

# Next-Generation Honda SENSING

In order to provide new value, aim at establishing functions that embody safe and seamless autonomous driving and driving assistance that people can enjoy with peace of mind for the entire way from home to their destination

## Vision

[Achieving a Society with Zero Traffic Accidents]

Develop the latest safety technology to strive for zero accidents

[Providing the Joy of Free Movement]

Being close to people and enjoying driving itself with peace of mind

Freeing yourself from driving to enjoy time spent traveling



## Value

The “surprise” of a new traveling experience

**"Wow"**

“Zero” traffic accidents

**"Zero"**

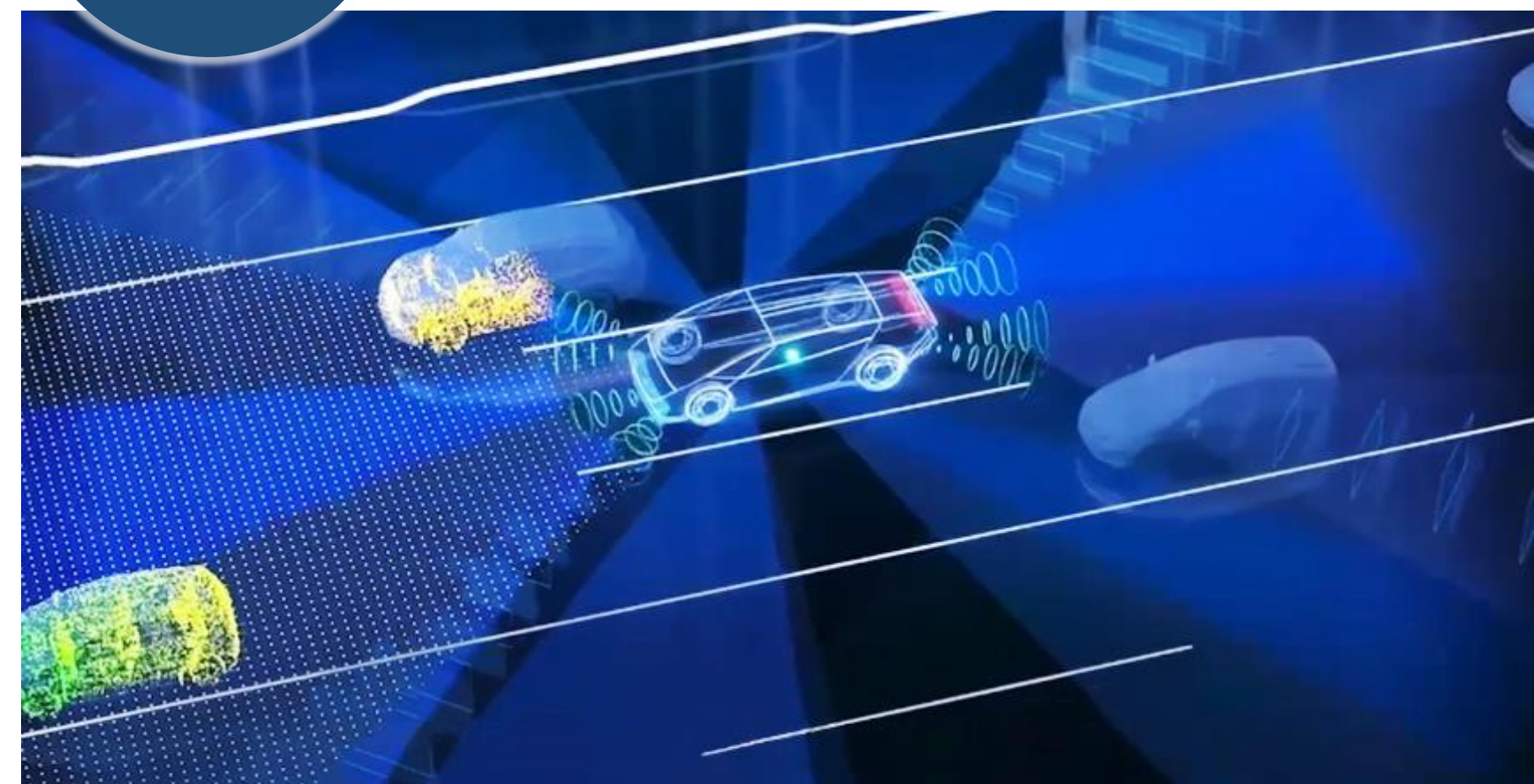
Leaving “peace of mind and trust” up to the vehicle

