in January, Shizuoka in February, and Miyazaki, Fukushima, Saitama, Hyogo, and Saga in August. Participants improved their teaching skills by demonstrating their teaching techniques to each other and exchanging related information and opinions.

Offering community-based activities

Honda also trains traffic safety education providers within its affiliate companies. Employees of those companies who have completed a designated training course held at one of the Traffic Education Centers are certified as Honda Partnership Instructors (HPIs). With the addition of 10 new members from two companies in 2013, there are now a total of 128 certified HPIs in 40



HPIs from the Nagoya Factory of Kumi Kasei Co., Ltd. teaching a traffic safety class with a Honda Bicycle Simulator at Aichi Prefectural Kasugai Special Needs High School in Aichi.

companies. HPIs are engaged in various activities to promote traffic safety in neighboring areas of their company premises, such as offering parents and children traffic safety schools (see p.13) and other participatory programs as well as providing internal traffic safety education within their companies.

Honda also partners up with 41 like-minded driving schools in 16 prefectures and supports their voluntary traffic safety activities by providing educational programs and materials as well as skills improvement training for instructors.

- Regional Branches
- Tochigi Regional Branch (Moka City, Tochigi)
- Saitama Regional Branch (Sayama City, Saitama)
- Hamamatsu Regional Branch (Hamamatsu City, Shizuoka)
- Suzuka Regional Branch (Suzuka City, Mie)
- Kumamoto Regional Branch (Ozu Town, Kumamoto)

Authorized
Safe Driving
Administrators
and Instructors

Developing instructors who can promote driving safety education in companies and other organizations

For businesses and other organizations, preventing employee traffic accidents is an important risk management agenda. To promote internal safe driving education, organizations need authorized safe driving administrators and instructors who can provide effective traffic safety advice and instructions as part of everyday operations. At our Traffic Education Centers situated at seven locations across Japan (see p.22), Honda instructors with abundant experience, knowledge, and skills train employees of companies and other organizations to become in-house traffic safety education providers for their own organizations.



Participatory hands-on education to develop instructors of customer organizations

Our Traffic Education Centers offer tailored instructor development training to corporate customers whose operations involve the use of motorcycles and automobiles. For example, the Suzuka Circuit Traffic Education Center provided such training to Japan Post Co., Ltd. to help its designated employees acquire the skills necessary to provide appropriate traffic safety education within the company. Such training programs for internal instructors include hands-on practical training that enables participants to acquire the requisite skills to help drivers recognize their problems and identify corrective measures by themselves, rather than simply laying out information on how to prevent accidents.

In addition, as part of their corporate instructor training activities our Traffic Education Centers develop traffic safety education providers for Honda factories. Factory instructors who have successfully completed the training program provide traffic safety information to factory staff and their families and conduct awareness-raising activities in their local communities.



Traffic safety instruction for authorized safe driving administrators at companies



The 14th Safety Japan Instructor's Competition held at the Suzuka Circuit Traffic Education Center in November 2013

Enhancing and standardizing the teaching skills of our instructors

The Safety Japan Instructor's Competition began in 1997 to provide an opportunity for Honda instructors to improve their instruction and driving skills and rise to the level of national and world-class instructors. At the 14th competition held in 2013, 64

instructors from Honda's Traffic Education Centers and factories in Japan and from six other countries competed against each other, improving their professional skills along the way. Divided into automobile and motorcycle categories, the entrants were evaluated based on the results of three competitive events for driving/riding skills and a role-play examination of their knowledge as an instructor and teaching skills (a written report for the competitors taking part from outside Japan).

Preschool,
Elementary,
and Junior High
School Students

Offering traffic safety education for children according to their developmental stage

Honda believes that traffic safety education should start in early childhood and it should be provided according to children's developmental stage. Accordingly, our education programs for preschoolers and elementary school students focus on the basics of safe traffic behavior—stopping and looking—while the programs targeting junior high school students, an age group with a high risk for bicycle accidents, aim to improve their risk prediction skills and change their road behavior by reminding them of the importance of obeying traffic rules and showing consideration for other people.



Promoting the Ayatorii program to help children develop the habit of stop and look

To promote traffic safety education for children using our *Ayatorii* program, which is composed of three programs each aimed at different age groups (see p. 27), we share the related educational materials and teaching know-how with local traffic safety instructors and others nationwide. Traffic safety instructors in Takamatsu City, Kagawa, for example, use the *Ayatorii Hiyoko* program* in their traffic safety classes provided to local kindergartens and nursery schools. The program is popular among the instructors because it helps them teach children in an easy-to-understand way by using child figures that can be moved around on a picture of a road. Traffic safety instructors in Tsukuba City, Ibaraki, also use the *Ayatorii* program in their classes for local elementary schools. From those local instructors, about 300,000 children in Japan learned about traffic safety under the *Ayatorii* program in 2013 (as of October 31).

In many traffic safety education activities, Honda's Traffic Safety Card Game (see p. 27) is also used. The Zushi Police Station in Kanagawa Prefecture held the Traffic Safety Card Game Competition at five local elementary schools in January and February of 2013. One of the police officers in charge of the event



Ayatorii Hiyoko program in Takamatsu Municipal Miyawaki Nursery School in Kagawa Prefecture conducted by the city's traffic safety instructors



Ayatorii program in Tsukuba Municipal Takezono Higashi Elementary School in Ibaraki Prefecture conducted by the city's traffic safety instructors

commented that the children were able to learn about traffic rules in an enjoyable way through the rhythmic reading of the words on the cards.

* The *Ayatorii Hiyoko* program, one of the *Ayatorii* programs, targets kindergarteners and nursery schoolers, who are starting to learn traffic environments and rules.

Making various contributions to bicycle safety education for junior high school students

Many junior high school students go to school by bicycle. At Fujieda Municipal Setoya Junior High School in Shizuoka Prefecture, teachers and local traffic safety instructors from the Fujieda branch of the Shizuoka Prefecture's traffic safety association provided a traffic safety class using Honda's Risk Prediction Training (KYT) DVD released in April 2013 (see p.27). Students watched a video showing various traffic situations from a cyclist's perspective, discussed in small groups what potential risks existed and where, and made presentations on their findings. The traffic safety instructors then offered explanations and advice. School principal Akira Kobayashi reported that the class provided effective training to improve the students' abilities to detect and avoid traffic accident risks.

