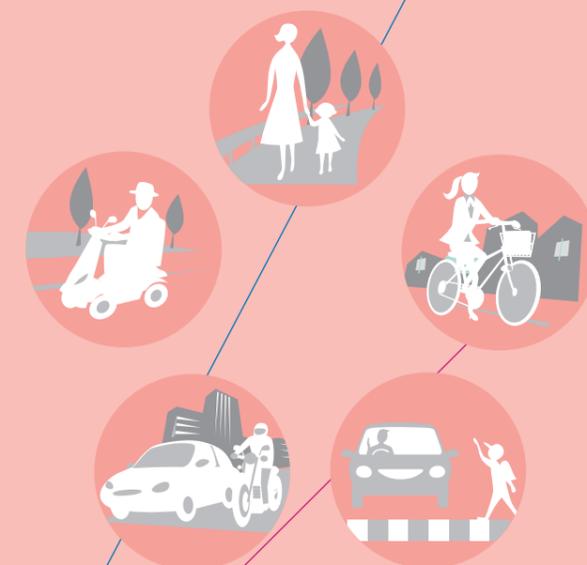


Honda Driving Safety Promotion Activities

2014

Digest



HONDA
The Power of Dreams

Safety for Everyone



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Message from the Chief Officer



Sho Minekawa

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

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. During the fiscal year 2014, Honda launched new initiatives and continued and improved existing activities to further promote safe driving in accordance with a new three-year plan it commenced during the year. I would like to take this opportunity to express our heartfelt gratitude for your continued support and cooperation. Without it, we would not be able to implement the activities as effectively as we did.

We at Honda strive to ensure the safety of all types of road users, including not only automobile drivers and motorcyclists but also pedestrians and bike riders, particularly elderly citizens. Under our global safety slogan, "Safety for Everyone," we implement a range of initiatives individually and collectively, mainly focusing on three areas: safety education, vehicle technologies, and telecommunication networks.

In 2013, the number of traffic accident victims in Japan who died within 24 hours of their accident declined for the 13th consecutive year to 4,373. The number of traffic accident injuries and traffic accidents also decreased for the 9th straight year. These improvements were achieved thanks to the efforts of public and private sector organizations aiming to achieve the world's highest level of traffic safety as well as the efforts of individual citizens and road users. While these positive trends are encouraging and welcomed, the fact that as many as 785,867 people were killed or injured in road traffic accidents during the year strongly indicates the need for more active collaborative efforts by the public and private sectors.

Honda recently unveiled a new set of safe-driving technologies, Honda SENSING. This is an advanced driver-assistive system that senses the surroundings of the vehicle and helps prevent collisions and promote safe driving. To contribute to the reduction of road traffic accidents through these technologies, we need to achieve the fast and widespread adoption of the system. At the same time, we should also work to ensure our customers understand the technologies and functions correctly and thereby use them appropriately. To make a greater contribution to road traffic safety, Honda will continue to develop and improve advanced driving safety technologies, facilitate their widespread use, and communicate appropriate related information.

Last year, we also started to offer the online SAFETY MAP service to help create safe communities. It offers

visualized information regarding locations of past traffic accidents and sites where sudden braking frequently occurs along with other related information posted by local residents. This online map-based information service has been receiving a growing number of page views and posts. In 2014, we also started to use this web-based service to offer our own recommendations on the improvement of dangerous road environments. Specifically, we started to visit and inspect locations indicated on the safety map as those with traffic hazards and to include our reports on these site visits and related discussions regarding accident prevention in our SJ (Safety Japan) publication on a regular basis. I look forward to seeing this new initiative receive the support and cooperation of everyone who has a stake in road safety.

Valuable as these and other services and initiatives are, we cannot achieve the maximum results if we focus merely on the fields of vehicle technologies and telecommunication networks. Focusing on safety education—i.e., communicating necessary information appropriately and ensuring users' correct understanding and usage—is also imperative.

To build a society where everyone can go anywhere they want without any difficulty or anxiety it is important to offer programs and opportunities that support the mobility of all road users, with or without disabilities. With this recognition in mind, Honda is focusing its efforts this year on offering greater support for people with disabilities who wish to drive and return to the workforce.

With the aging population in Japan, even more senior citizens will be using transportation services to visit day care centers and other places. To address this anticipated trend, we will also work hard to create a good road safety environment for senior road users.

