

4

 Social

Safety

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Basic Approach

To Realize a Zero Traffic Collision Society

Based on the global concept of "Safety for Everyone," Honda aims to achieve zero traffic collision fatalities involving Honda motorcycles and automobiles*¹ worldwide by 2050. To achieve this goal, Honda has also set a milestone of halving the number of global traffic collision fatalities involving Honda motorcycles and automobiles*² by 2030. This applies not just to new models but also to Honda motorcycles and automobiles already on the market. Honda has worked to address traffic accidents caused from various factors by evolving three elements individually and combining each of them: human ability (awareness-building activities), mobility performance (technological development), and traffic ecosystem (collaboration with others and system/service development). Going forward, the major challenge for 2030 is fatal accidents involving motorcycles in emerging economies. As the world's largest provider of motorcycles, Honda sees proactively addressing this issue as its social responsibility. The Company is conducting educational activities targeting a wide range of people and equipping motorcycles with advanced braking systems such as Anti-lock Brake System (ABS) and Combined Brake System (CBS), as well as lights with high visibility for both riders and other road users.

*1 Traffic accidents involving Honda motorcyclists and drivers, as well as pedestrians and bicyclists (i.e., all traffic participants, except for intentional and malicious violators of the rules, and persons who are incapable of fulfilling their responsibilities)

*2 Comparing to 2020

Global Safety Slogan

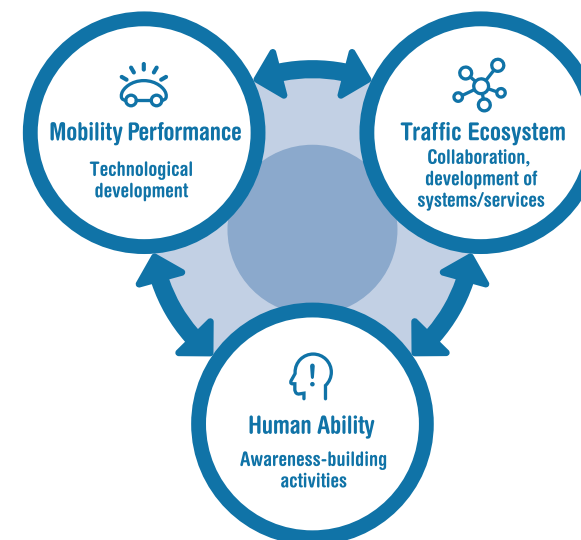
Safety for Everyone

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 elements of safety

Development of technology to capture human intention and complement/enhance sensory abilities and/or skills

Contribution to creating environment and systems to bring people and mobility into harmony



Support for the enhancement of knowledge, awareness and experience of everyone involved in traffic society

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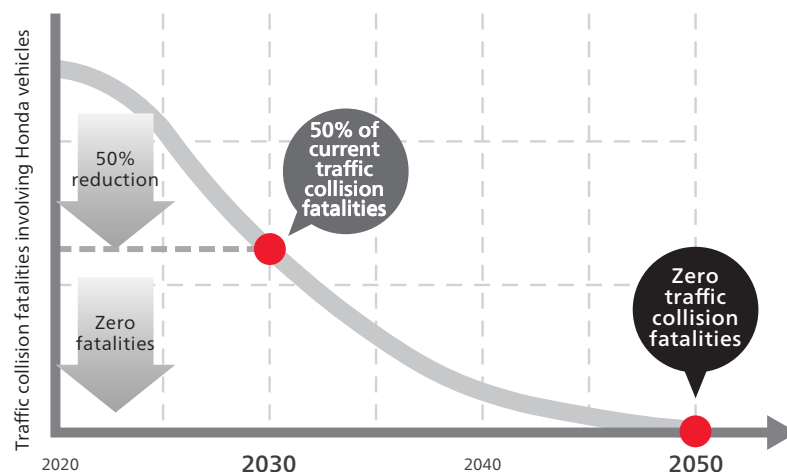
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Basic Approach

