Honda Driving Safety Promotion Activities

2018

Digest

Safety for Everyone
Contents

P. 04  Greetings
Kohei Takeuchi
Senior Managing Director
Chief Officer of the Driving Safety Promotion Center
Honda Motor Co., Ltd.

P. 05  Honda’s Approach to Safety
Safety for Everyone

P. 06  Review of 2018
Expanding our activities to promote the realization of a collision-free mobile society

P. 07  Activities Outside of Japan
Providing support for riding safety promotion activities in accordance with local traffic conditions

P. 08  Activities Conducted by the Traffic Education Centers
Safe driving education for companies, organizations, and individuals through participatory hands-on education

P. 09  Development of Educational Equipment
Advancement in simulator software in accordance with the needs of society and the times

P. 10  Provision of Information
Providing information to offer a chance for everyone participating in this mobile society to think about traffic safety
Greetings

Kohei Takeuchi
Senior Managing Director
Chief Officer of the Driving Safety Promotion Center
Honda Motor Co., Ltd.

Honda has been working hard and making progress in its efforts to promote a variety of activities to support safe driving, both in and outside of Japan. I would like to take this opportunity to express our sincere gratitude for your continued support and cooperation, without which we would not have been able to implement our activities as successfully as we have.

In today’s automobile industry, we are seeing advances in electrification and automated driving, in addition to car sharing, increased connectivity, and more. The environment surrounding our industry is changing at a rapid speed in all regions throughout the world. It is expanding our business beyond the confines of simply manufacturing and selling cars to include implementing open innovation with a variety of different industries. Against this backdrop, we drew up a vision to help us look to the future. The result was the 2030 Vision, developed and implemented since last year in order to enable us to take the lead in responding to the changing times.

This 2030 Vision describes our initiatives to achieve our vision statement of “serving people worldwide with the joy of expanding their life’s potential” in our role as a mobility manufacturer. We seek to realize a society that is clean, safe, and secure, and to achieve this, we are enhancing the safety of our vehicles, while at the same time promoting the dissemination of safe driving through traffic safety education to lead the way toward achieving a collision-free mobile society.

The Honda Driving Safety Promotion Center was launched in 1970, making this its 49th year in continuing to seek the realization of a society that is free from accidents. At the beginning, when the Center was first launched, we directed our activities toward drivers of motorcycles and automobiles. Today, however, the Center is continuously offering activities to all people who form part of our mobile society, including young children and aging adults, as well as pedestrians and bicycle riders. These efforts are underpinned by our global safety slogan of “Safety for Everyone.”

This year, we are more than halfway through the 10th Traffic Safety Basic Plan set out by the government, which stated the goal of reducing traffic accident fatalities to 2,500 or less and realizing the world’s highest level of road safety by 2020. The number of deaths in traffic accidents, which fell just short of 4,000 in 2016, has been continuing to decline as of October of this year. However, in order to achieve the aforementioned goal, we must implement measures that target everyone participating in our mobile society under the shared spirit of our own safety slogan.

I believe it is particularly important to promote the widespread use of safe driving assistance functions that look ahead to autonomous driving and to not only improve the safety performance of the vehicles themselves, such as in dealing with accidents unique to older drivers, but also strive to disseminate an accurate understanding of such functions among the general public, and create opportunities to educate senior citizens on traffic safety. It is also important to systematically educate people, from early childhood, in order to cultivate the next generation as people who will serve as model citizens in our mobile society.

I’d like to introduce a number of initiatives that we implemented this year based on these perspectives. First of all, the trial of activities aimed at ensuring an accurate understanding of Honda SENSING is shared among our customers, which we introduced in the previous year, has now started full-scale implementation, with training programs having started in April offered to our sales staff throughout Japan. A far greater number of persons than what we planned for have already participated in this program. These participants have gone on to host test-ride events in various places around the country.

As for our initiatives toward older drivers, we developed a program for giving a safe driving diagnosis, under which interested persons can easily receive a diagnosis at their local automobile dealership. This program was developed to encourage participants to become more attentive to safe driving by getting them to think and become aware of their daily driving habits. In this program, participants are diagnosed by the safety checks that they perform before getting into a vehicle, as well as their level of recognition, judgment, and operation while driving the vehicle—all of which is done in a fun way, including the element of playing a game. The test program was finished in October, and development of the actual program is scheduled to be completed soon.

