

7 Performance Report

- Environment 36
- ▶ **Safety** **56**
 - Basic Approach
 - Safety Initiatives**
 - Third-Party Evaluations
- Quality 65
- Human Resources 79
- Supply Chain 96

Safety Initiatives

Human (Safety Education)

Honda's Approach

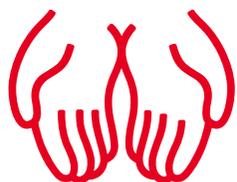
In 1970, Honda established the Driving Safety Promotion Center. Since then, through cooperation with Honda Traffic Education Centers*, motorcycle/automobile/power product dealers, local corporations and schools, we have provided traffic safety education and training for drivers and riders to more than 6.37 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 40 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.

Countries and regions where traffic safety education and driving training are conducted



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

7 Performance Report

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Environment 36

▶ **Safety** **56**

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Safety Initiatives

Third-Party Evaluations

Quality 65

Human Resources 79

Supply Chain 96

FY2018 Activities

In FY2018, toward the realization of a "collision-free mobile society" as stated in the 2030 Vision, Honda evolved its activities in accordance with changes and the needs of traffic society in a new era on the basis of "passing on safety education from person to person" and "providing participatory hands-on education."

In response to the increasing use of "Honda Sensing," an advanced driver-assistance safety system, Honda developed a training program for customer contact staff of automobile dealers. The program aims to cultivate a correct understanding among customers of the abilities and limitations of the Collision Mitigation Brake System (CMBS) and the false start prevention system included in the system and promote their proper usage. Going forward, the program will be rolled out on a full scale.

The Suzuka Circuit Traffic Education Center also revamped the IT system used for its safe driving training programs for corporate and other customers, which are designed to facilitate drivers' attitude and behavior changes. This renovation enables better visualization of individual driving habits and serves to increase training effectiveness by significantly improving the understanding of specific details in a convincing manner.

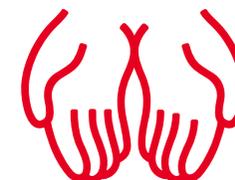
The pedestrian traffic casualties data by age shows that children aged 7 are the most frequent victims of traffic accidents. In response, Honda developed a new educational program for early elementary school students including this age group. This program is based on the theme of hazard prediction while walking on a street and incorporates a technique to help children think and recognize on their own. Honda plans to encourage traffic safety instructors to use the program and expand its usage nationwide.

Additionally, an agreement relating to the promotion of traffic accident prevention measures was concluded with Chiba Police Headquarters and the Metropolitan Police Department. The aim is to facilitate the use by the police of emergency braking and other information in a Safety Map in formulating their accident prevention measures, including road improvement.

As one of the ongoing efforts to help people with higher cerebral dysfunction to resume driving, Honda has been supporting the promotion of autonomous activities in each region, including collaboration between the Authorized Drivers School Association and Association of Occupational Therapists in Okinawa Prefecture.

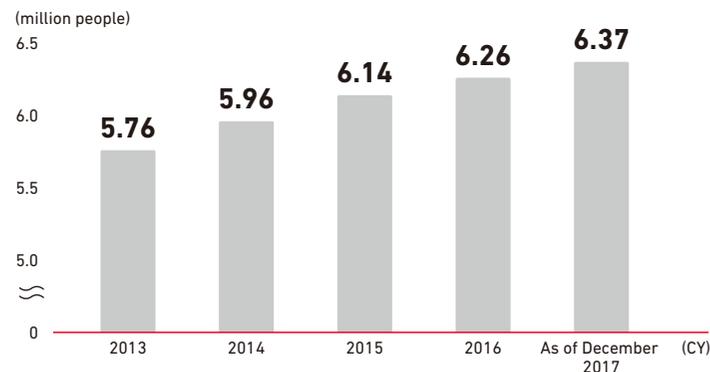
Overseas, Honda Vietnam Co., Ltd. (HVN) established its Traffic Education Center in March 2017. The Driving Safety Promotion Center assisted in upgrading the skills of their local instructors.

In order to promote traffic safety in Asian countries, where automobiles are becoming increasingly popular, Honda provides relevant training to the responsible staff at overseas business locations and expects that these activities will be further developed in the future.



"Honda Sensing" training provided for the staff of local dealers

Participation in traffic safety promotion activities in Japan (total)



7 Performance Report

Environment 36

▶ **Safety 56**

Basic Approach

Safety Initiatives

Third-Party Evaluations

Quality 65

Human Resources 79

Supply Chain 96

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T O P I C S

Opening a Traffic Education Center in Vietnam

In 1999, Honda Vietnam Co., Ltd. (HVN) embarked on full-fledged safety promotion activities. In response to the increasing use of motorcycles, HVN has since made a broad range of efforts, including providing safety advice to customers at dealers, conducting safety education for children and young people and raising safety awareness through a TV program. In March 2017, HVN established a Traffic Education Center on its plant premises located near Hanoi. In addition to its original service of providing a seminar for the acquisition of a motorcycle license, the Center now offers a similar seminar for an automobile license. Also, in collaboration with government-affiliated organizations, the Center hosts an automobile instructor contest and is significantly contributing to the traffic safety of Vietnamese society.



Traffic Education Center established near Hanoi (left) and training provided at the Center (right)

Conducting Education in Japan for Staff of Automobile Business Sites in Asia

Asian Honda Motor Co., Ltd. (Thailand), the regional headquarters in the Asia & Oceania region, hosted driving safety promotion activities training at the Suzuka Circuit Traffic Education Center. The responsible staff of overseas automobile business sites in Southeast Asia and Southwest Asia learned from the Center's instructors how to give advice on the safety equipment fitted in Honda cars to customers during business negotiations or advice on safe driving at the time of vehicle delivery as well as how to operate and give instructions in a mini-school after delivery.



Instructor training for overseas automobile business sites in Asia

