

Safety

6.26 million people

Honda has provided road safety and driving education activities for over six million people in Japan. These activities are now being actively expanded worldwide.



Basic Approach

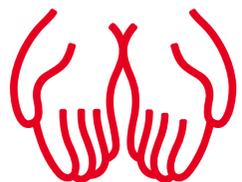
Toward a Collision-Free Mobile Society

As exemplified by the remark of the Company's founder Soichiro Honda that "as long as we are handling a mode of transportation, we are entrusted with human lives," Honda is, on the basis of the concept of safe coexistence, aiming at a collision-free mobile society, where not only drivers and riders, but indeed everyone sharing the road, can safely and confidently enjoy the freedom of mobility.

Honda has a long history of engagement in safety initiatives dating back to the 1960s. Back then, in the period of development of motorization in Japan when there was not even a clear concept of "driving safety," Honda started driving safety promotion activities, the first of their kind for motorcycle/automobile manufacturers. Later, the Company developed various technologies including the driver-side SRS airbag, the world's first pedestrian dummies and the Advanced Compatibility Engineering Body Structure that helps to protect occupants of both vehicles in a collision. In 2000, Honda built the world's first indoor crash test facility, making it possible to conduct tests that better reflect real-world crash configurations.

Safety technologies developed as described above have been aggressively applied to various products. As for pedestrian dummies, in order to enhance safety for the traffic society as a whole, their use is not only limited to the development of Honda's products. They are also leased to other companies and research institutions, widely contributing to studies on pedestrian protection.

Honda is actively working on traffic safety, giving attention to the actual conditions of traffic issues that exist in each period and regions.



safety

Direction of Activities

Honda is conducting safety promotion activities in three areas: "Human (Safety Education)," "Technology (Vehicle Technologies)" and "Communication (Telecommunication Networks)" with the aim of realizing a collision-free mobile society.

However, issues concerning the traffic environment are diverse and vary from region to region, such as the over-concentration of traffic or poor infrastructure. Against this backdrop, Honda is rolling out initiatives that combine the three areas of "Human," "Technology" and "Communication" in line with the actual conditions existing in each region.

In Thailand, for example, safety measures are an urgent challenge due to the large number of traffic fatalities in particular compared with other parts of Asia. In response, from 2016 through 2020 Honda has committed to conducting a detailed investigation involving collection and analysis of information on around 1,000 traffic accidents in Thailand. The investigation first pinpoints the fundamental cause of each accident. Based on the knowledge accumulated, Honda plans to develop activities to promote more suitable safe driving practices in the area of "Human" and connect this to the development of more effective safety-related technology in the area of "Technology." This initiative is being expanded gradually in the respective regions of Asia and Oceania.

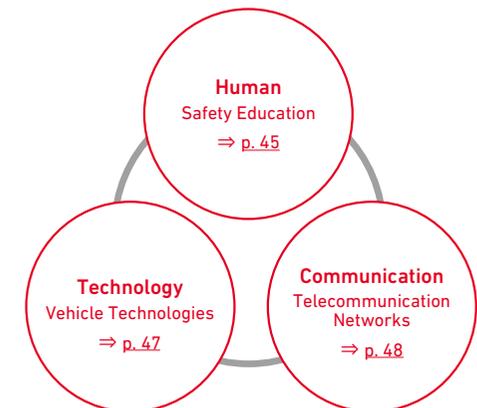


Global Safety Slogan

Safety for Everyone

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

Three areas of safety promotion activities



Safety Initiatives

Human (Safety Education)

Honda's Approach

In 1970, Honda established the Driving Safety Promotion Center. Since then, through cooperation with Honda Traffic Education Centers*, motorcycle/automobile/power product dealers, local corporations and schools, we have provided traffic safety education and training for drivers and riders to more than six million customers in Japan.

The basic ideas behind Honda's activities are based on "To pass on safety education from person to person," which focuses on people, and "To provide participatory hands-on education," in which people can experience hazards in a safe environment. These activities are based on three pillars. The first pillar is "Instructor Training," which nurtures instructors who will be responsible for traffic safety education. The second is

"Opportunity Creation," which provides people with opportunities to think and learn about traffic safety. The third is "Software Development," in which educational programs and equipment are developed to help increase learning effectiveness.

With regard to overseas activities, since Honda started driving safety promotion activities in Brazil in 1972, it has carried out activities in 36 countries throughout the world including Japan, establishing Traffic Education Centers in various countries and cooperating with local dealers. Of those countries, emerging countries in particular contain areas where regulations, traffic rules and road infrastructure are not yet ideal despite the fact that motorization is rapidly progressing. An increase in the number of fatal traffic accidents has become a social issue. Therefore, Honda is strengthening its activities in coordination with the applicable countries and the relevant people in local governments.