Guided by the same basic principles since its establishment, namely, "passing on safety education from person to person" and "providing participatory, hands-on education that can let people experience hazards in a safe environment," the Honda Driving Safety Promotion Center will continue to develop innovative and unique educational programs and equipment and thereby contribute to effective traffic safety education. To this end, we will continue and increase our efforts to realize a collision free mobility society in collaboration with governmental organizations, local communities, and other stakeholders.

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 mobility 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 telecommunication 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: instructor training, opportunity creation, and software development. 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.

Instructor Training



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.

Opportunity Creation



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.

Software Development



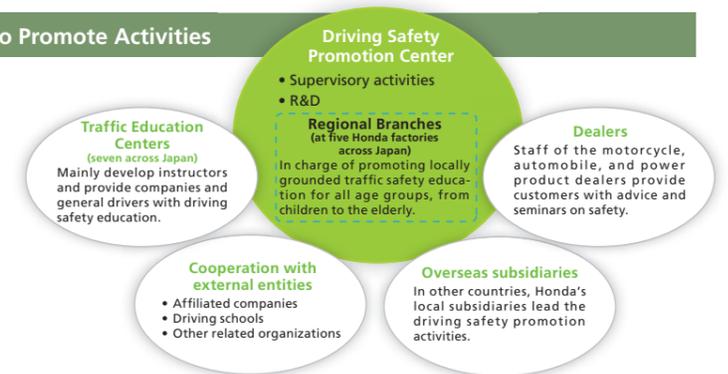
We are developing educational programs and equipment to help increase learning effects.

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 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.



Launching New Initiatives and Continuing

Hiroki Yoshida

General Manager of Honda Driving Safety Promotion Center

Priority Objectives

Earlier this year, FY 2014, or the first year of Honda's new three-year plan, the Honda Driving Safety Promotion Center established a new policy calling for a shift in the focus of our driving safety promotion activities to more strategic initiatives by developing innovative and unique software. Under this policy, we are focusing on the following three objectives:

1. Development and rollout of educational tools
2. Further improvement of existing activities and launch of new initiatives
3. Efforts to reduce motorcycle accidents in developing countries

1. Development and rollout of educational tools

Developing and promoting practical education based on vehicle safety technologies

To realize a collision free mobility society, Honda is engaged in a range of activities that focus on three areas: safety education, vehicle technologies, and telecommunication networks. We strive to achieve road safety based on the recognition that communicating accurate information on accident prevention and mitigation technologies to our customers is as important as promoting their widespread use.

In the first year of the current three-year plan, we are placing a particular focus on the City-Brake Active system and working to develop a safe driving education program using this system. Once it is completed, the program will be offered at our Traffic Education Centers and various other places as part of their participatory, hands-on education that can let people experience hazards in a safe environment.

Towards a wider application of SAFETY MAP

Honda's SAFETY MAP is designed to be used by local residents, elementary and junior high schools, businesses, and other organizations for traffic safety activities in their communities. Based on the information collected by Honda's Internavi car navigation system, this online map indicates locations where sudden braking frequently occurs. In addition to traffic accident information, the map also identifies high-risk locations with traffic hazards based on information posted by local residents.

In addition to encouraging users of SAFETY MAP to pay greater attention to hazardous locations, we are working in FY 2014 to use this web-based service to contribute to making improvements in the road environment at specific locations. Please check our

periodical publication SJ (Safety Japan) to learn more about and stay up to date on this initiative.

Developing an educational tool for senior pedestrians and bike riders

Last year, the road traffic death toll (within 24 hours after the accident) saw a steady decrease for the 13th consecutive year. Meanwhile, the percentage of elderly victims (those aged 65 and older) has been rising and reached 52.7% last year. To address this situation, Honda, which provides local traffic safety instructors with traffic safety education materials for senior road users, is now developing new educational materials by incorporating input from instructors, who actually interact with older traffic participants, as well as by reflecting current traffic environment and accident trends.

As part of our efforts to develop the new material, we held a meeting with traffic safety instructors this year to learn their opinions about related topics. We are grateful for their contribution and look forward to continuing to work with them and other stakeholders.

2. Further improvement of existing activities and launch of new initiatives

Promoting safety for drivers with disabilities

Honda developed the Safety Training Program for Disabled Drivers last year to support higher brain dysfunction sufferers who are undergoing rehabilitation training in order to return to normal life and resume driving.