Meanwhile, we are also continuing with our initiatives to educate the next generation. In addition to the program for young children that was started two years ago and the program for children in the first two years of elementary school that was started in the previous year, we also developed a program for the parents and guardians of small children. This program, offered in addition to the program for young children, is designed to help parents, today, however, the closest people to children, to deepen their understanding about traffic safety, and to apply what they learned regarding their own actions in order to help them protect their children.

As for our activities worldwide, we have been conducting safe driving promotional activities in 40 countries and regions, including Japan since 1990. The annual instructors competition held in October attracted 43 overseas instructors from 10 different countries and regions this year. The training seminar held before the competition with the aim of improving the skills of each individual also attracted many participants. Moreover, a meeting among managers in the safe motorcycle riding departments within the Asia and Oceania region was held in Thailand this past May. These and other activities demonstrate that our efforts in promoting safe driving is gaining momentum every year.

With these initiatives, implemented both in and outside of Japan, Honda seeks to achieve a collision-free mobile society. As such, we will further strengthen our partnership with all those involved in governments, affiliated organizations, and regional communities as we strive with our activities to promote traffic safety.

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

Honda hopes of creating a collision-free mobile society—where not only those driving cars and motorcycles but all people in society are able to go about their daily lives with a sense of safety and security. To achieve this dream, we will lead endeavors to realize a collision-free mobile society by advancing our efforts in the three fields of safety education, vehicle technologies, and telecommunication networks, while also encouraging these three fields to work in cooperation with one another.

Honda’s Approach to Safety

Greeting

I believe it is particularly important to promote the
activities to support giving
knowledge, skills, and education
for safe driving to
society at large
Expanding our activities to promote the realization of a collision-free mobile society

As we strive to achieve a collision-free mobile society as stated in our 2030 Vision, in 2018, we continued our efforts to encourage everyone to pass on safety education from person to person, and also provided participatory hands-on education, in accordance with the changes in our mobile society and society's needs.

One of the human factors that most frequently result in accidents among older drivers is inappropriately performed driving operations, such as mistaking the accelerator for the brake pedal. In order to address this tendency observed in aging adults, we developed a program for customers at automobile dealerships called “Safe Driving Diagnosis for Everyone,” which we are planning to disseminate starting next year. The program features a simple hands-on experience that can be performed at dealerships, with the aim of having participants reflect on their level of awareness and what actions they take in their daily lives, and notice the importance of safe behaviors that are necessary to prevent accidents.

Early childhood is an important time when the foundations of traffic safety are instilled. It is therefore important at this time in a person's life to create opportunities within the family to think about safety on a daily basis. Thus, we developed a program geared toward the parents and guardians of young children to encourage them to think about what they need to do in order to ensure their children's safety. The program includes information on how to walk safely, the importance of wearing a helmet when riding a bicycle, and the importance of using child seats in automobiles. Participants gain an understanding about how to use these items correctly, and also view videos and materials on dangerous traffic scenes, designed to encourage them to reflect on their own daily activities. It asks parents and guardians to think about what they could do to prevent accidents, and thus helps them gain new insights as to what they should do to improve safety.

Also, we have continued our initiatives to help people with disabilities resume driving by encouraging each region to develop the ability to take actions independently. Following on from Okinawa Prefecture in the previous year, we have acted on this information on locations with frequent sudden braking and implemented measures to make road improvements.

In order to promote Honda SENSING—a driver-assistance safety system that includes functions such as the Collision Mitigation Braking System and False Start Prevention System—we need to not only increase the number of models that have the system installed, but also ensure that each customer is provided with a correct understanding of the system's effectiveness and its limitations. Therefore, starting this year, we implemented a full-scale launch of a training program for staff at automobile dealerships, who are the ones who actually have contact with customers, to deepen their understanding about the system and to also learn about having customers test-drive the system in a safe manner. Staff members who participated in this training program are now conducting Honda SENSING test drives at automobile dealerships throughout Japan.

Providing support for riding safety promotion activities in accordance with local traffic conditions

Riding safety promotion activities outside of Japan are headed by the overseas offices and based on the same principles as those in Japan; namely, encouraging people to pass on safety education from person to person and conducting participatory hands-on education. Such activities are being implemented by also working together with local governments and affiliated organizations, with our main efforts directed toward providing safety advice to customers at dealerships, educating riders at the Traffic Education Center, and conducting safety education geared towards students and children. Honda is offering our support to ensure the active development of various activities suited for local traffic conditions.

