

Honda Driving Safety Promotion Activities

2015

Digest



Safety for Everyone



HONDA
The Power of Dreams



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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.

<p>Instructor Training</p>  <p>We are nurturing traffic safety instructors.</p> <p>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.</p>	<p>Opportunity Creation</p>  <p>We provide people with opportunities to think and learn about traffic safety.</p> <p>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.</p>	<p>Software Development</p>  <p>We are developing educational programs and equipment to help increase learning effects.</p> <p>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.</p>
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Message from the Chief Officer



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

In fiscal 2015, Honda worked hard and made progress in its efforts to promote safe driving. I would like to take this opportunity to express our sincere gratitude for your continued support and cooperation, without which we would not be able to implement our activities as successfully as we did.

To realize a collision free mobility society, an important mission for a vehicle manufacturer, Honda has established a global safety slogan, "Safety for Everyone." Aiming to ensure the safety of all types of road users, including not only automobile drivers and motorcycle riders but also pedestrians and cyclists, we conduct locally tailored activities across six regions (North America, Latin America, Europe, Asia and Oceania, China, Japan), placing a particular focus on three areas: safety education, vehicle technologies, and telecommunication networks. While we are working to improve the quality of individual activities, we are also aiming to generate synergies from the combining of different initiatives.

In 2014, the number of traffic accident victims in Japan who died within 24 hours of their accident declined for the 14th consecutive year to 4,113. The number of traffic accident injuries and traffic accidents also decreased for the 10th straight year. For 2015, however, the number of fatalities from traffic accidents in the year to date as of October 31 was 3,296, virtually the same level as the same period of the previous year. This data may indicate that reducing fatal traffic accidents in Japan is becoming more difficult in the context of an aging society.

Meanwhile, the Japanese government has declared that the country aspires to achieve the world's safest roads. Given the current traffic safety situation, Honda will be expected to go to even greater lengths to make a positive contribution to achieving this goal. With this recognition, we are promoting the wider use of a set of safe-driving technologies, collectively known as Honda SENSING, which we believe help prevent or reduce accidents involving pedestrians, head-on collisions, and collisions involving structures. We intend to focus initially on the wide and common use of such technologies, and then will focus our efforts on realizing the practical use of more advanced driver-assistive systems. Wishing to reduce the incidence of traffic accidents as much as possible, Honda started in 2014 to provide prefectural police departments and local governments with information on hazardous locations identified by our SAFETY MAP service in the hope that the information provided will facilitate specific improvements to

the road environment. In addition to this activity, this year we have also started to use SAFETY MAP for other activities such as collecting information on hazardous road locations from parents regarding their children's home-school routes. We will continue to collect and share such information as well as conducting our ongoing activities to use traffic probe data in order to help prevent traffic accidents.

In the area of safety education, we intend to evolve our existing initiatives, such as activities at Honda dealers and Traffic Education Centers as well as collaborative efforts with local governments and related organizations. Toward this end, we recognize that we need to break out of traditional frameworks to take a hard look at the performance of our activities, listen carefully to people who interact directly with customers and other stakeholders, and introduce innovative ideas and perspectives.

Such recognition has already been translated into specific actions. For instance, our automobile dealers launched a new program involving visiting neighboring kindergartens and child daycare centers to provide traffic safety education. They started such locally grounded activities to complement their existing in-store traffic safety efforts. Another example is the promotion of the broader use of our Safety Training Program for Disabled Drivers, which is currently used at Honda's Traffic Education Centers to support higher brain dysfunction sufferers who are undergoing rehabilitation training in order to resume driving. Aiming to expand the application of this program, we have started to build a mechanism whereby our partner driving schools will work with neighboring hospitals and rehabilitation facilities to enable such patients to become able to return to the road in a safe manner. We have also been making steady efforts to ensure safety and peace of mind regarding transportation services for seniors who visit rehabilitation centers and daycare centers, the number of whom has been growing.