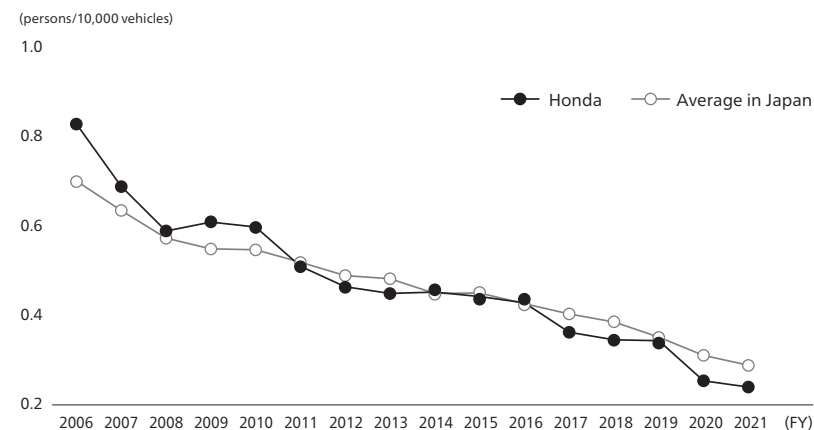
For automobiles, Honda is actively promoting the functional evolution and widespread use of Advanced Driver Assistance Systems (ADAS), which are effective in reducing traffic accidents in both emerging and developed countries.

And beyond that, the major challenge for 2050 is to address fatalities of pedestrians, bicycle riders, motorcycle riders, and other vulnerable road users throughout the world. To address this challenge, Honda is promoting the research and development of Safe and Sound Network Technology, which connects all traffic participants (i.e., people and mobility vehicles) via telecommunications to predict risks before accidents occur and support accident avoidance. Through these efforts, the Company aims to achieve zero traffic collision fatalities involving Honda motorcycles and automobiles.

Honda's safety targets: Milestones toward 2050

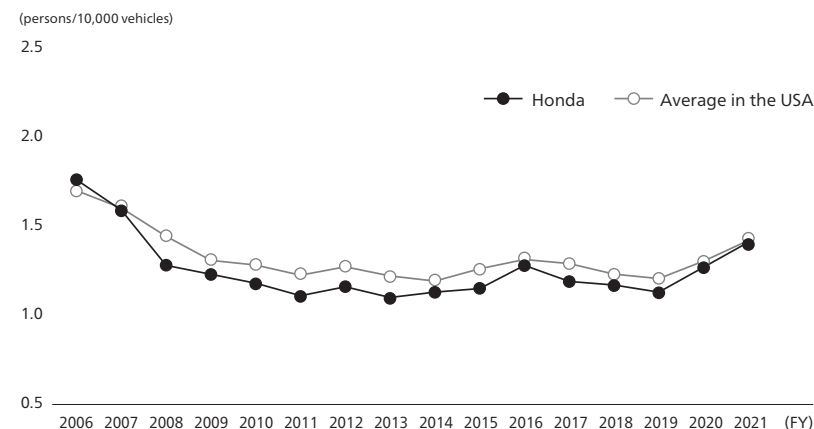


Fatalities involving automobiles per 10,000 vehicles in Japan



Source: Honda's survey based on the data from the Institute for Traffic Accident Research and Data Analysis. Figures for Japan are based on traffic statistics for automobiles and motorized bicycles for each year.

Fatalities involving automobiles per 10,000 vehicles in the USA



Source: Honda's survey based on the data from the Fatality Analysis Reporting System (FARS) of National Highway Traffic Safety Administration (NHTSA). Figures for the USA are based on the Fatality Rate per Registered Vehicles from the Traffic Safety Fact.

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Safety Initiatives

Human Ability

Honda's Approach

In 1970, Honda established Traffic Safety Promotion Operations in Japan and subsequently a department dedicated to promoting activities overseas within the Department in 1972. Since then, Honda has been expanding its efforts overseas by establishing Traffic Education Centers* in various countries and cooperating with local dealers. As of March 2024, Honda is carrying out traffic safety promotion activities in 43 countries and regions throughout the world, including Japan.

Honda's activities are based on the ideas of "Safety handed down from person to person" by conveying the importance of traffic safety directly to customers at dealers and to provide "participatory experiential education" under the guidance of expert instructors in dedicated courses.

In Japan, Honda has developed activities to deliver safety for all ages, from children to seniors, and provided education and actual training on traffic safety to more than 6.79 million customers to date in cooperation with Honda Traffic

Education Centers, motorcycle and automobile dealers, Local traffic Safety instructors, and related companies.