Meanwhile, there are no clear standards regarding the requirements for starting or resuming driving, which is posing a major challenge to medical practitioners who provide care for these patients. To help solve this issue, Honda this year started to provide support for overall processes prior to resuming driving in addition to the provision of the rehabilitation-use driving competence evaluation software and the aforementioned safety training program.

In addition to our support for disabled drivers, we will step up our efforts to ensure the safe transportation of elderly passengers, as more and more senior citizens are using automobiles to commute to rehabilitation centers, hospitals, day care centers, and other facilities.

Existing Activities

Supporting local dealers in their traffic safety activities

Traffic safety instructors and many other related organizations play a vital role in Honda's efforts to promote driving safety. In FY 2014, we are focusing on strengthening collaborative efforts with Honda Cars automobile dealerships. We support the dealers in offering their traffic safety activities and thereby contributing to their respective local communities. We consider these initiatives to be important in increasing the frequency and geographical scope of our activities.

Creating opportunities to offer traffic safety programs to more people

To increase the opportunities to conduct our activities more frequently and at more locations, Honda is taking on a new challenge: offering traffic safety classes in collaboration with different sectors. As part of this effort, we commenced for the first time partnering up with operators of large recreational facilities and shopping malls this year. The results of this new initiative will be incorporated into our efforts next year.

3. Efforts to reduce motorcycle accidents in developing countries

As in FY 2013, we are focusing our efforts on supporting traffic safety activities in India. As you may know, collisions involving motorcycles are increasing rapidly there. Given the size of the market, India is among the countries with the greatest need to strive to reduce traffic accidents. While we provided related educational materials and assisted in the development of their mid-term plan, we are supporting the development of safety riding instructors.

Towards 2015

In FY 2014, which as mentioned earlier is the first year of our new three-year plan, we are continuing to operate existing programs and new initiatives started earlier this year.

We will continue to implement the three-year plan in a consistent and integrated manner through a range of activities mainly in the three priority areas. By conducting such activities, including those to achieve new objectives, in a prompt and timely fashion, we will strive to ensure that our activities will deliver tangible benefits and results.

As we move on toward FY 2015, we look forward to the continued support and cooperation of those involved in road traffic safety.



Efforts to Reduce Motorcycle Accidents in Developing Countries

Driving safety promotion activities outside Japan

Supporting overseas driving safety promotion activities designed to suit local conditions



In addition to domestic initiatives, Honda conducts various driving safety promotion activities in 36 countries outside Japan. Those overseas efforts to communicate the importance of traffic safety to our customers and local communities, especially those in developing countries, are conducted by our local subsidiaries and affiliates. We support their active implementation of such locally tailored programs in cooperation with the government of the country and other related organizations. Example 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.

● Training chief instructors who will lead riding safety promotion activities in India

Amid the country's rapid economic development, more and more people in India own and ride motorcycles, resulting in a dramatic increase in road traffic accidents. To address this problem, it is urgently needed for us to train local dealer staff to be instructors able to teach their customers how to ride safely.

With this recognition, Honda Motorcycle & Scooter India Pvt. Ltd. has trained three employees to be chief instructors. These three have successfully completed an 11-day course at the Traffic Education Center Rainbow Saitama (see the photo above). The three chief instructors are expected to take leadership in training Honda dealer employees in India as motorcycle safety instructors.

● Creating opportunities for information sharing among national safety driving managers

As in previous years, Honda held its Safety Driving Managers Meeting in 2014 at Suzuka Circuit. The meeting was attended by 15 managers from seven countries: Thailand, Vietnam, India, Brazil, Turkey, Malaysia, and Japan. The participants shared examples of best local practices in Thailand, Vietnam, and other countries, joined a panel discussion on how dealers should promote driving safety,



In Thailand, A.P. Honda offered driving safety education to 314 vocational schools across the country in cooperation with the local vocational education commission and Honda dealers.



In Vietnam, Honda Vietnam promotes traffic safety by supporting local dealers' in-store activities and conducting related programs in local communities.

