

# Honda Drive Data Service

## Objective

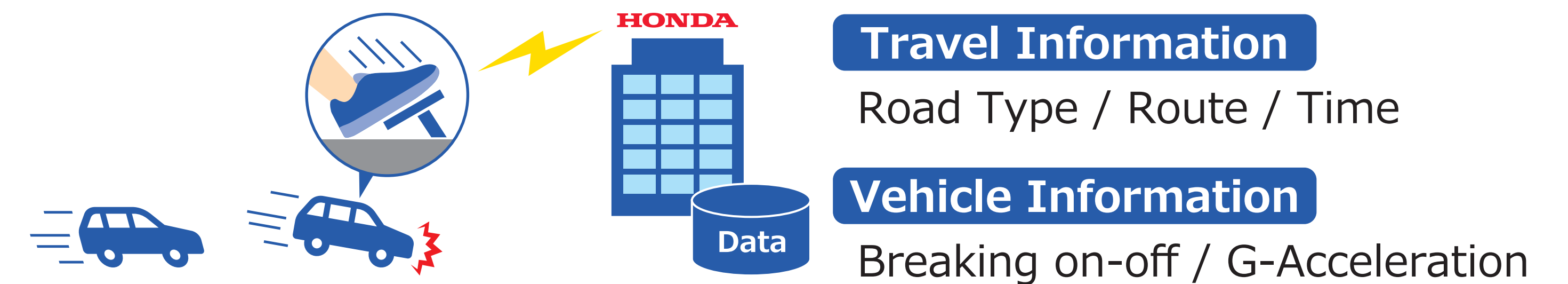
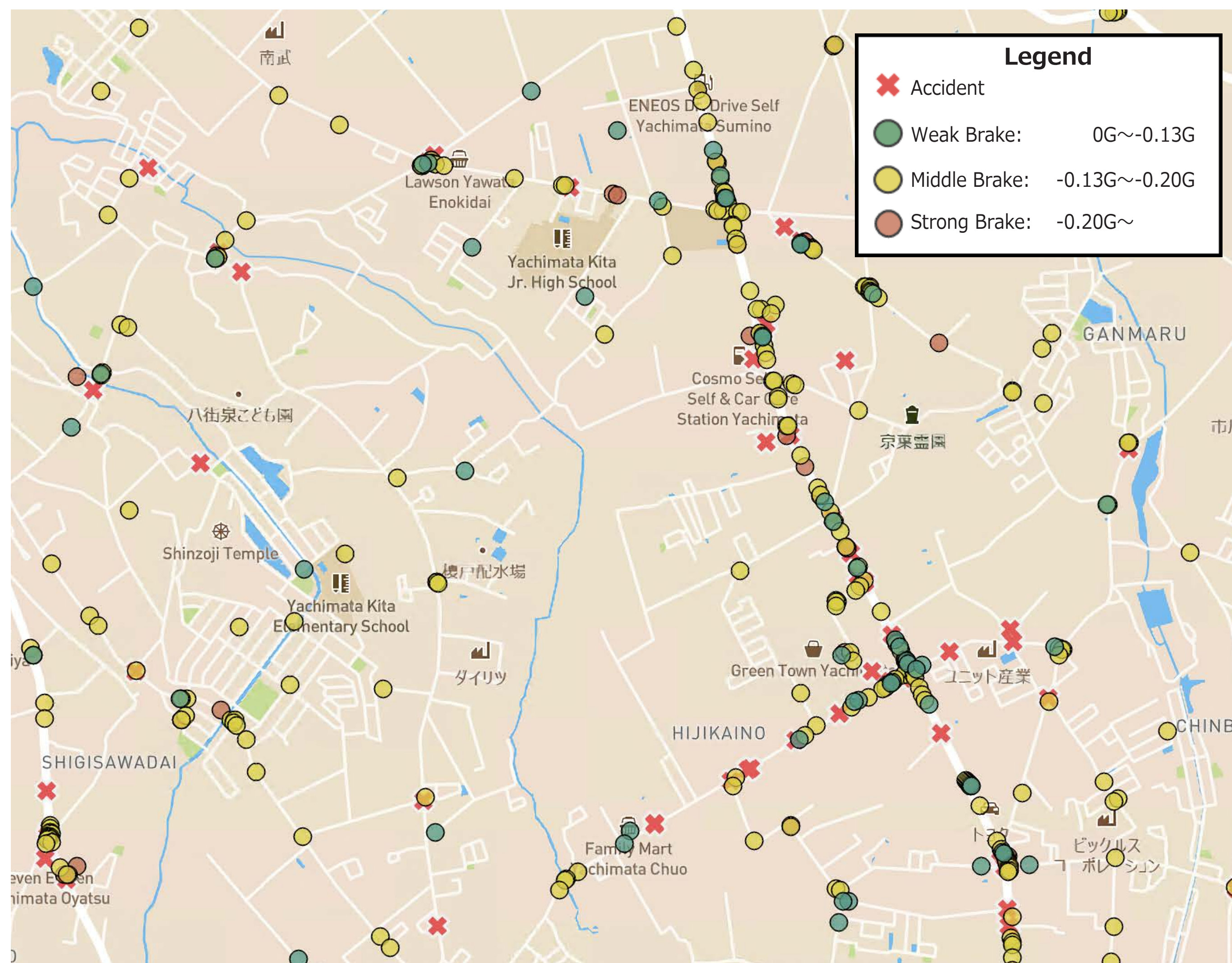
Honda Drive Data Service utilizes vehicle data to analyze vehicle situation and traffic environment to prevent traffic accidents. In addition, combining with other data such as weather or smartphone data, we will expand the potential to resolve various societal issues.

## Technology Content

Detects, the behavior, status of the vehicles and analyze the data on the server for various applications to improve society. For example, the new system can detect braking with less than 0.25G which is challenging of some of the existing system. This enables driving-environment-specific risk assessment and countermeasure for low-speed areas such as school zone.

## Technical Features

- Utilizes vehicle braking data to identify the locations where hard braking occurs frequently and apply proactive countermeasures towards accident reduction and traffic safety improvement
- Determine the level of accident risk via segmentation of the braking data
- Potential new business opportunity by using vehicle as probe data source



## Examples of countermeasures for traffic accidents where road markers are added