Overseas, particularly in emerging countries, there are areas where regulations, traffic rules and road infrastructure are not yet fully developed even though motorization is rapidly progressing. As such, the increase in the number of fatal traffic accidents has become a social issue.

In Asian countries, where traffic accidents are particularly frequent, Honda has actively provided the know-how it has cultivated in Japan to develop safety instructors and make educational materials. In FY2024, approximately 4.50 million people attended our educational programs.

Honda is undertaking activities matched to the traffic situation of each country while collaborating with local governments and relevant organizations.

Countries and regions engaged in traffic safety activities



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

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Safety Initiatives

Human Ability

FY2024 Activities

Overseas Initiatives

■ Signing a Memorandum of Understanding (MOU) for the Development of a Hazard Recognition Program between Thai Honda and the Department of Land Transport, the Ministry of Transport of Thailand

In April 2023, Thai Honda Co., Ltd. ("Thai Honda") and the Department of Land Transport (DLT), the Ministry of Transport (MOT) of Thailand signed a MOU to develop a Hazard Recognition Program to prevent traffic accidents. Thai Honda is a manufacturer and sales company of motorcycles and power products in Thailand. Thai Honda aims to significantly reduce the number of traffic accidents and fatalities by applying the knowledge on traffic accident prevention that the company has accumulated over the past 30 years to raise awareness and educate prospective driver's license holders and young people in the country, in cooperation with the DLT of the Ministry. Based on the animated video produced by Thai Honda, the DLT will create a new live-action video, which will be widely used for driver's license applicants and others.



MOU signing ceremony



Animated video for traffic accident prevention

■ Release of Honda Driver Coaching App in the United States

In June 2023, Honda released in the United States the "Honda Driver Coaching" application for young people, which supports the acquisition of traffic safety skills through driving diagnosis and real-time voice advice functions. The Company is also planning to develop such a safe driving coaching system for drivers in emerging countries.



Honda Driver Coaching App (USA)

■ Partnership between American Honda Motor and Discovery Education

In October 2023, Honda's U.S. subsidiary American Honda Motor Co., Inc. (AHM) and Discovery Education launched a new initiative, "Honda Safety Driven" to address traffic fatalities among young drivers in the United States. The initiative provides skill education and educational materials on traffic safety through a collection of digital resources, including guides for educators, classroom lessons, family discussion guides, and more.

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Human Ability

■ Improvement of Traffic Safety Education Skills and Content in Asia and Oceania

In February 2024, the 2nd ASIA-OCEANIA Honda Safety Instructor Competition was held in Thailand. The purpose of this competition is to share the basic concept of traffic safety promotion activities through the improvement of driving knowledge/skills and mutual exchange among the instructors. The competition consisted of technical and leadership divisions for motorcycles and automobiles, with a total of 121 participants from eight countries and regions.

Also, a hands-on training session of Honda SENSING was held for associates of local subsidiaries. This training session focused on Collision Mitigation Braking System (CMBS), which could easily be misunderstood or overconfident by drivers. In the future, Honda plans to hold a hands-on test drive for customers by the associates who participated in the session.



Competition



Hands-on training session

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Safety Initiatives

Human Ability

Initiatives in Japan

■ Development of Materials for Daily Sustainable Education

In Japan, Honda offers educational programs and teaches instruction techniques to traffic safety instructors for conveying traffic safety in each local community.

At many elementary schools, traffic safety classes are held several times a year by traffic safety instructors. However, the results of the effectiveness test showed that immediately after the class, students showed improvement in their behavior, such as walking on the street with caution, but over time, they returned to the level before the class. In response, Honda has developed a "Digital Traffic Safety Karuta (traditional Japanese playing cards)" in consultation with teachers and is distributing it free of charge to elementary schools so that education can be continued on a daily basis, not just in traffic safety classes.

While it is difficult to set aside time for traffic safety classes, this tool has been well received by teachers, as it allows them to easily provide traffic safety lessons during morning and afternoon meetings, and to raise traffic safety awareness of children while having fun with a quiz format.



Digital Traffic Safety Karuta developed as a handy traffic safety education tool



Children look at the pictures and discuss about the dangers hidden in

■ Extending the Joy of Mobility in an Aging Society

Honda leverages its know-how on riding/driving safety and hazard prediction training (kiken yosoku training – KYT) it has accumulated over the years as well as develops and promotes the widespread use of educational equipment, such as simulators, which mimics actual traffic conditions and enables people to experience hazards in a safe environment.