*Honda facilities where internal and external instructors on traffic safety are trained and driving safety education is provided to corporations, schools and individual customers

Countries where traffic safety education and driving training are conducted

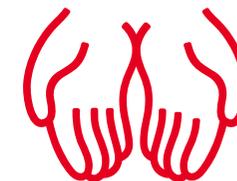
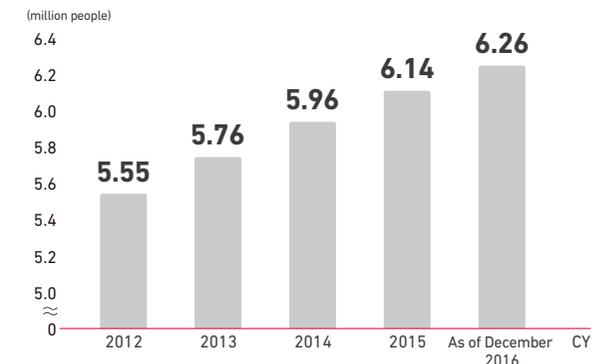


FY2017 Activities

In FY2017, Honda worked on three core issues, namely to "develop and introduce educational software," "reform and innovate activities to spread safe driving practices" and "reduce motorcycle accidents overseas," based on its policy to "shift to strategic initiatives to increase safe driving practices through advanced and unique software development."

In the Company's efforts to "develop and introduce educational software," it is pushing ahead with an initiative to reduce as many accidents as possible through suggestions for improvement in the road environment based on information from a Safety Map. An agreement relating to the promotion of traffic accident prevention measures was concluded with Osaka Police Headquarters in March 2016 and Nagano Police Headquarters in December 2016. Application of the measures is gradually taking hold in an increasing number of regions.

Participation in traffic safety promotion activities in Japan (total)



Safety Initiatives

In addition to having children learn about traffic safety, Honda has developed a new traffic safety education program for preschoolers that is fun and interesting, and has started to broaden its use.

With regard to initiatives to “reform and innovate activities to spread safe driving practices,” Honda has developed and is promoting the adoption of software and a program to help determine whether people with higher cerebral dysfunction caused by a stroke or similar disease are able to resume driving.

Honda is also ramping up traffic safety activities at automobile dealers named Honda Cars in Japan, the main point of contact with customers. As part of these activities, Honda works closely with local communities, including “Ayatorii Hiyoko” visits to local nursery schools and kindergartens to conduct safety education programs for preschoolers.

To “reduce motorcycle accidents overseas,” Honda has revamped the content of its training program to develop motorcycle instructors at overseas business locations that aim to realize a safe traffic society. This new training has been rolled out for instructors at motorcycle dealers in India, Indonesia, Taiwan, China and Thailand with expectations that the activities will be further developed locally going forward.



“Ayatorii Hiyoko” traffic safety classes are being conducted at showrooms as well as nearby nurseries and kindergartens through local Honda Cars dealerships nationwide

T O P I C S

Start of New Riding and Driving Safety Promotion Activities in Thailand and Turkey

With the continued advancement of motorization, Honda has taken on a new commitment to communicate the importance of traffic safety. A.P. Honda Co., Ltd., a motorcycle distributor in Thailand, established two new sites in 2016 in Chiang Mai and Phuket to complement two other traffic education sites in the country that promote safe riding. In addition to standard courses for commuters, the facilities conduct courses on safe riding for large motorcycles, which are expected to become increasingly popular in Thailand. The training program is also being strengthened so that customers can learn about safety in a fun way, which includes the use of an off-road course.

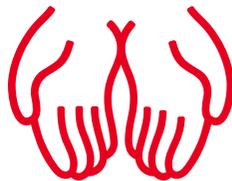
Honda Turkiye A.S. (HTR) started safe driving promotion activities in 2005. This includes various kinds of training and events at HTR Traffic Education Centers as well as universities. The “Ayatorii Hiyoko” traffic safety education program for children was introduced in November 2015, and as of the end of 2016, HTR had provided education to 2,291 students from 18 nearby elementary schools as well as children of HTR employees. Moving forward, coverage of the program will be expanded throughout Turkey and activities will be increased to convey the importance of “stopping” and “looking” to children.



Traffic education facilities in Thailand (Chiang Mai (left) and Phuket (right))



“Ayatorii Hiyoko” traffic safety program for children being conducted in Turkey



Safety Initiatives

Technology (Vehicle Technologies)

Honda's Approach

Honda has engaged in the development of safety technology placing an emphasis on real-life traffic environments – where multiple forms of mobility, such as motorcycles and automobiles, mix – and the realities of crashes in the real world, with high-minded objectives that go beyond meeting regulatory requirements and the attitude that “if something doesn't exist, we will make it.”

