

Social

Safety

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

> Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Basic Approach

A Society Where Everyone Can Enjoy Freedom of Mobility with Total Peace of Mind

For many people, mobility is essential for a better quality of life. Mobility, including motorcycles and automobiles, plays an important role in people's lives as tools for work and as social infrastructure. Meanwhile, recent technological advancements in online services make life without physical movement increasingly feasible.

However, Honda believes people's desire for mobility remains unchanged under these circumstances. This is because the joy of expanding one's range of activities, guided by curiosity and experiencing the real world with all five senses, is a natural part of life from childhood. A secure society for all people is always essential for this joy to flourish, and "Safety" a crucial element in achieving this.

Honda's slogan, "Safety for Everyone," reflects our commitment to pursuing safety personalized to each individual and the idea that improving the safety of each member of society will ultimately enhance overall social safety.

Historically, Honda has pioneered new technologies in the world regardless of whether society demands it or not, setting higher targets beyond regulatory requirements and creating what did not exist.

While restricting people's mobility could enhance their safety, it is not the kind of society Honda envisions. To promote the joy and freedom of mobility for all people, Honda will continue to actively pursue safety measures, as part of its social responsibility.

Honda Environmental and Safety Vision

Realizing the joy and freedom of mobility and a sustainable society where people can enjoy life.

Global Safety Slogan

Safety for Everyone

Honda wants to build a collision-free society where not only drivers and riders but everyone sharing the road can safely and confidently enjoy the freedom of mobility

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

> Basic Approach 150

> Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

*1 Source: "WHO Global Status Report on Road Safety 2023"

*2 Traffic collision involving Honda motorcycles and automobiles (rider, driver and passengers), as well as pedestrians and bicycles as other involved parties (excluding intentional violation of traffic rules with malicious intent and cases of willful incapacitated status due to use of alcohol, drugs, or other substances)

*3 Halve the number of traffic collision fatalities per 10,000 vehicles involving Honda motorcycles and automobiles worldwide in 2030 compared to 2020

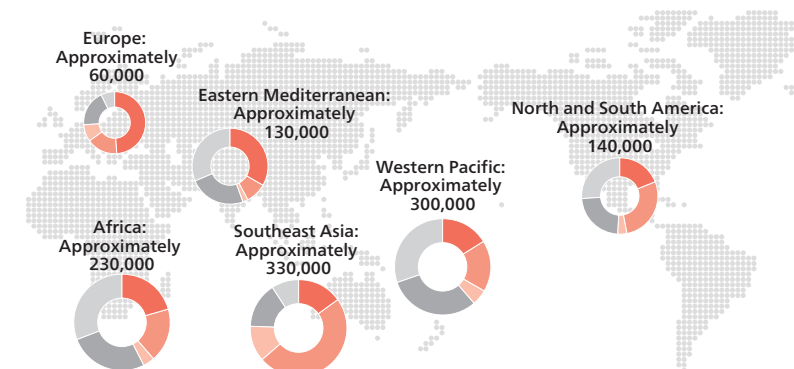
Basic Approach

Environment Recognition

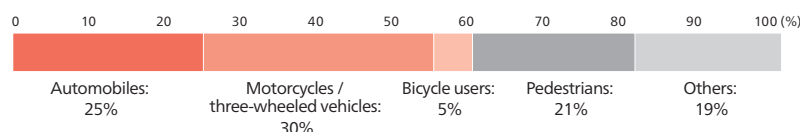
Global road traffic fatality remains a serious issue, with approximately 1.19 million annually. Breaking down the fatalities by road user type, automobiles account for about 25%, motorcycles and three-wheeled vehicles about 30%, bicycle users about 5%, and pedestrians about 21%. Regionally, Southeast Asia accounts for about 28% and Africa about 19%, highlighting the crucial need to address the safety of vulnerable road users such as motorcyclists and pedestrians in emerging countries*1.

Eliminating traffic fatalities is a societal responsibility for mobility manufacturers. Honda, as the company selling the largest number of motorcycles, is particularly committed to spearheading safety initiatives for all road users, including motorcyclists.

Global Traffic Accident Statistics (WHO)