Among these, Honda focused on traffic accidents caused by visual field impairment and developed a simulator that simulates the visual field of a person suffering from glaucoma.

The simulator was installed in the stores of Paris Miki, a chain of eyewear specialty stores, and an event was held to allow customers to compare the visual field of a normal person with that of a person with glaucoma. Customers who have used the service have commented that it has given them a renewed awareness of the importance of safety checks of their visual field, and that they would like to talk with their families about the dangers of glaucoma.

Honda will continue to provide educational opportunities so that many people can try this simulator to experience the visual field of glaucoma patients.



Normal vision

➡ When driving looking forward (the red dot is the center viewpoint)



Glaucoma patient's vision

There is a risk of missing oncoming vehicles, traffic signals, etc.

Compared to normal vision, the glaucoma patient's vision shows that he/she cannot see oncoming vehicles.

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*1 Based on Honda's research

*2 A safety-oriented body structure that efficiently disperses and absorbs collision energy in the engine compartment when automobiles collide with each other. It offers significantly greater occupant protection and reduces the damage to the other impacted vehicles.

*3 Automated driving technology corresponding to Automated Driving Level 3, as defined by the Japanese government (in accordance with SAE). Under certain conditions, the system monitors traffic conditions in the vicinity and operates on behalf of the driver. If the system deviates from the available conditions, an alarm is given, and the driver is required to take over driving immediately.

Safety Initiatives

Mobility Performance

Honda's Approach

Honda engages in technological development by fully understanding the real accident situations in a real-world traffic environment comprising multiple types of road users, including motorcycles and automobiles, and by conducting detailed analyses of accident mechanisms.

To date, Honda has developed the world's first*¹ pedestrian dummy, an anthropomorphic model used to reproduce the human body's kinematics during a collision with an automobile, and has established the world's first indoor omnidirectional crash test facility to conduct research into more realistic crash configurations. In addition, the Company has developed and introduced new technologies, such as the SRS Airbag System for the driver's seat, the Advanced Compatibility Engineering (ACE) body structure*², and CMBS (a world first) for automobiles, and the mass-produced airbag system for motorcycles (a world first).

Since 2014, Honda has expanded the application of Honda SENSING, a safe driving support system that assists in accident avoidance, to its automobile models. In 2022, the Company launched Honda SENSING 360. Honda SENSING 360 is a technology that leverages the knowledge gained from the research and development of Honda SENSING Elite, the world's first practical application of automated driving technology*³ in 2021.

Going forward, in developed countries, the Company aims to apply these technologies, which cover a wide range of fatal collision situations envisioned by Honda, to all automobile models by 2030, including Honda SENSING 360, further enhanced pedestrian protection and collision mitigation technologies, and advanced automatic collision notification (AACN).

In addition, to address the major issue of fatal accidents involving motorcycles in emerging countries, Honda is promoting the application of Honda SENSING with a motorcycle detection function to all automobile models. For motorcycles, Honda aims to equip more models with its advanced braking systems, such as ABS and CBS, as well as lights with high visibility for both riders and other road users.



Pedestrian dummy



Indoor omnidirectional crash test facility



SRS Airbag System



Airbag system for motorcycles



Collision Mitigation Braking System (CMBS)



Honda SENSING Elite

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Safety Initiatives

Mobility Performance

FY2024 Activities

Toward the achievement of the 2030 milestone, the popularization and functional evolution of Honda's ADAS are of critical importance for automobiles.

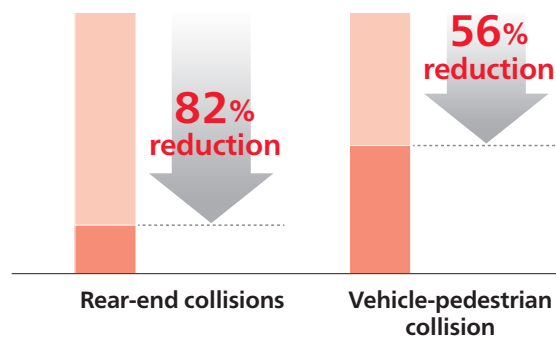
Honda SENSING, one of Honda's ADAS, has been available since 2014. In Japan, the N-BOX minicar equipped with this system has been shown to reduce rear-end collisions by 82% and pedestrian accidents by 56%*1, confirming its effectiveness in reducing accidents.