The Company has been developing and commercializing safety technologies one after the other. In 1998, Honda developed the world's first pedestrian dummies, while it built the world's first

indoor, all-weather omni-directional crash test facility in 2000. In 2003, Honda developed the crash-compatibility body and the world's first Collision Mitigation Brake System (CMBS).

In 2014, the Company announced “Honda SENSING/AcuraWatch,” a new advanced driver-assistance safety system. “Honda SENSING/AcuraWatch” is a general term for advanced safety technologies that will lead to automated driving technologies in the future, which assists the driver from normal driving to collision avoidance based on information on the surroundings of the vehicle, collected through the use of sensors and other elements.

Honda will steadily continue to develop technologies as indicated in the roadmap for safety technologies for automobiles (see the diagram below), with an aim to realize “a collision-free mobile society” where anybody using the road can do so in safety.

FY2017 Activities

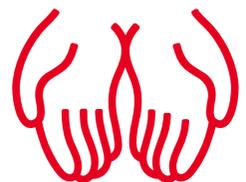
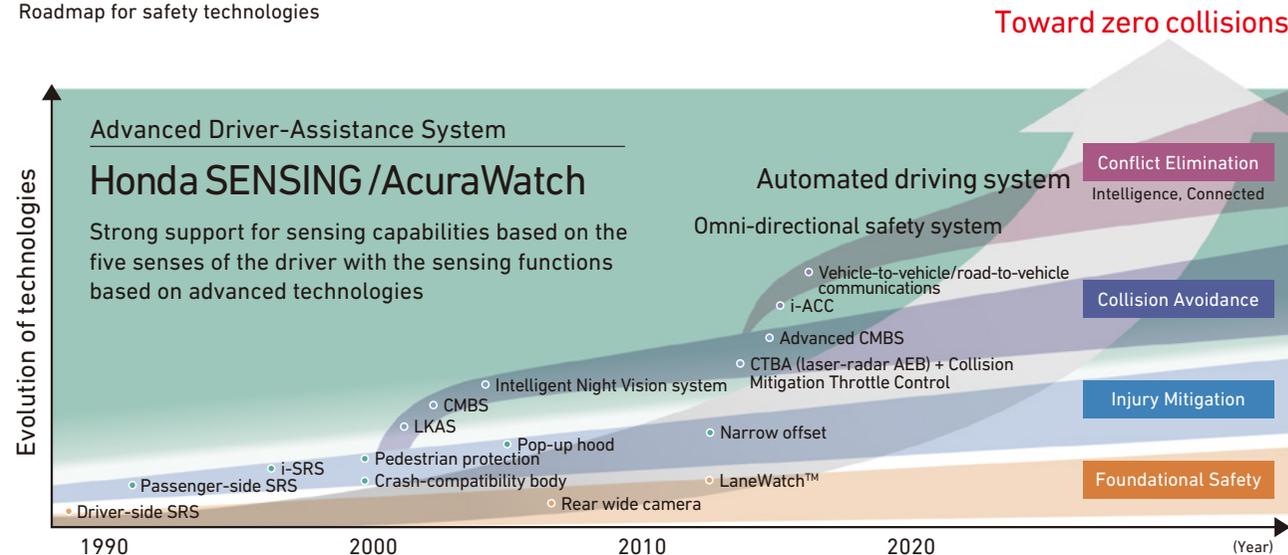
The “Honda SENSING/AcuraWatch” advanced safe-driving support system continues to be used in an increasing number of models since its launch in the three regions of Japan, the United States and Europe in 2015.

The system has been newly equipped on the Freed and FIT in Japan, CR-V and ODYSSEY in the United States, Civic in Europe, ELYSION and Avancier in China and Civic in Thailand.* Technologies that make up Honda SENSING/AcuraWatch include the world's first Pedestrian Collision Mitigation Steering System that detects pedestrians and adjusts the steering and the Road Departure Mitigation (RDM) System that adjusts the steering if the vehicle is likely to stray from a detected lane.

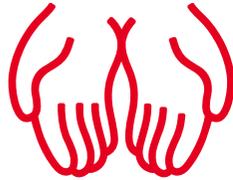
The G7 Transport Ministers' Meeting was held in Karuizawa, Nagano, in September 2016. This is one of the meetings associated with the G7 Ise-Shima Summit chaired by Japan. On this occasion, discussions were held regarding “Development and widespread utilization of advanced technology for vehicles and roads” and “Basic strategy for developing new transport infrastructure and renovating aging and deteriorated transport infrastructure,” and the Ministers' Declaration was made for each of them. The automated driving Honda Accord was used by the German Transport Minister to move between venues at the meeting and the CLARITY FUEL CELL was used by the French Director General for Infrastructure, Transport and the Sea. Honda continues to conduct research and development into automated driving technology that includes demonstrations of automated driving functions and aims for the actual application of these technologies on the highway by around 2020.