What Honda can do on its own to promote traffic safety education is limited. To create the kind of relaxed environment and familiar surroundings that encourage as many people as possible to learn about traffic safety, Honda will work even closer with governments, related organizations, local communities, and many other likeminded partners.

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

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.



Taking Our Initiatives to a Higher Level by

Hiroki Yoshida

General Manager of Honda Driving Safety Promotion Center

Priority Objectives

In FY2015, the second year of our three-year plan, we at the Honda Driving Safety Promotion Center continued to focus on the following three objectives in line with a policy that calls for a shift in the focus of our driving safety promotion activities to more strategic initiatives by developing innovative and unique software:

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

1 Development and rollout of educational tools

Developing new educational tools for senior pedestrians

In 2010, seniors aged 65 or older accounted for more than 50% of fatalities in road traffic accidents in Japan for the first time. This number increased to 53.3% last year. By type of road users involved, pedestrians accounted for 48.5%, which indicates that preventing road accidents among senior pedestrians will probably lead to reducing road traffic fatalities overall. To address this situation, Honda is working to achieve the widespread use of our newly developed educational program for elderly pedestrians. The program is designed to make senior traffic users aware of discrepancies between perceptions and actions through, for instance, a video-based simulation of crossing the road, a common circumstance in which fatal accidents involving seniors occur.

Aiming to make the program practical, convincing, and easy to use, we sought opinions from traffic safety instructors who actually provide the training in the course of its development. We are truly grateful for their valuable insights.

We are currently developing an educational program for children. Listening to traffic safety instructors and incorporating their input, we are working to create a unique program of the kind that only Honda can offer.

Toward 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. We aim to reduce road accidents by making proposals on the improvement of road environments based on the information obtained through this service. One example of the project's success is the efforts by the Fukui Traffic Safety Promotion Council to start to improve road safety both in terms of the physical road environment and road user behavior by encouraging municipal authorities in the prefecture to use our SAFETY MAP. To promote the broader application of this service, we are also conducting survey-based research in collaboration with experts.

2 Further improvement of existing activities and launch of new initiatives

Promoting the traffic safety of people with disabilities

As in the previous year, Honda is continuing to support higher brain dysfunction sufferers who are undergoing rehabilitation training in order to return to normal life and resume driving. We do this mainly by promoting the wider and greater use of our Rehabilitation-use Driving Competence Evaluation Software and Safety Training Program for Disabled Drivers. As the number of hospitals that have introduced our software grows, we are starting to witness collaborations among those medical institutions to address their common issues. For instance, hospitals in the four prefectures of Shikoku are working together to collect and analyze related data in order to establish methodologies and standards regarding the process from the start of rehabilitation training to the resumption of driving. Through its support for such collaboration, Honda is working to establish a regional model in this area, connecting metaphorical points together into lines and connecting the lines together to create a network.

Meanwhile, we have also started to work on making the Safety Training Program for Disabled Drivers more accessible. This training program using real cars is currently offered at Honda's Traffic Education Centers. Aiming to make the program available at our partner driving schools, we are promoting the introduction of the software and training program to those

Bringing New Ideas and Perspectives

schools as well as their collaboration with neighboring hospitals and rehabilitation facilities. Such expansion efforts have started in Aomori and Okinawa prefectures.

In addition, we are stepping 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, daycare centers, and other facilities. In Gunma, hands-on training using our Driving Safety Program for Transportation Services will start next year as part of a program started last year for drivers who provide transportation services to users of medical and welfare service facilities.

Creating opportunities to offer traffic safety programs to more people

● Supporting local dealers in their traffic safety activities

We are also strengthening collaboration with Honda Cars automobile dealerships, the contact point between Honda and our customers and local communities, and supporting their traffic safety activities, such as traffic safety classes for children. In these locally grounded activities, Honda Cars' personnel provide road safety lessons using our *Ayatorii Hiyoko* program to children visiting their dealership showrooms as well as to children attending neighboring kindergartens/preschools.