The future goal is to roll out a version of Honda SENSING with a motorcycle detection function to all automobile models worldwide, including emerging countries, by 2030.

In FY2024, the application rate of Honda SENSING in emerging countries*2 was 60% and in developed countries*3 94%. In developed countries, Honda aims to roll out Honda SENSING 360 to all automobile models by 2030, starting with the CR-V that was launched in China in 2022.

For motorcycles, the Company is aiming to equip more models with its advanced braking systems, such as ABS and CBS, as well as lights with high visibility for both riders and other road users, and in FY2024, the application rate of advanced brakes in emerging countries*4 reached 85%.

Collision reduction effect of vehicles equipped with Honda SENSING (N-BOX)



*1 The difference in the number of traffic accident fatalities and injuries per registered vehicle between N-BOX vehicles without AEB and vehicles equipped with Honda SENSING. Based on data from the Institute for Traffic Accident Research and Data Analysis, according to Honda's research.

*2 India, Indonesia, Malaysia, Thailand, and Brazil

*3 Japan, USA, China, and Europe

*4 India, Indonesia, Vietnam, Thailand, and Brazil

Application rate of Honda SENSING to automobiles in emerging countries*2



Application rate of Honda SENSING/Honda SENSING 360 to automobiles in developed countries*3



Application rate of advanced braking systems, ABS/CBS to motorcycles in emerging countries*4



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Safety Initiatives

Mobility Performance

In March 2024, Honda SENSING 360 was installed in the new ACCORD model for the first time for the Japanese market. Honda SENSING 360 provides 360° sensing* by equipping the vehicle with a front sensor camera as well as front radar and a total of five millimeter-wave radars at each corner. CMBS has evolved from the conventional Honda SENSING functionality to detect pedestrians when turning right or left, in addition to vehicles encountering each other at intersections. CMBS provides a comfort and even safety driving environment with the addition of Front Cross Traffic Warning, Lane Change Collision Mitigation, and Active Lane Change Assist.

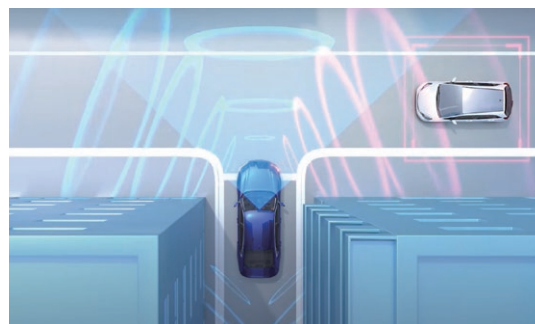
Main features of Honda SENSING 360

■ Advanced Collision Mitigation Braking System (CMBS)

The CMBS of the conventional Honda SENSING has been further evolved to support collision avoidance and damage mitigation at intersections by extending the detection range from the front to all directions.

■ Front Cross Traffic Warning

When starting from a stop or traveling at low speeds, the system notifies the driver of intersecting vehicles approaching from the left or right in front of the vehicle.



Front Cross Traffic Warning



Lane Change Collision Mitigation

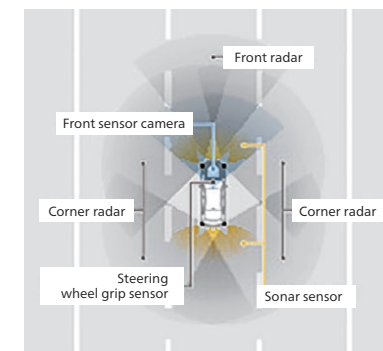
■ Lane Change Collision Mitigation

When changing lanes, the system detects vehicles in the adjacent lane approaching from behind and alerts the driver and assists in steering to avoid a collision.

■ Active Lane Change Assist

When the driver operates the blinker on highways and freeways, the system detects the surrounding conditions and assists the driver in steering to change lanes.

In 2025, Honda plans to launch Honda SENSING 360+ on the ACCORD model, which is designed to further reduce the driver's workload by accurately detecting abnormalities of the driver and the surrounding environment, thereby reducing the risk of accidents.



Honda SENSING 360+



Active Lane Change Assist

* The detection performance of Honda SENSING 360 has limitations and does not eliminate the need for visual confirmation by the driver.