*The technologies available in “Honda SENSING/AcuraWatch” models may vary depending on the vehicle.

Roadmap for safety technologies



Safety Initiatives



Communication (Telecommunication Networks)

Honda's Approach

In 1998, Honda started to offer "Internavi," a car navigation system equipped with communication functions that provides information on traffic congestion through the use of driving data gathered from Honda vehicles. In addition to the usefulness mentioned above, Honda started to offer weather information in 2004 and disaster information in 2007. By utilizing the telematics service that integrated communication and information, the Company has started to provide drivers with information that will help them drive more safely and more comfortably.

One form of progress from these initiatives is the "Safety Map" in Japan. Emergency braking applied by cars, information on traffic accidents provided by the police and local governments, traffic information provided by local residents and other relevant information is integrated and analyzed to generate maps, which tell people including residents and drivers in advance about places on the road that require special caution. Honda is pleased to note that many people are utilizing the maps.

In addition, Honda is currently focusing on building a system that will provide information on traffic conditions in surrounding areas and traffic accident risks on a real-time basis by integrating the "Honda SENSING/AcuraWatch" technologies with the telematics service, and, using wireless communication such as Wi-Fi, connecting with both other vehicles equipped with sensors or GPS, as well as people in surrounding areas who are carrying smartphones. Honda is striving to realize "a collision-free mobile society" where everyone sharing the road can drive or walk with peace of mind.

Third-Party Evaluations

Honda's Approach

Many of Honda's models have achieved high safety assessments from NCAP*1 in various regions. In Japan, the Freed achieved "ASV++"*2, the highest rank, in the J-NCAP's preventive safety assessment. In the United States, multiple models achieved "TSP" and "TSP+" in the safety performance assessment by IIHS*3 as the cars that excel in safety.

*1 NCAP: This refers to New Car Assessment Program. This is a program that tests and evaluates the safety performance of cars, which is performed by public organizations in various regions. Testing and evaluation methods are different for each region. Ratings range from 0★ to 5★ (5★+ is the highest rating in some regions).

*2 ASV (ASV+): This refers to Advanced Safety Vehicle. Advanced safety performance, which includes the technology for automatic braking when a collision is not avoidable, is tested and evaluated. The three levels of ASV, ASV+ and ASV++ are used to assess the vehicles.

*3 IIHS: This refers to the Insurance Institute for Highway Safety, which conducts the car assessment that tests and evaluates the safety performance of various cars. IIHS only awards TSP and TSP+ to vehicles that achieved excellent test results. TSP refers to Top Safety Pick.

Results of key third-party evaluations (tests conducted in 2016)

Country / Region	Third-party evaluation	Model
Japan	JNCAP	5★ SHUTTLE / FREED
		ASV+ ODYSSEY*5 / SHUTTLE*5 / VEZEL*5 / N-Box*5 / N-WGN*5
		ASV++ FREED
Europe*4	Euro NCAP	5★
China	C-NCAP	5★ SPIRIOR / CIVIC
U.S.A.	NCAP	5★ CIVIC 2Dr / CIVIC 4Dr / CIVIC 5Dr
		TSP+ Acura MDX / Acura RDX / Accord 4Dr / Pilot / Ridgeline
	IIHS	TSP Acura RLX / Acura ILX / CIVIC 2Dr / CIVIC 4Dr / Accord 2Dr
Australia*4	ANCAP	5★
Southeast Asia	ASEAN NCAP	5★*6 BR-V / CIVIC

*4 Performance not evaluated in 2016.

*5 Retested in response to change to evaluation standards.

*6 Protection performance for passengers (adults)

T O P I C S

Honda Wins 10 Distinguished Safety Awards at ASEAN NCAP Grand Prix Awards 2016

Honda received 10 distinguished safety performance-related awards at the New Car Assessment Program for Southeast Asia Countries (ASEAN NCAP) Grand Prix Awards held in November 2016.

The Honda Civic received the highest safety rating in the medium family car category in both Adult Occupant Protection and Child Occupant Protection.

Honda SENSING, an advanced safe-driving support system, won the Safety Technology Award in the car maker category for having the best safety technology for the year.

Honda also received Most Affordable 5-star Car awards for seven ASEAN countries.

With a remarkable 10 awards, Honda was the most awarded manufacturer at the event. Honda will continue striving to achieve greater safety and comfort on the road with the aim of realizing a collision-free society for everyone.