Meanwhile, the Hamamatsu Regional Branch cooperated in the Toyama Prefecture Bicycling Safety Leader* Workshop held in August 2013, the aim of which was to raise the traffic safety awareness of participating students and encourage them to perform related voluntary activities. At the workshop, 161 Bicycling Safety Leaders from 83 junior high schools in Toyama Prefecture reaffirmed their recognition of the importance of following traffic rules and etiquette and showing consideration for other road users through classroom lectures and practical training.

Parents and children traffic safety schools to provide an opportunity for families to learn while having fun

Honda Partnership Instructors (HPIs; see p.10) work with local governments and related organizations to offer parents and children traffic safety schools, a hands-on participatory program that provides an opportunity for children and their parents to learn about traffic safety in a fun way. The program is designed to raise participants' awareness of road safety with the aim of reinforcing their recognition of the importance of traffic safety as a potential lifesaver. Children are taught about the dangers of traffic accidents while parents learn how to prevent such accidents and study the characteristics of children in traffic. Program activities include watching a re-enactment of a bicycle in a truck driver's blind spot being hit by the truck when it makes a left turn and simulating actions that often result in traffic accidents involving children, such as children running into the road without looking.

Keihin Corporation Suzuka Factory, a HPI corporate partner, held this educational event for local families with 188 people participating. Students from a neighboring elementary school drew posters advocating traffic safety for the day and those with outstanding merit were recognized. Many similar traffic safety school events have been held in numerous locations across Japan, deepening ties with local communities.



Traffic Safety Card Game Competition at a local elementary school conducted by the Zushi Police Station in Kanagawa Prefecture



Traffic education class in Fujieda Municipal Setoya Junior High School provided by teachers and local traffic safety instructors from the Fujieda branch of the Shizuoka Prefecture's traffic safety association



Bicycle safety education in the Toyama Prefecture Bicycling Safety Leader Workshop provided by the Hamamatsu Regional Branch

* Bicycling Safety Leaders, representative students of local junior high schools in Toyama, are commissioned by the prefectural police department to, under the guidance of their schools, encourage students who ride bicycles to school to follow traffic rules and etiquette and take measures to prevent bicycle theft.



A parents and children traffic safety school in Suzuka City, Mie held by Keihin Corporation Suzuka Factory



Traffic safety promotion posters by students of Suzuka Municipal Kou Elementary School, displayed in the venue of a parents and children traffic safety school

High School Students

New nationwide traffic safety program for developing future sensible and considerate road users

As well as protecting precious young lives, through its traffic safety education Honda aims to help high school students achieve personal growth by developing a considerate attitude toward others and a good understanding of personal manners and social protocols. Toward this objective, we need to provide learning opportunities that allow students to think about and take actions to boost traffic safety by themselves. In 2012, we therefore launched an original traffic safety education program for high school students in Kumamoto in collaboration with local governmental and educational organizations. In 2013, we started to expand the reach of the program to include high schools across Japan.



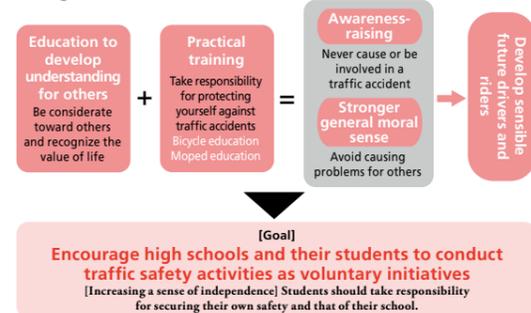
Developing a considerate attitude toward others and raising awareness of traffic safety

Honda's traffic safety education for high school students is built upon an educational objective: developing a considerate attitude toward others. Based on this objective, our program, consisting of education to develop understanding for others and practical training, aims to promote students' awareness of traffic rules, etiquette, and dangerous riding behavior and thereby help them change the way they ride bicycles and mopeds, which could lead to improvement in general behavior.

In education to develop understanding for others, students learn the importance of traffic rules and etiquette and the consequences of causing an accident, through which they develop a greater awareness of the importance of showing consideration to others and the irreplaceable value of human life. In practical training, rather than improving their riding skills, students mainly learn how to ride a bicycle or moped safely by experiencing hazards in a safe environment and learning about dangerous road features and situations. Through these exercises, participants become aware of the need to take responsibility for protecting themselves against traffic accidents. This two-pronged approach aims to raise traffic safety awareness and reinforce the resolve of participants to never cause or be involved in a traffic accident while at the same time helping them to develop a stronger general moral sense of the need to avoid being the cause of problems for others.

Combining education to develop understanding for others and practical training (bicycle education and moped education) Honda's traffic safety education for high school students is tailored to the needs of participating high schools so as to provide education in the most appropriate manner.

● Honda's vision of traffic safety education for high school students



● Traffic safety education in high schools

Prefecture	Number of schools	Prefecture	Number of schools
Fukushima	14	Okayama	8
Ibaraki	1	Tottori	1
Tochigi	2	Shimane	2
Gunma	7	Kagawa	1
Shizuoka	5	Tokushima	1
Ishikawa	1	Kochi	2
Mie	3	Saga	4
Shiga	1	Oita	7
Osaka	7	Kumamoto	12
Hyogo	22	Total	101

As of November 30, 2013

Thinking about the responsibility of cyclists in the event of causing a traffic accident

In our education to develop understanding for others, we use our bicycle safety education manual to teach junior and senior high school students (see p.27). This manual contains examples of real bicycle accidents where cyclists of junior and senior high school age were at fault, along with firsthand accounts of traffic accidents by victims and those who were responsible. Through discussing those topics, the training aims to raise students' awareness of traffic safety.

At Hyogo Prefectural Ono Technical High School, students in the first to third grades received education to develop understanding for others in their homeroom classes. On the subject of an accident caused by a cyclist using a mobile phone while riding, students filled out a worksheet with their analysis of the causes of the accident, the cyclist's mental state at the time, and possible subsequent impacts. Then, the students were divided into small groups to discuss their ideas and make a presentation to share those ideas with their classmates. They finished their training by writing their resolutions regarding traffic safety on their worksheets. One of the teachers who conducted the training noted that the class went smoothly even though it was his first time teaching it thanks to Honda's teaching manual, which gave him specific lesson plans and ideas.



Education to develop understanding for others at Hyogo Prefectural Ono Technical High School



Bicycle education at Itami Municipal Itami High School in Hyogo Prefecture



Moped education at Okayama Prefectural Kasaoka Technical High School



Moped education by a student instructor at Kumamoto Prefectural Shoyo High School

Understanding through experience the importance of showing consideration for others

Practical training (bicycle education and moped education) in our traffic safety program is designed to raise students' awareness of the importance of showing consideration for others and of protecting themselves against traffic accidents.