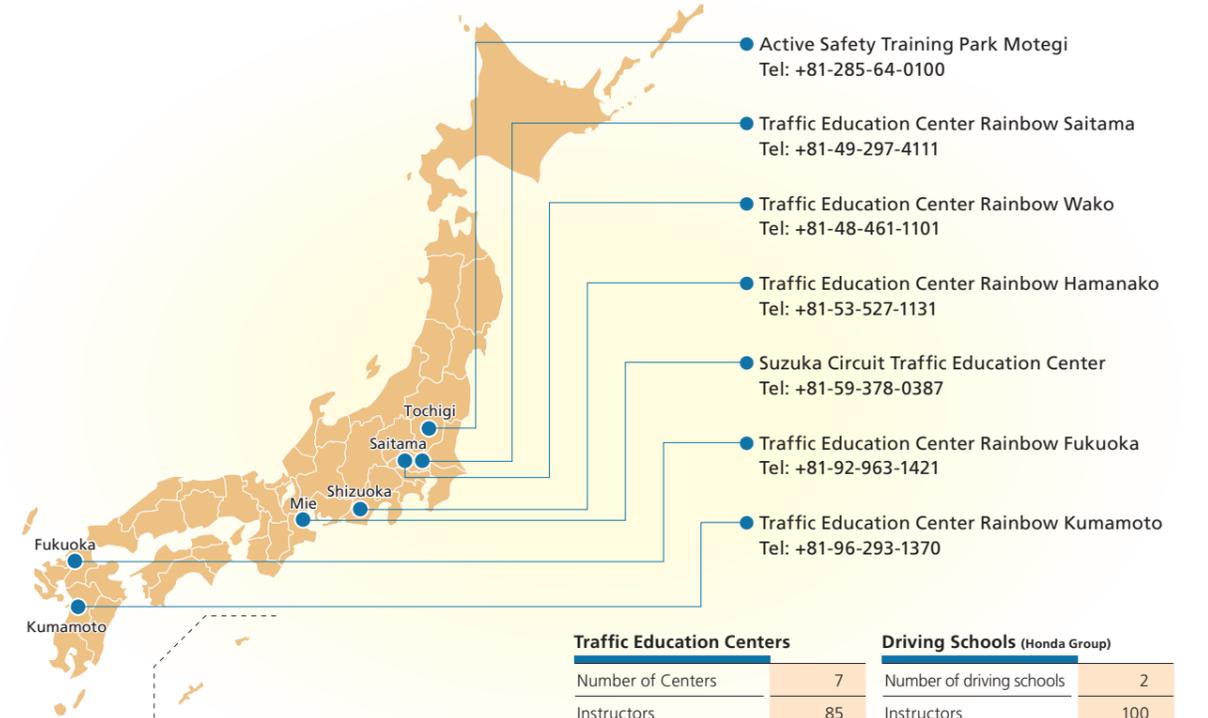


Safety Driving Managers Meeting at Suzuka Circuit

and took part in other programs aimed at improving and accelerating future activities.

Driving Safety Promotion Map

Traffic Education Centers



| Traffic Education Centers | | Driving Schools (Honda Group) | |
|---------------------------|-------|-------------------------------|-----|
| Number of Centers | 7 | Number of driving schools | 2 |
| Instructors | 85 | Instructors | 100 |
| Automobiles | 314 | Automobiles | 135 |
| Motorcycles | 1,036 | Motorcycles | 100 |

As of October 31, 2014

Driving safety education programs provided by the Traffic Education Centers

Honda's Traffic Education Centers provide companies, schools, and individuals with driving safety education and train safety education providers for Honda and for other organizations. 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.



Number of Persons Reached in 2014 Driving Safety Promotion Activities (Estimate for Jan.–Dec. 31, 2014)

Honda Group activities

| Regional promotion activities | Instructors | Participants |
|------------------------------------|--------------|---------------|
| Ayatorii Series | 323 | 4,724 |
| Honda Bycycle Simulator training | 152 | 11,805 |
| Iki Iki Driving Program | 49 | 648 |
| Silver Gakushu Daigaku | 106 | 207 |
| Video seminars | 185 | 688 |
| Education for high school students | – | 72,720 |
| Other events | 144 | 6,387 |
| Grand total | 1,009 | 96,962 |

| Traffic Education Centers | Instructors | Participants |
|--|----------------|----------------|
| Automobile training for corporations | 6,144 | 30,552 |
| Motorcycle training for corporations | 1,992 | 4,610 |
| Automobile training for individuals | – | 2,405 |
| Motorcycle training for individuals | – | 18,978 |
| Others (including training for authorized safe driving administrators) | 0 | 34,177 |
| Honda Group activities total | 9,095 | 187,901 |
| Grand total | 196,996 | |