One of the human factors that most frequently result in accidents among older drivers is inappropriately performed driving operations, such as mistaking the accelerator for the brake pedal. In order to address this tendency observed in aging adults, we developed a program for customers at automobile dealerships called “Safe Driving Diagnosis for Everyone,” which we are planning to disseminate starting next year. The program features a simple hands-on experience that can be performed at dealerships, with the aim of having participants reflect on their level of awareness and what actions they take in their daily lives, and notice the importance of safe behaviors that are necessary to prevent accidents.

Early childhood is an important time when the foundations of traffic safety are instilled. It is therefore important at this time in a person's life to create opportunities within the family to think about safety on a daily basis. Thus, we developed a program geared toward the parents and guardians of young children to encourage them to think about what they need to do in order to ensure their children's safety. The program includes information on how to walk safely, the importance of wearing a helmet when riding a bicycle, and the importance of using child seats in automobiles. Participants gain an understanding about how to use these items correctly, and also view videos and materials on dangerous traffic scenes, designed to encourage them to reflect on their own daily activities. It asks parents and guardians to think about what they could do to prevent accidents, and thus helps them gain new insights as to what they should do to improve safety.

Also, we have continued our initiatives to help people with disabilities resume driving by encouraging each region to develop the ability to take actions independently. Following on from Okinawa Prefecture in the previous year, we have acted on this information on locations with frequent sudden braking and implemented measures to make road improvements.

In order to promote Honda SENSING—a driver-assistance safety system that includes functions such as the Collision Mitigation Braking System and False Start Prevention System—we need to not only increase the number of models that have the system installed, but also ensure that each customer is provided with a correct understanding of the system's effectiveness and its limitations. Therefore, starting this year, we implemented a full-scale launch of a training program for staff at automobile dealerships, who are the ones who actually have contact with customers, to deepen their understanding about the system and to also learn about having customers test-drive the system in a safe manner. Staff members who participated in this training program are now conducting Honda SENSING test drives at automobile dealerships throughout Japan.

Providing support for riding safety promotion activities in accordance with local traffic conditions

Riding safety promotion activities outside of Japan are headed by the overseas offices and based on the same principles as those in Japan; namely, encouraging people to pass on safety education from person to person and conducting participatory hands-on education. Such activities are being implemented by also working together with local governments and affiliated organizations, with our main efforts directed toward providing safety advice to customers at dealerships, educating riders at the Traffic Education Center, and conducting safety education geared towards students and children. Honda is offering our support to ensure the active development of various activities suited for local traffic conditions.

One of the human factors that most frequently result in accidents among older drivers is inappropriately performed driving operations, such as mistaking the accelerator for the brake pedal. In order to address this tendency observed in aging adults, we developed a program for customers at automobile dealerships called “Safe Driving Diagnosis for Everyone,” which we are planning to disseminate starting next year. The program features a simple hands-on experience that can be performed at dealerships, with the aim of having participants reflect on their level of awareness and what actions they take in their daily lives, and notice the importance of safe behaviors that are necessary to prevent accidents.

Early childhood is an important time when the foundations of traffic safety are instilled. It is therefore important at this time in a person's life to create opportunities within the family to think about safety on a daily basis. Thus, we developed a program geared toward the parents and guardians of young children to encourage them to think about what they need to do in order to ensure their children's safety. The program includes information on how to walk safely, the importance of wearing a helmet when riding a bicycle, and the importance of using child seats in automobiles. Participants gain an understanding about how to use these items correctly, and also view videos and materials on dangerous traffic scenes, designed to encourage them to reflect on their own daily activities. It asks parents and guardians to think about what they could do to prevent accidents, and thus helps them gain new insights as to what they should do to improve safety.

Also, we have continued our initiatives to help people with disabilities resume driving by encouraging each region to develop the ability to take actions independently. Following on from Okinawa Prefecture in the previous year, we have acted on this information on locations with frequent sudden braking and implemented measures to make road improvements.