For example, one type of the training for cyclists involves 20 students simultaneously riding along an 8-shaped course, with each of the two circles that make up the "8" having a diameter of eight meters. To complete the task, the students must carefully observe each other's movements and yield to each other at the intersection.

Practical training for motorcyclists is designed to teach students the necessary knowledge and skills for safe riding and show how dangerous and illegal moped maneuvers lead to traffic accidents.

The training was well received by the teachers of the participating schools, who commented that the training was able to hold the students' attention by involving tasks that seemed easy at first glance but were difficult in practice. The teachers also said that it was effective not only in terms of raising students' awareness about road safety but also in reinforcing their own understanding of the importance of traffic safety education.

Evolving the program into voluntary activities by high schools and their students

Honda's safety education program for high schoolers aims to encourage students to gain a greater sense of independence and to develop a mindset of being willing to take responsibility for their own safety and that of their school. Our ultimate goal is for the program to evolve into voluntary activities conducted by high schools and their students.

Kumamoto Prefectural Shoyo High School provided moped education for its second-year students five times in fiscal 2012. In March 2013, five students who received the training were trained to be student instructors for fiscal 2013 activities. In the following April, the five student instructors (now third-year students)

conducted lectures and practical exercises for second-year students who had recently started riding a moped to school. One of the student instructors reported that he sought out the position because he wanted to share his experience in facing dangerous situations while riding to school and that he tried to teach his charges in an easy-to-understand manner. A culture of passing on traffic safety skills and awareness from senior to junior students is now in the process of being established at the high school.

Honda will continue improving its educational program for high school students and providing support for participating schools on an ongoing basis.

Drivers and Senior Citizens

Promoting traffic safety awareness by offering participatory hands-on education, rather than top-down lectures

We provide participatory hands-on education to drivers and motorcycle riders through our Traffic Education Centers and Honda's motorcycle, automobile, and power product dealers to help enhance traffic safety understanding. We also offer educational programs for senior citizens to help them acknowledge their declining physical function and bridge the gap between their perceptions and reality.



Traffic Education Centers: Offering customized driver and motorcycle rider safety education to corporate and organizational customers

Honda Traffic Education Centers provide training programs for internal and external instructors as well as safe driving education for companies/organizations, schools, and individual customers. In 2013, about 82,000 people received such training and education at our Centers (as of October 31).

For companies and other organizations, we offer customized programs tailored to their business types and safety promotion management situations. For example, the Traffic Education Center Rainbow Saitama offers a safe driving training program for employees of Tokyo Gas Co., Ltd. aged 50 and older. The company praises this program for its success in helping experienced employees to recognize their aging-related challenges and drive more safely. We also offer an information exchange forum for traffic safety promotion managers of various organizations. The Traffic Education Center Rainbow Saitama and the Traffic Education Center Rainbow Wako held the 2013 Traffic Safety Forum in Saitama, with 261 participants. Under the theme of creating a safe workplace and developing human resources, traffic accident prevention activities at Mitsubishi Electric Building Techno-Service Co., Ltd., Nippon Telegraph and Telephone East Corporation, and other organizations were introduced at the event.

For individual customers, we provide a range of training courses developed by the Honda Motorcyclist School and the Honda Driving School. In 2013, we also held the Hikaru Miyagi Sports Riding course for beginner motorcyclists at the Traffic Education Center Rainbow Saitama and Hamanako. Fifteen general riders



Traffic Education Center Rainbow Saitama's safe driving training for Tokyo Gas employees aged 50 and older



Hikaru Miyagi Sports Riding at the Traffic Education Center Rainbow Saitama

participated in the training in Saitama and reported that they learned a lot from Mr. Miyagi's firsthand advice on their riding skills.

Honda dealers: Passing on safety education from person to person

Honda's motorcycle, automobile, and power product dealers conduct safety activities directly with their customers. Led by personnel who have acquired Honda's internal certification*1 on driver safety, these dealers give safety advice to customers at their stores and at various events.

Every spring and fall, Honda implements a group-wide safety campaign*2 timed to coincide with the national traffic safety campaign implemented by the Cabinet Office. During the semi-annual campaign, we distribute materials to promote traffic safety and conduct a range of activities to raise public awareness.

Our automobile dealers offer their own community-based activities, such as Honda Cars Kumamotohigashi's in-store traffic seminars for its customers and their children and Honda Cars Saninchuo and Honda Cars Suruga's traffic safety classes at local kindergartens using the *Ayatorii Hiyoko* program.

Meanwhile, our motorcycle dealers train internal riding advisors to provide safety advice to their customers. Riding advisors at Honda DREAM Takatsuki provide safety advice to customers in safe riding courses that the dealer offers on a regular basis.

Traffic safety education for senior citizens

For older road users, it is necessary that they are provided with an opportunity to recognize and acknowledge their declining physical function and to work on bridging the gap between their perceptions and reality. To help with this, our Traffic Education Centers offer a small-sized safe driving class for seniors known as the Honda *Kenko* Driving School. Adopting the "self-observation method,"*3 the program is designed to help drivers recognize problems with their driving and change their driving behavior accordingly. In Tochigi Prefecture, this program has been used in the *Shiawase* Driver's School, a driving course for senior citizens launched in fiscal 2009 by the prefectural government, held in the Active Safety Training Park Motegi. As of October 31, 2013, more than 750 senior drivers have taken this course. Having noted that the number of accidents caused by senior drivers in the prefecture has been declining, the Tochigi government is planning to continue this program.

To promote the traffic safety of senior pedestrians and cyclists, we offer a safety education program (the *Ayatorii Choju* program), the Silver *Gakushu Daigaku* teaching materials, and video seminars on traffic safety (see p.27). *Tomimatsu-tai* Group, consisting of eight traffic safety instructors from the Yokkaichi City Traffic Safety Association, holds senior pedestrian seminars in local civic centers and community halls using the *Ayatorii Choju* program.



Honda Cars Saninchuo offering a traffic safety class in a kindergarten using the *Ayatorii Hiyoko* program



Traffic seminar using Honda Risk Prediction Training (KYT) program (see p.27) for customers and their children by Honda Cars Kumamotohigashi

1 Honda has the following internal traffic safety education provider qualifications: "Safety Coordinators," who can give advice to customers at automobile dealerships; "Riding Advisors," who support customers in riding motorcycles in an appropriate manner; and "Monpal Safe Driving Instructors," who can give advice on safe riding and safety handling to Monpal riders.

* A 4-wheel electric scooter developed to provide senior citizens and other individuals who are unable to walk for a long period of time with secure and comfortable personal mobility.