To promote the road safety awareness of drivers, the contents of our Driving Safety Guide, a booklet offered to customers at the time of delivery of their new car, is installed in electronic form on the tablets used by Honda Cars' staff so they can readily provide safe driving advice at any time. In addition, our video-based Risk Prediction Training (KYT) available on our website is now accessible via tablet computers, which has made it easier to provide road safety advice not only for drivers but also pedestrians and cyclists.

● New traffic safety promotion activities in collaboration with other sectors

To create opportunities to conduct our activities more frequently and at more locations, Honda is working to expand its collaborative network to different sectors. In this fiscal year, we teamed up with bicycle specialty retail chain Aeon Bike. To match Honda's know-how, Aeon Bike has strengths in terms of its forums and other opportunities. By combining the strengths of the two companies, we have started bicycle classes for children

and their parents. Through the operation of these classes, we can share with Aeon Bike personnel our experience and expertise on traffic safety education for bicycle riders, which is expected to facilitate the expansion of bicycle safety education to their stores across Japan. Regarding this bike chain's activities, Honda would like to continue its involvement through continuing its partnership with them.

● Communicating traffic safety information via the web

To make our online communication more effective, we have revised our website, adding content that introduces simple safe driving tips that are easy for everyone to follow, not just traffic safety instructors.

Also, to create opportunities to think about traffic safety, we hold a video/poster contest open to the general public. To our delight, the contest attracted many entries again this year.

3 Efforts to reduce motorcycle accidents outside Japan

In our efforts to communicate the importance of traffic safety to our customers and local communities outside Japan, our local subsidiaries and affiliates play the leading role, with Honda providing support. A highlight of such activities this year was the training in Japan offered to motorcycle safety promotion instructors at our Taiwanese dealers in advance of Honda's entry into the large motorcycle market in Taiwan. Our support has continued even after the start of large motorcycle sales. Honda will provide locally tailored support for our subsidiaries and affiliates outside Japan to ensure that appropriate safe driving education can be delivered to our customers at our dealerships and other places around the world.

Towards 2016

In FY2016, the final year of our new three-year plan, we will raise our initiatives to a higher level by upgrading various existing activities that we implemented in FY2014 and 2015 and by starting to address new issues under the three priority objectives specified above.

As we will be stepping on the gas to make these objectives a reality, we look forward to your continued support and cooperation in fiscal 2016.

Efforts to reduce motorcycle accidents outside Japan

Promoting Locally Tailored Driving Safety Activities



The Safety Driving Managers Meeting allows participants representing Honda's subsidiaries around the world to share their activities and exchange opinions

Honda's traffic safety promotion activities for customers and local communities outside Japan are conducted by our local subsidiaries and affiliates. They implement locally tailored programs, such as safety awareness-raising activities by Honda dealers, hands-on education provided by our local Traffic Education Centers, and lifelong education offered to women and children, in cooperation with the government of the country and other related organizations. To ensure our overseas traffic safety activities are implemented actively and effectively, we provide the necessary and appropriate support.

Training instructors who will lead riding safety promotion activities in Taiwan

Honda Taiwan started to sell large motorcycles in Taiwan in April 2015. We are supporting the local subsidiary's efforts to build a system for ensuring local Honda dealers can support their customers' riding safety. In March 2015, five new instructors at Honda Taiwan and local dealers took a 10-day training course at the Traffic Education Center Rainbow Hamanako. The trained instructors are now playing a leading role in traffic safety promotion activities in Taiwan, such as providing safety advice at the time of product delivery and operating riding schools.



Training at the Traffic Education Center Rainbow Hamanako for instructors at Honda Taiwan

Refining the teaching skills of our instructors around the world

Honda offers regular training to improve the teaching skills of existing instructors around the world. In 2015, such training was provided to 31 instructors from nine countries who came to Japan to participate in the Safety Japan Instructors Competition. Consisting of classroom-based theory and practical sessions, the training was designed to help participants conduct even better and more activities in their home countries utilizing their improved skills.

