

August 31, 2026

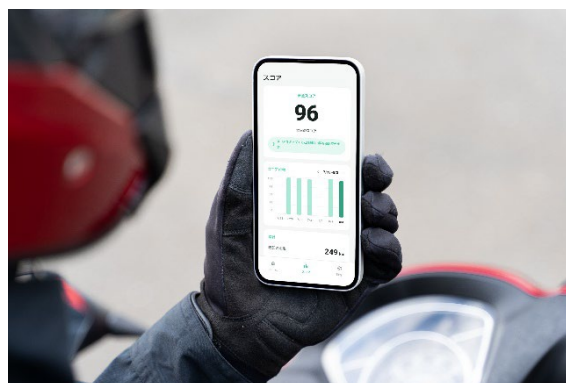
Honda and Uber Eats Japan to Conduct Joint Demonstration Testing Using Honda Motorcycle Safe Riding Assessment App — Verifying the effectiveness of the riding assessment in enhancing safety awareness and improving riding behaviors of Uber delivery partners —

TOKYO, Japan, August 31, 2026 – Honda Motor Co., Ltd. (Honda) today announced plans to conduct joint demonstration testing in September 2026, with Uber Eats Japan, Inc. (Uber Eats Japan), using its smartphone app designed for motorcycle safety riding assessment.

This demonstration testing will be conducted as part of the “Uber Eats Safe Driving Campaign,” organized by Uber Eats Japan for its motorcycle delivery partners. By combining the visualized results of an app-based riding behavior assessment with Uber’s unique incentive program, the two companies will verify the effectiveness of the assessment and the incentives in enhancing safety awareness and improving riding behavior of Uber motorcycle delivery partners.



Uber Eats motorcycle delivery partner
(Photo courtesy of Uber Japan Co., Ltd.)



Honda motorcycle safe riding assessment app
(Demonstration testing edition)

Striving to realize a collision-free society for everyone sharing the road, Honda has been pursuing various safety initiatives from the perspective of both hardware and software under its global safety slogan of “Safety for Everyone.” As future milestones, Honda is aiming to reduce global traffic collision fatalities involving Honda motorcycles and automobiles by half*¹ by 2030 and striving to realize its ambitious goal of “zero traffic collision fatalities” by 2050.

In an effort to reduce motorcycle collisions, which Honda has identified as one of its key priorities, and also for the further promotion of safe motorcycle riding, Honda is collaborating with Uber Eats Japan, which operates Uber Eats, a food delivery platform used by a large number of motorcycle delivery partners, to promote safe riding by providing more riders with extensive traffic safety knowledge and technologies Honda has amassed over many years.

This demonstration testing will be conducted with motorcycle delivery partners of Uber Eats in Japan, who have applied to participate in the “Uber Safe Driving Campaign.”

Using the motorcycle safe riding assessment app developed by Honda, the riding behavior of each participating delivery partner while making deliveries will be analyzed and assessed^{*2}, with the results to be displayed as safe riding scores. By scoring individual riding operations, such as acceleration, braking and steering, the riding habits that riders may not easily recognize on their own will be visualized to help them improve riding behavior.

In addition, by incorporating the score-based ranking and/or incentive systems, the two companies will aim to help more riders to develop and maintain good riding behavior for enhanced safety.

Through this demonstration testing that combines a riding assessment with an incentive program, the two companies will verify the effectiveness of this approach in enhancing safety awareness and improving riding behavior of Uber motorcycle delivery partners.

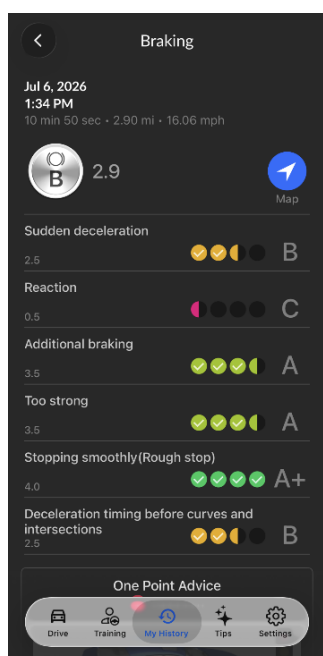
*1 Reduce traffic collision fatalities involving Honda motorcycles and automobiles by 50% per 10,000 units sold by 2030 compared to 2020.

*2 This app operates in the background and does not require smartphone operation while riding. For safety, do not operate the app while riding and use it only when the vehicle is stopped.