*2 Participated in by all Honda's facilities and departments, the Traffic Education Centers, automobile dealers, motorcycle dealers (Honda DREAM), power product dealers, and transporters of Honda products

*3 A method which has been studied and reported by Professor Hiroo Ota of the Tohoku Institute of Technology and others as part of a research project implemented by the International Association of Traffic and Safety Sciences (IATSS). Drivers watch video recordings of their driving and identify areas needing correction by themselves.



Shiawase Driver's School at the Active Safety Training Park Motegi



Ayatorii Choju program in Yokkaichi City, Mie by *Tomimatsu-tai* Group

Collaboration with Related Organizations

Making collaborative efforts with other organizations to reduce traffic accidents

Honda is strengthening its partnerships with other organizations and industries to reduce traffic accidents.



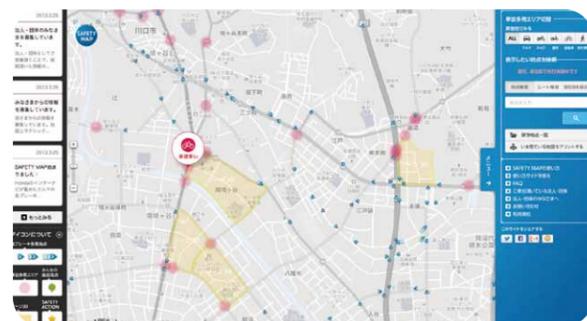
Releasing a report on joint research with the Saitama Prefectural Police Headquarters

In 2012, under a memorandum of understanding entered into with the Saitama Prefectural Police Headquarters and Rainbow Motor School Co., Ltd., Honda launched a joint research project to reduce nighttime traffic accidents involving senior pedestrians. The project was initiated in response to the alarming number of fatal crashes involving senior pedestrians trying to cross the road at night. The purpose of our research project, which was carried out with the cooperation of Waseda University, was to investigate the causes of such traffic accidents from the perspectives of both drivers and pedestrians. In 2013, we released the report on the project, concluding that based on the results of our various experiments and analysis of past accidents these kinds of accidents mainly occur because pedestrians are nearly invisible to drivers at night, while some are caused by careless or reckless crossing by pedestrians. To make this finding widely known to both drivers and pedestrians, we developed awareness-raising DVDs for preventing nighttime accidents involving senior pedestrians. The DVDs are used by police departments in Saitama and the Saitama Trucking Association.

We also launched the SAFETY MAP*1 service for public use in March 2013 so that road users can familiarize themselves with locations where sudden braking frequently occurs (based on data collected via Internavi*2), sites at which past traffic accidents have occurred, areas designated as "Zone 30" areas that carry a speed limit of 30 km per hour (information provided by the Saitama Prefectural Police Headquarters), and other high-risk locations (based on postings by local residents). With the addition of information provided by the National Police Agency and the Institute for Traffic Accident Research and Data Analysis (ITARDA), the online information service was expanded for nationwide use to promote local safety activities at the end of September.



An experiment for the project to reduce traffic accidents involving senior pedestrians (Supported by Professor Toshiro Ishida of Waseda University)



The online SAFETY MAP is available at: <http://safetymap.jp/>

*1 A map-based traffic safety information service mainly designed for local residents, elementary schools, junior high schools, businesses, and other organizations. In addition to the information on locations subject to frequent sudden braking and traffic accidents as well as Zone 30 areas, the map identifies locations with bad visibility and those where pedestrians often step onto the road without looking based on user-generated information.

*2 Honda's interactive car navigation system

Providing an opportunity for driving school instructors to improve their skills and interact with other instructors

The Driving School Instructors Competition was launched in 2001 to motivate driving school instructors across Japan to enhance their skills and to provide them with opportunities for exchanges with other instructors. The 13th competition was held at the Suzuka Circuit Traffic Education Center, where 134 instructors from 74 driving schools competed in various events over two days. The 15 instructors from 14 driving schools who served as judges for the 2013 event provided us with positive feedback about the experience, saying that they were able to learn a lot from their participation and were keen to come back and judge next year's competition.



Automobile competition held at the 13th Driving School Instructors Competition

For the prevention of motorcycle accidents

To support motorcycle safety activities, Honda sent judges to the Motorcycle Safety Competition held by the Motorcycle Safety Promotion Committee of the Japan Traffic Safety Association and provided instructional support for the Good Rider Meeting hands-on participatory seminars sponsored by the Japan Motorcycle Promotion & Safety Association. At a Good Rider Meeting in Saitama Prefecture, we used the Honda Bicycle Simulator to help the participating motorcyclists gain a better understanding of the behavior of bicycle riders.

Honda also provides judges for the National Police Motorcycle Safe Riding Competition, an annual event held since 1969 by the National Police Agency.



Supporting the 46th Motorcycle Safety Competition by providing judges, etc.



Supporting the 44th National Police Motorcycle Safe Riding Competition by providing judges, etc.



Providing instructional support for the Good Rider Meeting

Collaboration with driving schools

Honda works with 41 driving schools in 16 prefectures to expand the network of traffic safety promotion activities. In partnership with Professor Kazuhisa Ogawa of Tohoku Institute of Technology, Aomori Motor School, and Hirosaki Motor School, Honda offered local high school students a new education program that allows trainees to gain a better understanding of their own bicycle riding behavior.



Offering a new traffic safety program using the Honda Bicycle Simulator

Promoting widespread use of our innovative and unique traffic safety education programs

Under its principle of helping as many people as possible to enjoy the experience of driving while protecting the safety of all road users, Honda offers drivers with disabilities educational opportunities to learn safe driving skills and thereby reduce their risk of traffic accidents. We also use our expertise in driver safety education to deliver new value to medical and social welfare communities.



Helping patients who wish to drive again

There are a significant number of higher brain dysfunction sufferers who undergo rehabilitation training to return to normal life. While many of them want to drive again in the future, there are no clear criteria that doctors and occupational therapists can use to decide if and when to allow their patients to get back behind the wheel. In response to this, using Honda Driving Simulator technology Honda has developed the rehabilitation-use driving competence evaluation software to help medical workers make that decision and provide the necessary training. We have also developed a hand control for accelerator and brake for Honda Safety Navi for drivers with leg disabilities who can nonetheless operate a car using their hands. Since its release in March 2012, the application has been introduced in 60 hospitals and rehabilitation facilities. Many of the users provided us with positive feedback via our customer survey, saying that the application has given them an additional useful resource with which to make a judgment.