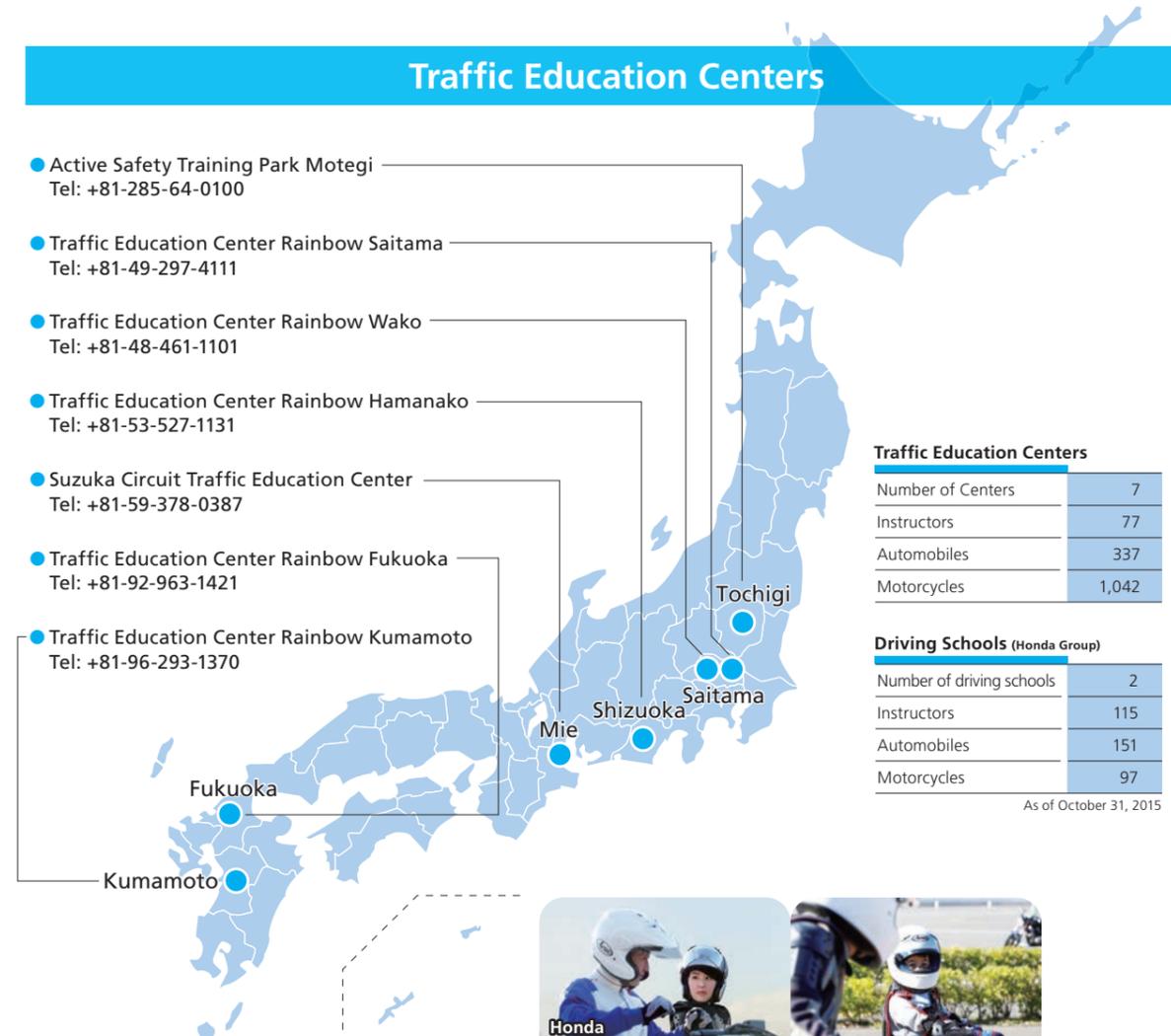


Skill improvement training for 31 instructors from nine countries

Driving Safety Promotion Map

Traffic Education Centers

- Active Safety Training Park Motegi
Tel: +81-285-64-0100
- Traffic Education Center Rainbow Saitama
Tel: +81-49-297-4111
- Traffic Education Center Rainbow Wako
Tel: +81-48-461-1101
- Traffic Education Center Rainbow Hamanako
Tel: +81-53-527-1131
- Suzuka Circuit Traffic Education Center
Tel: +81-59-378-0387
- Traffic Education Center Rainbow Fukuoka
Tel: +81-92-963-1421
- Traffic Education Center Rainbow Kumamoto
Tel: +81-96-293-1370