Global Traffic Fatalities by Road User Type

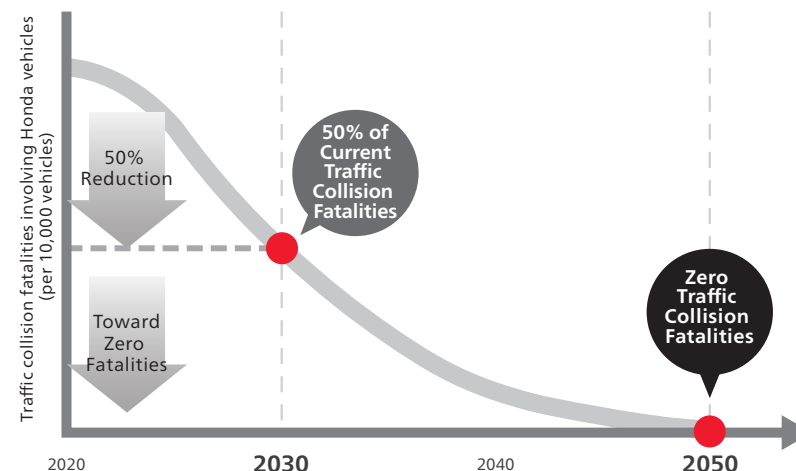


Approach

Honda's Vision

Honda aims for zero traffic collision fatalities involving Honda motorcycles and automobiles*2 globally by 2050. As a milestone, Honda targets reducing world-wide traffic fatalities involving its vehicles halving by 2030 compared to 2020 levels*3. This includes not only new vehicles but all registered Honda motorcycles and automobiles on the market.

Honda Safety Goals Scenario toward the Realization of "Zero Traffic Collision Fatalities" by 2050



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

> Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Approach

Honda's Vision

Honda has set “achieving a society with zero traffic collisions” as one of its important non-financial issues. As a key goal indicator (KGI) for tracking progress, we have adopted “traffic fatalities involving Honda automobiles in Japan and the United States” and are advancing efforts toward achieving the quantitative target (not disclosed).

The focus is on these two countries due to the limited availability of OEM-specific traffic collision data in other countries. The reason for limiting the scope to automobiles is the lack of traffic collision data for certain types of motorcycles. However, Honda’s safety efforts are not limited to these regions nor to vehicle types. Within Honda, the number of traffic collision fatalities involving its motorcycles and automobiles in each country is also estimated, and countermeasures are developed accordingly. On the other hand, accurate data, including traffic collision fatalities, is essential for planning countermeasures. Since acquiring these data is a significant challenge, Honda has communicated its importance to international organizations, national agencies, and industry stakeholders, and is working to encourage them to address it.

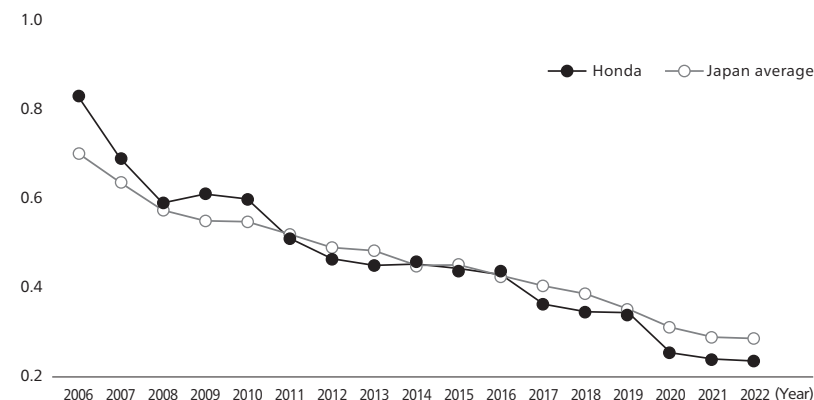
Metrics and Indicator

Management Indicator (KGI)	Category	Target	
		Fiscal Year Ending March 31, 2026	Fiscal Year Ending March 31, 2031
Traffic fatalities involving automobiles in Japan and the United States	Consolidated	(Unpublished)	

Achievements

Trends in Fatality Rates Involving Automobiles per 10,000 Registered Vehicles in Japan

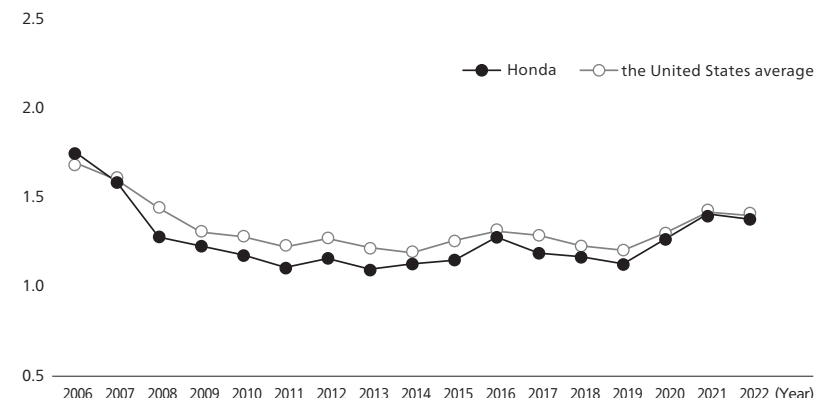
Fatality Rate (per 10,000 vehicles)



Source: Honda’s analysis based on the Institute for Traffic Accident Research and Data Analysis (ITARDA). Japan average is based on annual traffic statistics for automobiles and motorized bicycles.