At the Seirei Mikatahara General Hospital in Shizuoka, patients who successfully passed a written exam can take a practical skills test at a driving school. "Some patients who pass the written exam without any problem are unable to drive successfully during the driving school test," says Kanako Suzuki, an occupational therapist at the hospital. "By using the application, we can detect such problems at earlier stage." At the Chikamori Rehabilitation Hospital

in Kochi Prefecture, our applications for assessing responsiveness behind the wheel and for risk prediction training are mainly used. The application for responsiveness assessment, which is designed to evaluate the examinees' reactions, is also used for training to think with the brain and move the hands and legs simultaneously. The risk prediction training does not begin until this training is completed. Yusuke Yano, deputy assistant director of the hospital's rehabilitation department, laid out the benefits of the application, explaining that some patients were able to mitigate their attention difficulties by adding training using our support applications to their conventional rehabilitation program.



Hand control for accelerator and brake used in the Seirei Mikatahara General Hospital (left) and the Chikamori Rehabilitation Hospital (right)

For the safety of drivers and passengers with disabilities

Recognizing the importance of safe driving education for drivers with disabilities and social welfare workers who drive passengers with disabilities, Honda has jointly developed educational programs with Honda Sun Co., Ltd., Rainbow Motor School Co., Ltd., and Mobilityland Corporation in cooperation with social welfare facilities and organizations. The programs developed have been used in our Traffic Education Centers since April 2013.

These programs, namely, the Safety Training Program for Disabled Drivers and the Safety Training Program for Drivers with Disabled Passengers, are for people with physical disabilities who want to drive again and get back to normal life and social welfare support staff who drive for such passengers, respectively. The former aims to help trainees learn, through in-vehicle training, basic skills such as running, turning, and stopping and to acquire safe driving techniques and experience. The latter aims to support social welfare workers to drive in an even safer and more comfortable manner.

We have also started a joint research project with Beppu Rehabilitation Center in Oita Prefecture and Honda Sun Co., Ltd. to assess, and collect data on, driving safety equipment for drivers with physical disabilities and to conduct research on the relationship between physical disability and driving operation. The project is scheduled to finish in March 2015.

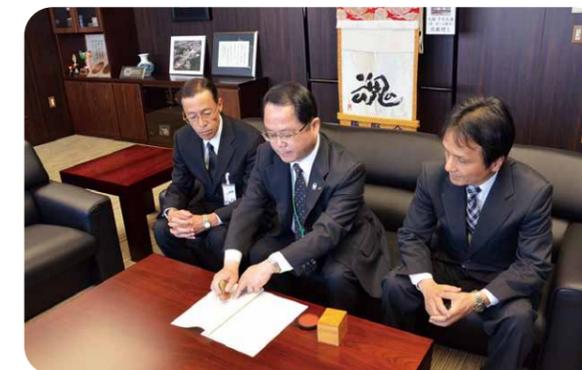
In-vehicle training to review basic cognition, judgment, and driving skills

At the Traffic Education Center Rainbow Kumamoto, three patients from Aso Spa Hospital and Musashigaoka Hospital in Kumamoto Prefecture took the Safety Training Program for Disabled Drivers. The patients, who were engaged in rehabilitation training, drove on the training roads within the Traffic Education Center with instructors by their side. A 55-year-old trainee who drove a car for the first time in seven months seemed confident about the prospect of driving in the future. "I am glad to have such a program and facilities that allow me to practice driving in a safe environment. I cannot make mistakes and cause an accident on a public road," the trainee reported. "Today, I practiced driving forward only. Next time, I would like to practice reversing and parking in a carport so that I will be able to drive even more smoothly."

Takahiro Saito, a staff member at Aso Spa Hospital who accompanied the trainees, praised the program, saying, "The in-vehicle training is useful not only for trainees but also medical staff like myself because we can observe the patients' driving ability firsthand and provide more appropriate support and advice for when they start driving again in the future. I would like to continue to use the program."

Shinichi Kihara, head of the rehabilitation department at Musashigaoka Hospital, is also convinced the benefits of the program. "We appreciate the opportunity to have our patients receive in-vehicle training in a safe environment like the Traffic Education Center," he enthused. "The experience of driving by themselves will motivate patients to practice more, and more practice will give them greater confidence in their future driving."

The program is proving successful to the extent that drivers who took the program have obtained their conditional driver's license.