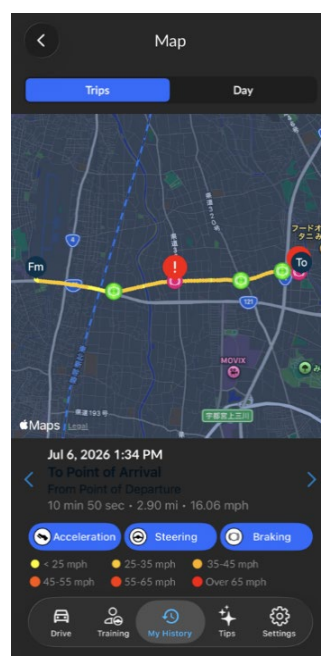
*3 The score and assessment results are provided as reference indicators of the user's riding behavior and do not guarantee safety or accident-free operation.

<About the Honda Motorcycle Safe Riding Assessment App>

Honda motorcycle safe riding assessment app is a smartphone app that analyzes and assesses the riding behavior of the user, designed to enhance their safety awareness and improve riding behavior.



Safe riding scores/assessment
(Beta version)



Location-based Safety Advice
(Planned for a future version)

Requiring only a smartphone and no dedicated hardware, the app provides easy access to riding assessments for a wide range of riders, regardless of their motorcycle models.

In general, it is difficult to achieve highly accurate riding assessment using only a smartphone, because riding data to be recorded by a smartphone app is affected by vibrations from the engine and road surface. However, by applying Honda original technology that combines vehicle data accumulated by Honda and statistical processing, the app extracts vehicle dynamics data that accounts for motorcycle-specific riding characteristics, enabling highly accurate riding assessment using only a smartphone.

Furthermore, the accuracy of the assessment is enhanced by the assessment logic Honda developed using the expertise of instructors at Traffic Education Centers^{*4} Honda operates around the world, as well as the accumulated data of real-world riding done by Honda in-house test riders who support motorcycle product development.

By applying these original technologies and expertise to this smartphone app, Honda offers an opportunity for more motorcycle riders to get their riding assessed, gain insights into their riding habits, and improve their riding behavior.

Through this demonstration testing, Honda will also verify the usability of the app, as well as its effectiveness in enhancing safety awareness and improving riding behavior. Based on the test results, Honda will explore broader applications of the technology as a means of contributing to the safety of motorcycle riders.

Since establishing the Driving Safety Promotion Center in 1970, Honda has been committed to driver/rider safety promotion activities based on the basic approach of “passing on safety education from person to person” and “providing participatory hands-on education” programs. By combining the expertise amassed through these long-standing safety promotion activities with digital technologies, Honda strives to expand access to safety education tailored to each individual. As one such initiative, Honda has been developing riding/driving assessment technologies. In 2023, Honda launched an automobile driving assessment smartphone app, called “Honda Driver Coaching,” in North America, aimed at contributing to enhanced safety awareness of automobile drivers. Honda will leverage the technologies and expertise amassed through its automobile safety initiatives to further promote motorcycle safety.

^{*4} Honda facilities where internal and external traffic safety instructors are trained and driving safety education is provided to corporations, schools and individual customers.

<About Honda-Uber Joint Safety Initiatives>

Since 2025, Honda and Uber have been working together to enhance traffic safety awareness of Uber motorcycle delivery partners^{*5} through joint initiatives, including the offering of safety awareness content:

1. Distribution of safety awareness content through the Uber app (Global)

The two companies have co-produced simulation-based motorcycle safety awareness content as one of the training tools to enable Uber motorcycle delivery partners to improve their ability to predict potential risks according to their riding environment. Based on the risk prediction training, which Honda offers as a part of its traffic safety education program, this content was created by selecting high-risk scenarios commonly encountered by motorcycle riders.

Since March 2025, this content has been distributed through the Uber app provided exclusively to its partner riders/drivers and, as of May 2026, half a million Uber partners in 21 countries around the world have been using them as a training tool. Going forward, the two companies are planning to produce and distribute an automobile version of safety awareness content for Uber partner drivers.



Simulations that recreate high-risk traffic situations

2. Online safe riding seminar for Uber motorcycle delivery partners (Japan)

In November 2025 and June 2026, the two companies conducted online safe riding seminars exclusively for motorcycle delivery partners of Uber Eats in Japan. In these online seminars, an instructor from Honda Traffic Education Center served as a trainer and provided risk prediction training based on real-world delivery service scenarios, covering various situations such as urban riding and collision risks under different weather conditions and at different times of day. The two companies plan to continue offering this seminar in Japan.

^{*5} Including Uber motorcycle partners for both mobility and delivery (Uber Eats) businesses.