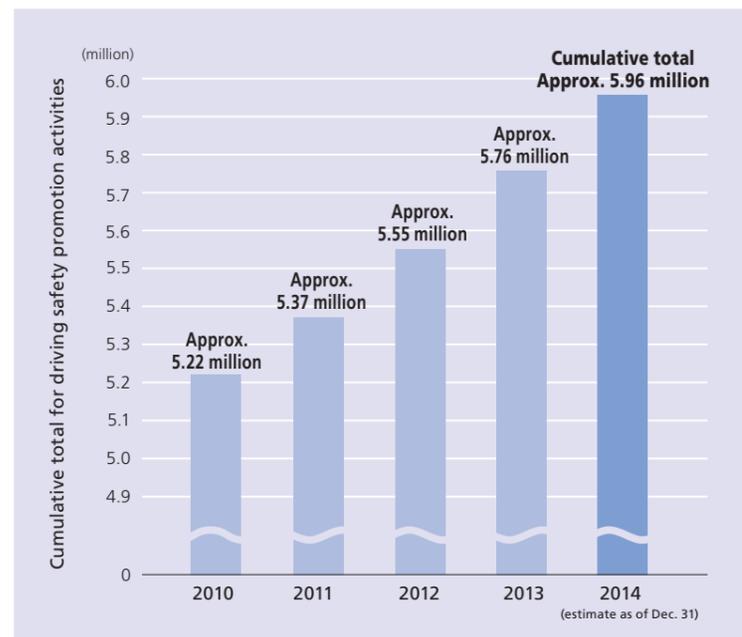
Overseas (data for major participating countries, including Thailand, Brazil, Indonesia, Vietnam, and China)

| Regional promotion activities | Participants |
|-------------------------------|------------------|
| Overseas total | 5,910,000 |

Regional cooperation activities

| | Instructors | Participants |
|--|----------------|----------------|
| Regional promotion activities | 52 | 509,735 |
| Driving schools | – | 75,037 |
| Other events | – | 133,938 |
| Regional cooperation activities total | 52 | 718,710 |
| Grand total | 718,762 | |

2014 Cumulative Total for Driving Safety Promotion Activities (Number of persons; Honda Group activities; estimate for 1970–Dec. 31, 2014)



Driving Safety Promotion Activities 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

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.

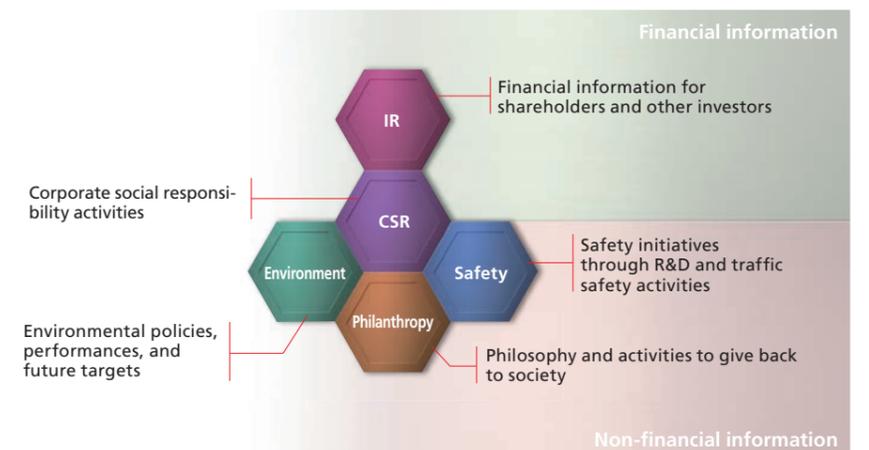
Since 1971, Honda has also been publishing SJ (Safety Japan), a newspaper on traffic safety intended to provide traffic safety instructors with useful information.



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.



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.

Preschool children and elementary school students
Junior and senior high school and university students
General drivers and instructors
Senior citizens



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)



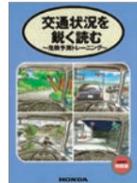
Honda's traffic safety game
Children can enjoy playing the game with their parents and increase their traffic safety awareness.



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 Safety Navi
This software helps users learn in a relaxed manner how to drive safely and fuel-efficiently.



Rehabilitation-use driving competence evaluation software
This software helps evaluate the driving skills of people who would like to resume driving after recovering from major injury/illness and provide them with the necessary training. In a simulated traffic situation, users can practice the eye and limb coordination required for driving.



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 Emeritus 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.