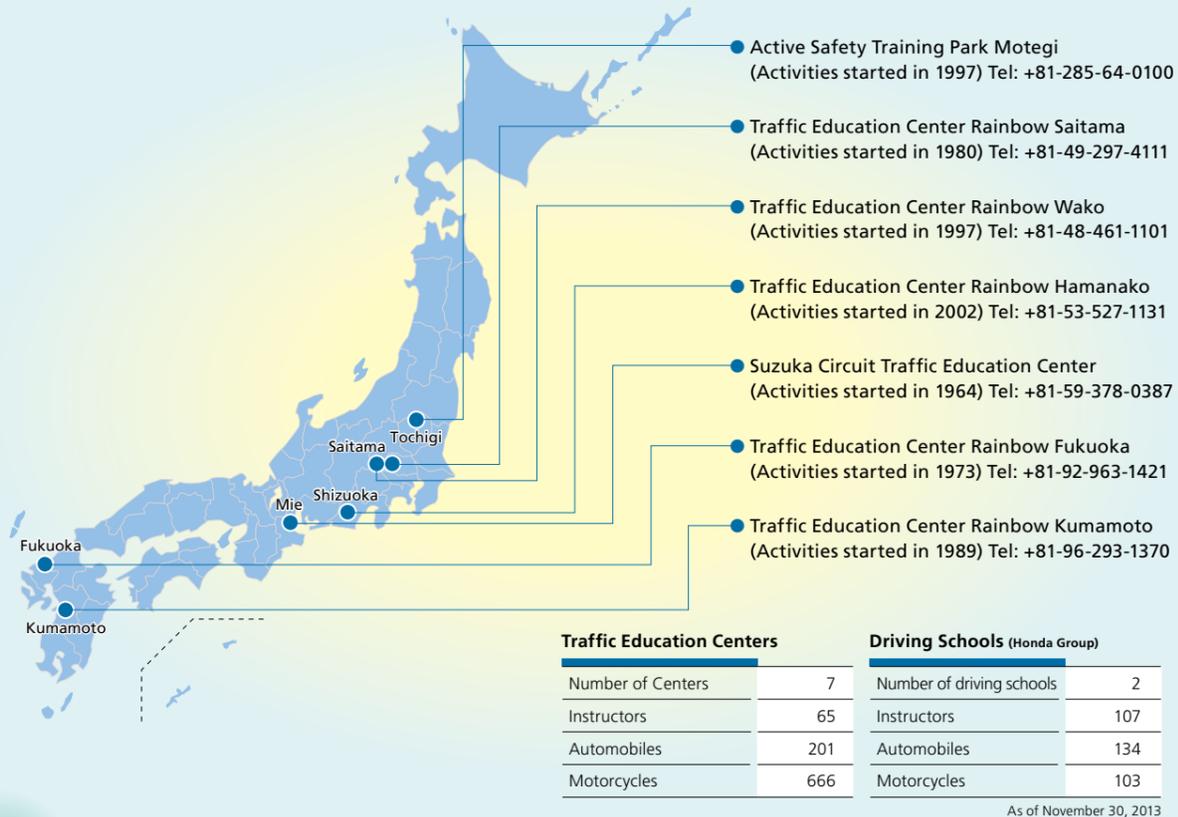


Representatives from the Beppu Rehabilitation Center (middle), Honda Sun Co., Ltd. (right), and Honda (left) at a signing ceremony for the joint research project



Safety Training Program for Disabled Drivers at the Traffic Education Center Rainbow Kumamoto for patients from Aso Spa Hospital and Musashigaoka Hospital

Traffic Education Centers



Driving safety education programs provided by the Traffic Education Centers

Honda's Traffic Education Centers train traffic safety education providers for Honda and for other organizations and provide companies, schools, and individuals with driving safety education. We also have a range of educational courses for individuals, in which participants can learn safe driving skills and gain knowledge enjoyably while driving their car or motorcycle.

Honda Motorcyclist School (HMS)

Participants at the HMS learn steering and riding skills, including the basics of "running, turning, and stopping." Special instructors give them tips for safe riding and help them improve both their driving skills and safety awareness.



Honda Driving School (HDS)

HDS is designed to help participants learn the knowledge and skills needed for safe driving. Instructors give detailed advice to drivers who are not very confident in their own driving skills. Participants can improve their skills and increase their enjoyment by experiencing driving risks in safety using Honda's advanced equipment.



Kids Bike Class

In this program, parents and their children can enjoy riding a motorcycle together, which can deepen their relationship. In the class, parents teach their children how to ride a motorcycle, the pleasures of riding, and the importance of obeying traffic rules and road manners. This gives families an important opportunity to improve communication.



Driving safety training for companies

Our Traffic Education Centers also provide customized education designed around the specific needs of individual companies. These Centers have already supported more than 1,500 companies in introducing traffic safety measures, and the effectiveness of this education in those companies has been demonstrated by data obtained through surveys on the number of traffic accidents that have occurred in the company.



Overseas

Honda is communicating the importance of traffic safety to its customers and local communities in 36 countries outside Japan, by its local subsidiaries and affiliates.



Activities conducted outside Japan

Honda actively promotes various traffic safety activities that are tailored to local traffic situations in various countries outside Japan in cooperation with the government of the country and other related organizations. These activities include safety awareness-raising activities by Honda dealers, practical education provided by our local Traffic Education Centers, and lifelong education given to women and children.

India

Honda Motorcycle & Scooter India Pvt. Ltd., considers safety to form part of its customer offerings. With this in mind, the Indian company is expanding the targets of its traffic safety activities to include children and students as well as women, who are a fast-growing group in the Indian workforce. Through various measures, such as strengthening the safety advice services provided by dealers at the time of delivery and leasing traffic parks owned by police and other governmental organizations for use as traffic education centers, the company is working to expand the network of traffic safety education throughout the country.



Safe driving seminar for graduating students



Traffic safety class in an elementary school

Safety Driving Managers Meeting

As in 2012, Honda held the Safety Driving Managers Meeting in 2013 at Suzuka Circuit. Intended to provide an opportunity to share information on specific activities, the meeting was attended by 21 managers from eight countries: Thailand, Vietnam, the Philippines, China, India, Indonesia, Malaysia, and Japan. Given that traffic safety situations are different from country to country, the overall directions of the activities were also reaffirmed in the meeting. The annual meeting is designed to improve and accelerate future activities through discussion of safety driving promotion activities by dealers and other topics.



Participants of the Safety Driving Managers Meeting

Active discussion by meeting participants



Number of Persons Reached in 2013 Safe Driving Promotion Activities (Estimate for Jan.–Dec. 31, 2013)

Honda Group activities

Regional promotion activities	Instructors	Participants
Ayatori Series	866	7,462
Honda Bicycle Simulator training	121	18,400
Iki Iki Driving Program	176	1,744
Silver Gakushu Daigaku	176	173
Video seminars	110	277
Education for high school students	0	63,103
Other events	213	12,938

Traffic Education Centers

Automobile training for corporations	5,457	32,454
Motorcycle training for corporations	1,988	6,451
Automobile training for individuals	—	2,425
Motorcycle training for individuals	—	20,306
Others (including training for authorized safe driving administrators)	14	35,664
Honda Group activities total	9,121	201,941
Grand total	211,062	

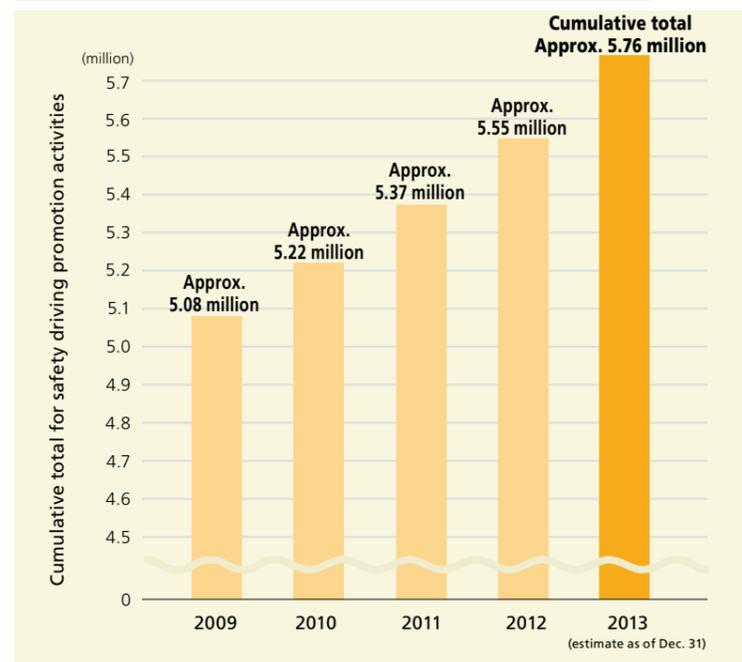
Overseas (data for major participating countries, including Thailand, Brazil, Indonesia, Vietnam, and China)

Regional promotion activities	Participants
Overseas total	3,278,100

Regional cooperation activities

	Instructors	Participants
Regional promotion activities	85	443,206
Driving schools	0	73,784
Other events	—	95,287
Regional cooperation activities total	85	612,277
Grand total	612,362	

2013 Cumulative Total for Safe Driving Promotion Activities (Number of persons; Honda Group activities; estimate for 1970–Dec. 31, 2013)



Information Provision

Disseminating information through the website and newsletters

Honda has a website for traffic safety that provides useful information, including tips on safe driving and fuel-efficient driving and advice to protect children and the elderly from traffic accidents.