Traffic Education Centers	
Number of Centers	7
Instructors	77
Automobiles	337
Motorcycles	1,042

Driving Schools (Honda Group)	
Number of driving schools	2
Instructors	115
Automobiles	151
Motorcycles	97

As of October 31, 2015

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

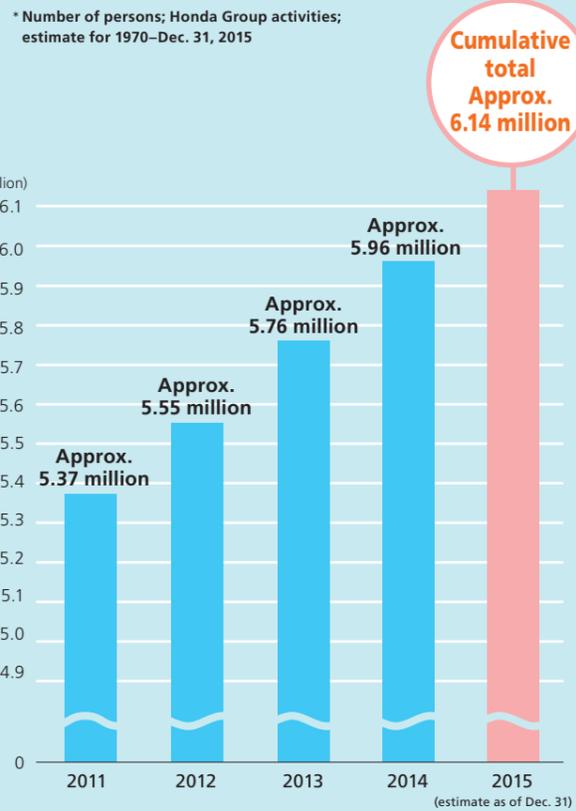
Our Traffic Education Centers also provide customized education designed around the specific needs of individual companies. These Centers have already supported more than 1,500 companies in introducing traffic safety measures, and subsequent data confirms that the training has helped reduce the number of road accidents involving those companies.

Number of Persons Reached in 2015 Driving Safety Promotion Activities (Estimate for Jan.–Dec. 31, 2015)

Honda Group Activities		
Regional promotion activities		
	Instructors	Participants
Ayatorii Series	552	7,723
Honda Bycycle Simulator training	25	12,667
Iki Iki Driving Program	2	626
Silver Gakushu Daigaku	32	191
Video seminars	13	188
Education for high school students	–	74,364
Other events	118	2,740
Traffic Education Centers		
Automobile training for corporations	3,675	43,358
Motorcycle training for corporations	1,302	4,730
Automobile training for individuals	–	2,516
Motorcycle training for individuals	–	21,863
Others (including training for authorized safe driving administrators)	0	7,220
Honda Group activities total	5,719	178,186
Grand total		183,905

Regional Cooperation Activities		
	Instructors	Participants
Regional promotion activities	399	447,391
Driving schools	15	63,459
Other events	–	116,596
Regional cooperation activities total	414	627,446
Grand total		627,860

2015 Cumulative Total for Driving Safety Promotion Activities



Driving Safety Promotion Activities Overview

Honda Group Activities

Location	Activities	Instructors	Main target				
			Children	Students	Adults/Instructors	Seniors	
In Japan	Dealerships Automobile	Safety advice at dealerships/Safety seminars/Driving training courses/Cooperation with local traffic safety organizations		●	●	●	
	Dealerships Motorcycle Safety Support Dealer*	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	●	●	●	●

* Safety Support Dealer: Motorcycle dealers that satisfy Honda's safety certification standards