**"Trust"**

## Technology Characteristics

### Wow

Eyes Off/Hands Off  
Parking Lot Summoning



Release from driving

Helps you forget that you're moving

### Zero

Risk Avoidance

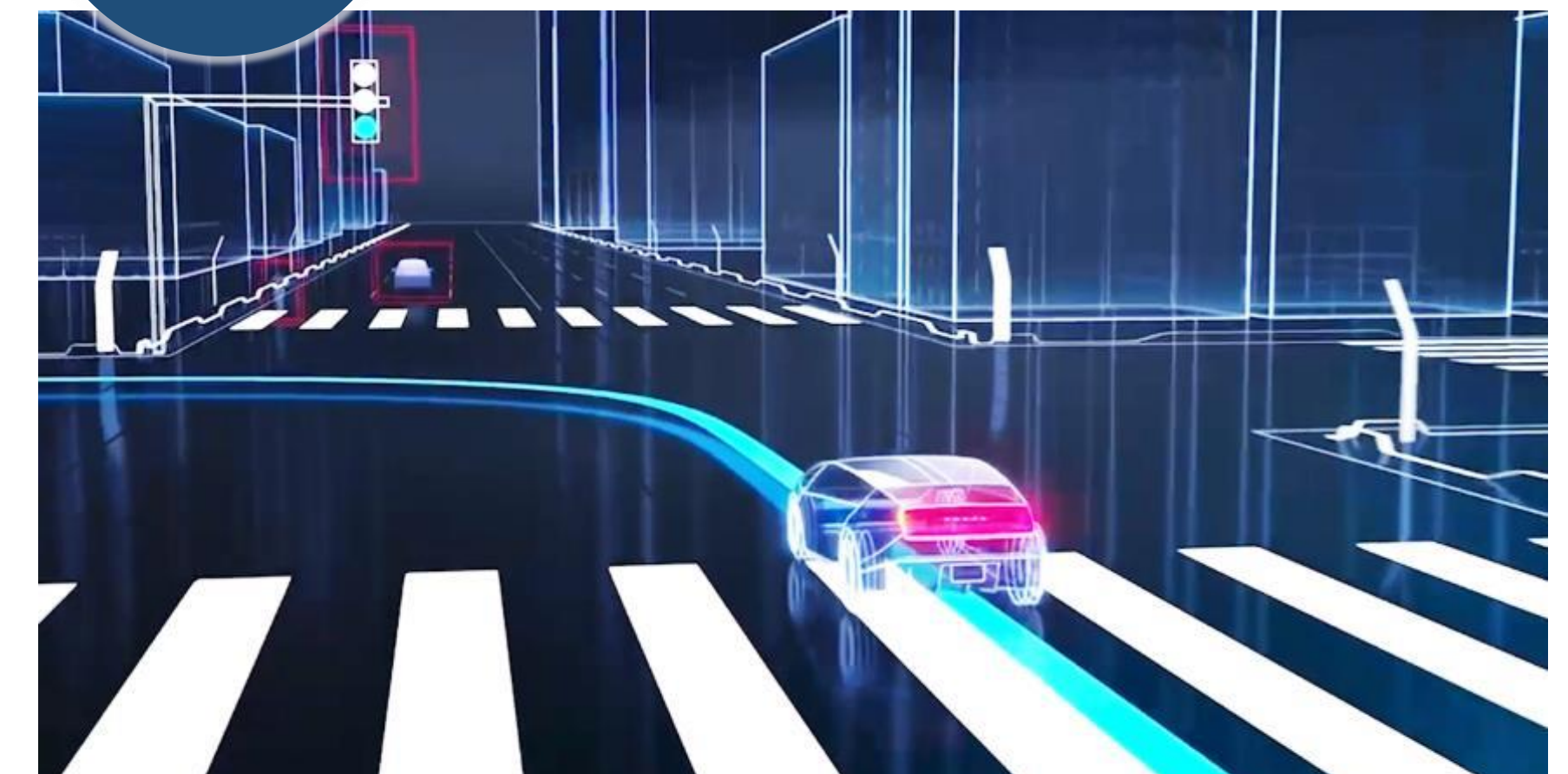


Relief from the anxiety of traffic accidents

Substantially reduces accidents and human error

### Trust

Route Guidance  
Driving Assistance



Leave things up to the vehicle with peace of mind

Leave route guidance up to the vehicle

Aiming to realize experiences that “make people want to go out more spontaneously” by using Honda’s unique technology