The website is designed with a variety of content, including the Risk Prediction Training (KYT) application that teaches traffic safety easily through illustrations and animated images, an enjoyable traffic safety game for parents and their children, and downloadable brochures and teaching materials for traffic safety instructors, including a collection of dangerous riding incidents involving cyclists identified from past accidents. We hope that these materials will be used at schools and in local traffic safety classes.

Since 1971, Honda has also been publishing *Safety Japan*, a newspaper on traffic safety intended to provide traffic safety instructors with useful information.



Traffic Safety Initiatives Overview

Honda Group activities

Location	Activities	Instructors	Main target				
			Children	Students	Adults/Instructors	Seniors	
In Japan	Dealerships Automobile Rainbow Dealer*1	Safety advice at dealerships/Safety seminars/Driving training courses/ Cooperation with local traffic safety organizations		●	●	●	
	Dealerships Motorcycle Safety Support Dealer*2	Safety advice at dealerships/Riding training courses/Cooperation with local traffic safety organizations		●	●	●	
	Power Products	Safety advice at dealerships				●	
	Traffic Education Centers	Training for drivers and instructors/Training for motorcycle and automobile dealership associates/Riding and driving training courses/ Instructor exchanges and events, competitions to foster skill improvement/Special training programs for various age groups	Traffic Education Center instructors	●	●	●	●
	Honda Driving Safety Promotion Center Regional Branches	Cooperation with local traffic safety organizations/Collaboration on instructor education	Traffic safety education providers	●	●	●	●
	Honda facilities	Driving/riding safety training for associates/Training for local traffic safety	Traffic safety education providers			●	
	Honda Group companies	Cooperation with local traffic safety initiatives	Honda partnership instructors	●	●	●	●
	Teaming up with local driving schools	Cooperation with local traffic safety initiatives/School for motorcycle and automobile	Driving school instructors	●	●	●	●
	Industry initiatives	Traffic safety campaigns/Development of traffic safety learning programs/Collaboration on instructor education		●	●	●	●
Overseas	Dealerships (automobile, motorcycle)	Safety advice at dealerships/Driving training courses/Riding training courses/Cooperation with local traffic safety initiatives	Instructors at dealerships	●	●	●	●
	Traffic Education Centers	Instructor training/Training for motorcycle and automobile dealership associates/Riding and driving training courses/Training using riding simulators and driving simulators/Cooperation with local traffic safety initiatives/Courses for license seekers/Instructor exchanges and events, competitions to foster skill improvement	Traffic Education Center instructors	●	●	●	●

*1 Rainbow Dealer: Automobile dealers that satisfy Honda's safety certification standards
*2 Safety Support Dealer: Motorcycle dealers that satisfy Honda's safety certification standards

Honda Corporate Reporting Map

<http://www.honda.co.jp/csr/library/>

As "a company that society wants to exist," Honda provides information on its various activities in five areas of reporting as illustrated on the right. Through active communication with our stakeholders, we aim to earn their greater support and understanding. We also listen to our stakeholders and use their feedback to design and conduct even better corporate activities.



Year of Activities by the Driving Safety Promotion Center

2012

Dec.

- Honda Cars Saninchuo held a traffic safety class at Nishiki Kindergarten (in Tottori Prefecture, Dec. 6)
- Held a joint reporting meeting on traffic safety promotion activities in the Kyushu region (in Kumamoto Prefecture, Dec. 21)

2013

Jan.

- Held a reporting meeting on traffic safety promotion activities in the Kanto and Shinetsu regions (in Saitama Prefecture, Jan. 17)
- Held a reporting meeting on the activities in the Tokai, Kinki, Chugoku, and Shikoku regions and instructor training (in Mie Prefecture, Jan. 24–25)
- Supported a reflective materials fashion show in Tsuruya Department Store demonstrating the results of a joint research project by Kumamoto Municipal Hitsuyukan High School (in Kumamoto Prefecture, Jan. 27)
- Opened a Traffic Park in Rajasthan, India (Jan. 31)

Feb.

- Held a reporting meeting on traffic safety promotion activities in the Chubu and Tokai regions (in Shizuoka Prefecture, Feb. 8)
- Supported the Osaka Prefectural Police Department in its training of traffic safety police officers (in Osaka Prefecture, Feb. 14)
- Held a reporting meeting on traffic safety promotion activities in the North Kanto and Tohoku regions (in Tochigi Prefecture, Feb. 22)

Mar.

- Cooperated with the Tokorozawa Police Station in offering a “traffic safety class with ASIMO” event (in Saitama Prefecture, Mar. 2)
- Supported the Shikoku Regional Branch of the Japan Motorcycle Promotion & Safety Association in its safe motorcycling seminar for seniors (in Ehime Prefecture, Mar. 10)
- Held a reporting meeting on traffic safety activities by high school students in Kumamoto Prefecture (in Kumamoto Prefecture, Mar. 19)
- Released a Safety Training Program for Disabled Drivers and a Safety Training Program for Drivers with Disabled Passengers as well as the hand control for accelerator and brake for Honda Safety Navi (Mar. 27)
- Produced DVDs for preventing nighttime traffic accidents involving senior pedestrians crossing the road in collaboration with the Saitama Prefectural Police Headquarters and Rainbow Motor School Co., Ltd. (Mar. 31)

Apr.

- Supported Shizuoka Prefecture’s traffic safety association in its training seminar for new traffic safety instructors (in Shizuoka Prefecture, Apr. 5)
- Honda’s spring safety campaign (Apr. 5–May 6)
- Established a joint research system with Beppu Rehabilitation Center and Honda Sun Co., Ltd. regarding safe driving education for seniors and people with disabilities (in Oita Prefecture, Apr. 18)
- Released DVDs for risk prediction training (KYT) (Apr. 19)

May

- Supported a traffic safety class instruction seminar for elementary school teachers in Mie Prefecture (in Mie Prefecture, May 23–24 and May 30–31)
- Supported an instructor training seminar by the Tatabayashi Traffic Safety Association (in Gunma Prefecture, May 29)

Jun.