In order to promote Honda SENSING—a driver-assistance safety system that includes functions such as the Collision Mitigation Braking System and False Start Prevention System—we need to not only increase the number of models that have the system installed, but also ensure that each customer is provided with a correct understanding of the system's effectiveness and its limitations. Therefore, starting this year, we implemented a full-scale launch of a training program for staff at automobile dealerships, who are the ones who actually have contact with customers, to deepen their understanding about the system and to also learn about having customers test-drive the system in a safe manner. Staff members who participated in this training program are now conducting Honda SENSING test drives at automobile dealerships throughout Japan.

Providing support for riding safety promotion activities in accordance with local traffic conditions

Riding safety promotion activities outside of Japan are headed by the overseas offices and based on the same principles as those in Japan; namely, encouraging people to pass on safety education from person to person and conducting participatory hands-on education. Such activities are being implemented by also working together with local governments and affiliated organizations, with our main efforts directed toward providing safety advice to customers at dealerships, educating riders at the Traffic Education Center, and conducting safety education geared towards students and children. Honda is offering our support to ensure the active development of various activities suited for local traffic conditions.

One of the human factors that most frequently result in accidents among older drivers is inappropriately performed driving operations, such as mistaking the accelerator for the brake pedal. In order to address this tendency observed in aging adults, we developed a program for customers at automobile dealerships called “Safe Driving Diagnosis for Everyone,” which we are planning to disseminate starting next year. The program features a simple hands-on experience that can be performed at dealerships, with the aim of having participants reflect on their level of awareness and what actions they take in their daily lives, and notice the importance of safe behaviors that are necessary to prevent accidents.

Early childhood is an important time when the foundations of traffic safety are instilled. It is therefore important at this time in a person's life to create opportunities within the family to think about safety on a daily basis. Thus, we developed a program geared toward the parents and guardians of young children to encourage them to think about what they need to do in order to ensure their children's safety. The program includes information on how to walk safely, the importance of wearing a helmet when riding a bicycle, and the importance of using child seats in automobiles. Participants gain an understanding about how to use these items correctly, and also view videos and materials on dangerous traffic scenes, designed to encourage them to reflect on their own daily activities. It asks parents and guardians to think about what they could do to prevent accidents, and thus helps them gain new insights as to what they should do to improve safety.

Also, we have continued our initiatives to help people with disabilities resume driving by encouraging each region to develop the ability to take actions independently. Following on from Okinawa Prefecture in the previous year, we have acted on this information on locations with frequent sudden braking and implemented measures to make road improvements.

In order to promote Honda SENSING—a driver-assistance safety system that includes functions such as the Collision Mitigation Braking System and False Start Prevention System—we need to not only increase the number of models that have the system installed, but also ensure that each customer is provided with a correct understanding of the system's effectiveness and its limitations. Therefore, starting this year, we implemented a full-scale launch of a training program for staff at automobile dealerships, who are the ones who actually have contact with customers, to deepen their understanding about the system and to also learn about having customers test-drive the system in a safe manner. Staff members who participated in this training program are now conducting Honda SENSING test drives at automobile dealerships throughout Japan.
Activities Conducted by the Traffic Education Centers

Safe driving education for companies, organizations, and individuals through participatory hands-on education

The seven Traffic Education Centers that Honda has in Japan provide participatory hands-on education that allows not only people being trained to become instructors but also our customers, such as companies, organizations, schools, and individuals, to improve their skills, enhance their awareness, and deepen their understanding about safe driving. This year, the program was attended by approximately 80,000 people (as of the end of October 2018).

Safe driving training geared toward meeting the needs of companies and organizations

We offer original programs targeting companies and organizations tailored to the types of vehicles that they use and the accidents that they tend to have.

For example, since April of last year, the Suzuka Circuit Traffic Education Center started offering a program that checks the driver’s driving habits by utilizing a unique driving evaluation system called HDSIP (Honda Driving Style Proposal). During this fiscal year, 864 persons participated between April and October. This program features being able to see the individual’s driving behavior, which can be compared against the individual’s self-evaluation, thus helping participants notice for themselves the problems that they have to address so that they can improve their skills.

Furthermore, by accumulating and analyzing the driving performance data of the participants, we are able to grasp where the individual stands relative to all other participants, as well as within the group of participants attending the same training. It has become possible to use these findings as a basis for developing problems for participants to work on, and thus provide training that helps improve driving behavior. We also developed a simplified USB-type measuring device in order to collect data on the individual’s driving performance before and after the training, which we started using from October to study what improvements were made in the driving behaviors of the participants.