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Safety Initiatives

Traffic Ecosystem

Honda's Approach

In 1998, Honda started to offer "Internavi," a car navigation system in Japan that is equipped with communication functions to support safe driving by providing drivers with information on traffic congestion and disasters using driving data collected from Honda vehicles.

In 2013, Honda launched a Safety Map service that integrates and analyzes various information, such as emergency braking information collected through the Internavi system, information on traffic accidents provided by the police and local governments, and traffic information provided by local residents. This service on Honda's website allows users to learn in advance about areas where accidents frequently occur. In addition to being used by ordinary people, the Safety Map has also been used by local governments and other organizations to improve roads by adding road markings, etc. These efforts have evolved since then, and in 2017 the Company launched Honda Drive Data Service, a data service that displays dangerous areas on a map in real time, aiming to address social issues, including disaster prevention and traffic accident prevention. Honda is also operating AACN*. This system utilizes vehicle-connected technology to estimate the probability of fatality and serious injury of occupants based on vehicle data

at the time of a traffic accident using an algorithm to estimate the probability, and to notify a hospital with a doctor helicopter base so that a doctor helicopter or doctor car can be dispatched at an early stage.

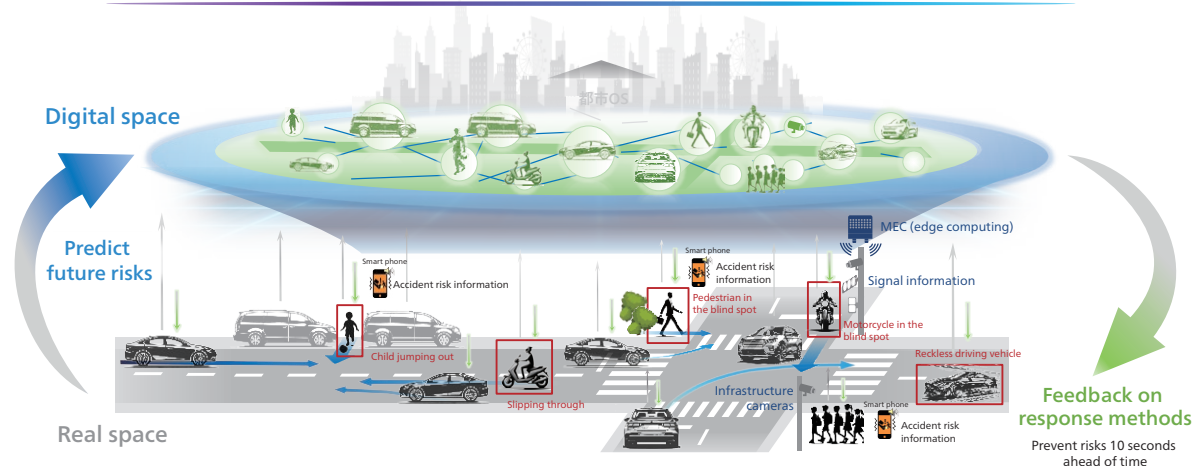
Looking toward the future, Honda is developing its Safe and Sound Network Technology, which connects all traffic participants, i.e., people and mobility vehicles, through telecommunications to predict risks before accidents occur and support accident avoidance.

The Technology utilizes digital twin technology that aggregates information from all traffic participants and recreates the traffic environment in the virtual space. It is characterized by its ability to predict the occurrence of traffic accidents based on human behavior by using Honda's proprietary technology to determine the state and characteristics of traffic participants and reflecting them in the virtual space. Traffic participants are informed of supportive information derived from these predictions to prevent traffic accidents and are encouraged to take evasive action before an accident may occur.

Honda is accelerating industry and public-private sector-led efforts toward social implementation of the Safe and Sound Network Technology from 2030 onward.

Safe and Sound Network Technology

Innovative risk-predictive technology to provide Security by keeping you away from risk



* The system automatically reports vehicle collision information that is useful for emergency lifesaving by providing accurate location information and injury prediction when airbags are activated. Development of a system that extends the scope of coverage to accidents involving pedestrians and motorcycles is planned.

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*1 Bi-annual forum for discussion and exchange of ideas on advanced safety technologies held by the National Highway Traffic Safety Administration (NHTSA) of the Department of Transportation, in cooperation with governments of other countries.