- Held the 13th Driving School Instructors Competition (in Mie Prefecture, Jun. 6–7)
- Supported Setoya Junior High School in its traffic safety class (in Shizuoka Prefecture, Jun. 18)

Jul.

- Supported Yokkaichi Municipal Mienishi Elementary School in its traffic safety class to protect children by providing “Child Vision” simulation glasses (in Mie Prefecture, Jul. 5)
- Opened a Traffic Training Park in Delhi, India (Jul. 20)

Aug.

- Supported the 46th Motorcycle Safety Competition by sending judges (in Mie Prefecture, Aug. 3–4)
- Supported the Toyama Prefecture Cycling Safety Leader Workshop (in Toyama Prefecture, Aug. 20–23)
- Held information exchange meetings for the North Kanto and Tohoku regions (in Fukushima Prefecture), the South Kanto and Koshinetsu regions (in Saitama Prefecture), the Kinki and Tokai regions (in Hyogo Prefecture), and the Kyushu and Yamaguchi regions (in Miyazaki and Saga Prefectures)

Sep.

- Honda’s fall safety campaign (Sep. 20–Oct. 11)
- Exhibited the hand control for accelerator and brake for Honda Safety Navi at the International Home Care & Rehabilitation Exhibition (in Tokyo, Sep. 18–20)
- Supported a reflective materials fashion show held as part of the Kumamoto Prefecture Traffic Safety Convention to demonstrate the results of a joint research project by Kumamoto Prefectural Nanryou High School (in Kumamoto Prefecture, Sep. 20)
- Held a bicycle class at the Good Rider Meeting (in Saitama Prefecture, Sep. 23)
- Supported a traffic safety campaign by Kagamigahara City and the JAMA (in Gifu Prefecture, Sep. 24)

Oct.

- Supported the Safety Festival in Toyama in collaboration with Toyama Driving School and Toyama Prefectural *Honda-kai* dealer organization (in Toyama Prefecture, Oct. 6)
- Supported the National Police Agency in its 44th National Police Motorcycle Safe Riding Competition by sending judges (in Ibaraki Prefecture, Oct. 12–13)
- Supported the Motorcycle Safety Promotion Committee in its training seminar for special instructors (in Ibaraki Prefecture, Oct. 28–29)

Nov.

- Sponsored the 2013 Traffic Safety Forum in Saitama (in Saitama Prefecture, Nov. 8)
- Held the Safety Driving Managers Meeting (in Mie Prefecture, Nov. 13)
- Held the 14th Safety Japan Instructor’s Competition (in Mie Prefecture, Nov. 14–15)
- Held the Hikaru Miyagi Sports Riding program (in Saitama Prefecture on Nov. 17, and in Shizuoka Prefecture on Nov. 23)

In addition to the activities described above, we conduct a range of other activities.

Devices and Materials for Traffic Safety Education

We have developed educational devices and materials suitable for use for all age groups, including simulators for motorcycles, automobiles, and bicycles, to give people opportunities to have a virtual experience of traffic risks in safety.



Ayatorii Hiyoko (For preschool children and first and second graders at elementary school)
Participating children can learn the basic traffic rules and road manners in a fun way through illustrations and games.



Ayatorii Kodomo Jitensha training manual (For preschool children and all graders at elementary school)
Participating children actually ride bicycles to increase their safety awareness in a relaxed atmosphere.



Ayatorii (For third and fourth graders at elementary school)
The program is designed to be used in classrooms and to help children increase their traffic safety awareness by thinking independently about traffic safety in their daily lives.



Honda Traffic Safety Card Game
A total of 45 traffic safety rules and road manners that children need to learn are explained in a specially designed card game. By playing with the cards, children can learn the appropriate traffic behavior.

Materials that can be used on or downloaded from the website:
<http://www.honda.co.jp/safetyinfo/>
(Japanese only)



Honda's traffic safety game
Children can enjoy playing the game with their parents and increase their traffic safety awareness.



Honda Bicycle Simulator
This simulator gives users a virtual experience of the risks they could face as cyclists. This helps them to increase their ability to predict risks and safety awareness.
* Can be used by all age groups from elementary school students to the elderly.



Honda Riding Trainer
This equipment was developed as an easy-to-use tool to educate motorcyclists about riding safety in an effective manner. It is equipped with various functions, including the ability to diagnose the users' riding skills and give relevant advice.



Teaching material created for risk prediction training
This manual helps drivers increase their ability to predict the risks that they might face on the road.



Collection of incidents involving dangerous behavior by cyclists identified from past bicycle accidents
The brochure explains the traffic rules to be obeyed by cyclists based on the lessons learned from past bicycle accidents.



Bicycle safety education manual to teach junior and senior high school students
Based on the lessons learned from past bicycle accidents, this manual (including a worksheet) for a 45-minute class introduces how to encourage students to increase their safety awareness.



Honda Riding Simulator/Honda Driving Simulator
These simulators give users a virtual experience of the risks that they might face while riding a motorcycle or driving an automobile in a safe environment, which in turn increases their sensitivity to such risks.



Honda Safety Navi
This software helps users learn how to drive in a fuel-efficient manner and acquire knowledge about safe driving in a relaxed manner.



Honda Doga (animation) KYT
This equipment is designed for use in collective education and helps participants increase their risk prediction abilities, including cognitive and judgmental abilities, by presenting them with an animated film that reproduces real traffic situations.



Risk Prediction Training (KYT)
Through case studies using animated images, participants in the training can increase their “traffic sensitivity” (ability to predict risks). DVD format is also available.



Ayatorii Choju program
This program is designed for use in small-group education targeting elderly pedestrians and bicyclists and helps the elderly review their own traffic behavior and increase their traffic safety awareness.



Video seminar on traffic safety
After observing the traffic situations filmed in the video, participants exchange opinions and review their daily traffic behavior. (Created under the supervision of Professor Hiroo Ota of the Tohoku Institute of Technology)



Silver Gakushu Daigaku
Teaching material that gives tips on safety for elderly pedestrians, cyclists, and drivers



Manual for Elderly Drivers
This manual gives elderly drivers useful information about appropriate driving practices, such as information about the changes in physical functions that people undergo as they get older and methods to compensate for reduced functions.



Traffic safety awareness-raising sheets for the elderly
This teaching material for instructors is designed for use in participatory seminars in which the elderly can enjoy games such as quizzes and discuss traffic safety with instructors.