Honda will continue to develop educational programs based on data on driving performance.

Working to improve and create uniformity in the instructional abilities of Honda’s instructors

Honda has been hosting the Safety Japan Instructors Competition since 1997 for the purpose of providing a place and an opportunity for instructors to improve their instructional abilities and safe driving skills, and to achieve uniformity among instructors in the quality of their instructional abilities and safe driving skills. The 19th competition was held this year, attracting 40 participants from Traffic Education Centers and offices within Japan and 48 instructors from 10 countries and regions outside of Japan. Participants were separated into the motorcycle and automobile categories, with three different competitions held for each category. Participants also held group discussions on common themes, with the aim of improving their ability to give instructions on safe driving. Such discussions gave participants the opportunity to share diverse opinions while gaining an understanding about the different traffic environments in the various countries, thus giving them new tips that they can use in their work as instructors.

Development of Educational Equipment

Advancement in simulator software in accordance with the needs of society and the times

Honda is making use of our know-how on safe driving that has been cultivated over many years to provide a variety of educational equipment and software, such as simulators, that can be used at diverse sites offering education on safe driving. These equipment and software are continuously being improved in accordance with the needs of society.

Honda’s Riding Simulator, which is increasingly being used at many driving schools

The standards for approval of driving simulator-type equipment were revised in 2016, thus making it possible to use next-generation motorcycle simulators* when training for a motorcycle driving license. Furthermore, revisions to the rules for enforcing the Road Traffic Act abolished the transitional measure that stated that driving simulators do not have to be used when training for the regular motorcycle driving license (transitional period of three years until enforcement of the law).

In this situation, the Riding Simulator underwent a model change in November 2017. This new model, which is the third generation of the simulator, has been made more lightweight and compact in size so that the equipment can be installed at even more driving schools. Despite its compact size, it is also able to provide hazard prediction training not only for manual and automatic manual and automatic motorcycles, but also for regular-sized and large-sized motorcycles. It includes a hazard prediction display function that records at what point during the ride a hazard was recognized, and displays those records when the ride is replayed. This and other functions have enhanced the software to enable learning about hazard prediction, thus improving the ways in which instructions can be provided.

We enhanced the hazard prediction study software and reduced prices, and also improved the ways in which instruction is provided. As a result, a total of 51 driving schools have installed this simulator (as of the end of October 2018). We will continue to answer the needs of society by persisting in providing new, updated versions of the software.

* Next generation: Specializes in accident prediction, and does not have the body tilting function

Honda’s devices for traffic safety education

Honda Safety Navi
The software helps users have fun while learning about how to drive safely and in an eco-friendly manner.

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 hazards and makes them more aware about safety.

Rehabilitation-use driving competence evaluation software
This software helps evaluate the driving skills of people who would like to resume driving an automobile, and provides them with the necessary training. In a simulated traffic situation, users can check the coordinated movements of their limbs while driving.
Providing information to offer a chance for everyone participating in this mobile society to think about traffic safety

Honda’s website on traffic safety “Kiken Yosoku Training” (KYT) [Hazard Prediction Training]

Learn about traffic safety with “Dekiru-nyan” (for young children)

This is a program for children who have not started walking around on their own outdoors. The program involves doing physical exercise and watching an animated video. It is a fun but educational program where participants think about dangers on the roads and about how to cross the street safely, together with the character “Dekiru-nyan” (name meaning “I can do it” in a type of kitty language).

Learn about traffic safety with “Dekiru-nyan” Version on walking along roads for children in the first two years of elementary school

This is a program for children who now have a broader range of places they can go to. Participants watch an animation that teaches them how to walk safely in accordance with road conditions, and participate in a hands-on experience that is linked to the animation on crossing the road safely.

Instructional manual on traffic safety education for high school students (for high school students)

This is an educational material for instructors designed with the aim of preventing traffic accidents among high school students. It shows how to enhance the awareness of high school students toward traffic safety and how to encourage them to become more considerate toward other participants in the mobile society, through the use of videos and other materials.

How to cross the street safely (for older adults)

This program uses illustrations, as well as videos taken from the perspectives of both drivers and pedestrians, to observe the different situations and give thought to accidents that happen because of preconceived notions. The goal is to have participants acquire a renewed awareness about ways to cross the road safely.

Educational materials for various people, from young children to older adults (examples of some of the materials)