*2 Interactive environment with multiple agents

*3 A program to promote R&D from basic research to social implementation in a comprehensive manner, and to promote cross-field R&D through collaboration among Ministries and Agencies, and social implementation of the results of such R&D through industry-academia-government collaboration

Safety Initiatives

Traffic Ecosystem

FY2024 Activities

Honda believes that improving the traffic system is an effective way to prevent traffic accidents, and actively collaborates with national and regional public agencies. Such collaboration is particularly important in the Asian region, where motorcycle traffic accidents are serious. In September 2023, Honda signed a memorandum of understanding with Malaysian Institute of Road Safety Research (MIROS) in Malaysia and Asian Transportation Research Society (ATRANS) in Thailand for joint research on reducing traffic accidents in ASEAN countries. The findings from this research will be used to propose improvements to reduce the number of motorcycle traffic fatalities, with the aim of contributing to the fields of motorcycle design, accident analysis standardization, road infrastructure, traffic laws, and other safety policy areas.

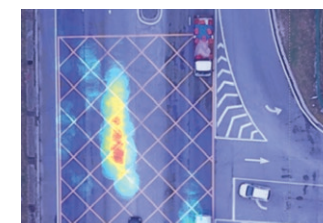
In April 2023, Honda participated in the 27th International Technical Conference on the Enhanced Safety of Vehicles (ESV) 2023*1 held in Japan and presented its research results on Safe and Sound Network Technology to automotive safety engineers around the world. The Company also demonstrated a multi-agent*2 simulator. This simulator is a tool that not only visualizes predicted accident scenarios from the perspective of automobile drivers and vulnerable road users, such as pedestrians and riders of two-wheeled vehicles, but also evaluates the effectiveness of safety technology.

In November 2023, Honda held a technology hands-on event for the media in the Asia and Pacific region, where participants experienced Safe and Sound Network Technology using accident scenarios involving a right-turning vehicle and a motorcycle proceeding straight ahead at an intersection. In February 2023, Honda also conducted a demonstration test of a motorcycle hazard notification technology using infrastructure cameras at Honda's test course in Thailand.

It is also important to implement Honda's Safe and Sound Network Technology in society. In October 2023, a joint proposal, "Research and Development of Support for Prevention of Traffic Accidents through Advance Notification of Risks," was adopted in the "Phase 3: Building a Smart Mobility Platform of the Strategic Innovation Creation Program*3" led by the Cabinet Office of Japan. Honda is accelerating its movement toward the future.



Image analysis technology to improve road infrastructure



Honda's booth in the 27th ESV 2023



Multi-agent simulator



Demonstration of an accident scenario involving a right-turning vehicle and a motorcycle proceeding straight ahead at an intersection (at Honda's test course)



Demonstration test of a motorcycle hazard notification technology using infrastructure cameras (at Honda's test course)

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*1 IIHS: Insurance Institute for Highway Safety
The organization conducts the car assessment that tests and evaluates the safety performance of various cars. IIHS only awards TSP and TSP+ to vehicles that achieve excellent test results. TSP refers to Top Safety Pick.

*2 NCAP: New Car Assessment Program
This is a program that tests and evaluates the safety performance of cars and 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).

*3 C-IASI: China Insurance Automotive Safety Index
This tests and assesses the safety performance of vehicles, in which the four grades of G (Good), A (Acceptable), M (Marginal) and P (Poor) are used.

*4 Number of vehicles that received the highest rank/number of vehicles that received a rating

Safety Initiatives

Third-Party Evaluations

FY2024 Activities

Many of Honda's models have received the highest safety ratings in third-party evaluations in various regions, including the IIHS*1 in the United States, where testing requirements have been tightened and new standards have been introduced.

Results of key third-party evaluations (tests conducted in FY2024)

Country/Region	Third-party evaluation		Models	Number of vehicles*4
United States	IIHS	TSP+	HR-V/Accord/Acura MDX/Integra	4/4
		TSP	CR-V/Pilot/Odyssey/Acura RDX	4/4
	US NCAP*2	5★	Odyssey/HR-V/Ridgeline/Civic Hatchback/Civic Sedan/Passport/Acura MDX/RDX/TLX/Integra	10/10
China	C-NCAP	5★	CR-V	1/1
	C-IASI*3	GGG	Breeze/CR-V	2/2
Southeast Asia	ASEAN NCAP	5★	CR-V/Accord	2/2



CR-V