Trends in Fatality Rates Involving Automobiles per 10,000 Registered Vehicles in the United States

Fatality Rate (per 10,000 vehicles)



Source: Honda’s analysis based on NHTSA Fatality Analysis Reporting System (FARS) data. The United States average is based on the Fatality Rate per 100,000 Registered Vehicles of the Traffic Safety Facts (TSF).

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

> Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

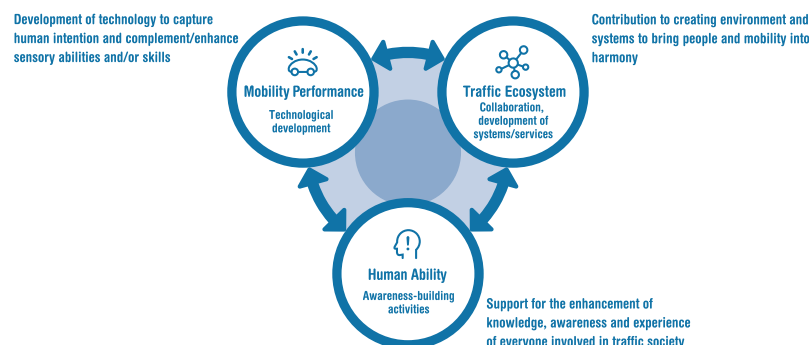
Quality 169

Approach

Approach Toward the Vision

Honda is addressing various factors leading to collisions by evolving and combining “Human Ability (awareness-building activities),” “Mobility Performance (technological development),” and “Traffic Ecosystem (collaboration, development of systems/services).”—collectively referred to as the three elements of safety. These measures align with the “Safe System Approach” recently recommended by the United Nations to various countries, which is to promote safety measures with technologies and activities in various areas in response to a single collision case. Additionally, these three elements of safety are established as material issues that Honda must address.

Honda's Three Elements of Safety



Toward 2030

Honda recognizes the need to reduce fatal collisions involving motorcycles in emerging countries as a major challenge toward 2030. To address this issue, Honda will actively develop instructor training programs, corporate training at Traffic Education Centers*, and schools for individuals in “Human Ability (awareness-building activities).” In “Mobility Performance (technological development),” for motorcycles, Honda will expand the application of advanced braking systems such as “ABS” and “CBS (Combined Braking System)” as well as lights with high visibility for both riders and other road users. For automobiles, Honda will actively promote the functional evolution and widespread use of advanced driver-assistance systems (ADAS), such as “Honda SENSING” with a motorcycle detection function in

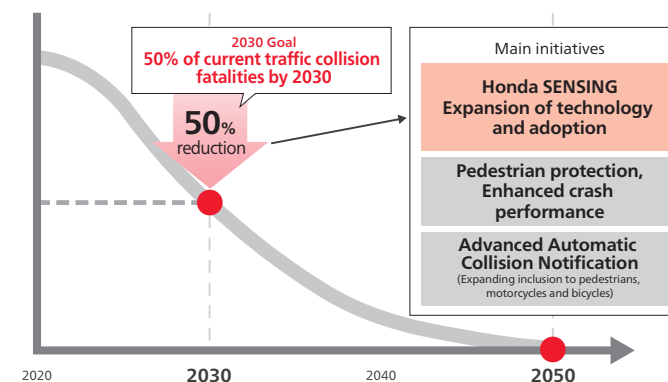
* Honda facilities where internal and external traffic safety instructors are trained and driving safety education is provided to corporations, schools and individual customers.

emerging countries and “Honda SENSING 360” in developed countries, tailored to the local realities of each region.

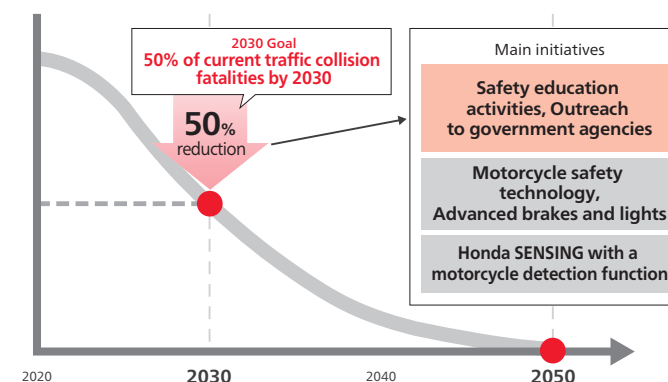
In “Traffic Ecosystem (collaboration, development of systems/services),” we are strengthening our collaboration with international organizations such as the United Nations in relation to traffic safety. We will support safety policies such as institutional reform, awareness-building and infrastructure development by providing the knowledge and know-how cultivated through Honda’s long-standing safety activities to countries around the world, with a focus on emerging countries, through such organizations.

Scenario for Halving the Number of Traffic Collision Fatalities by 2030

Developed countries - Automobiles



Emerging countries - Motorcycles



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

> Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Approach

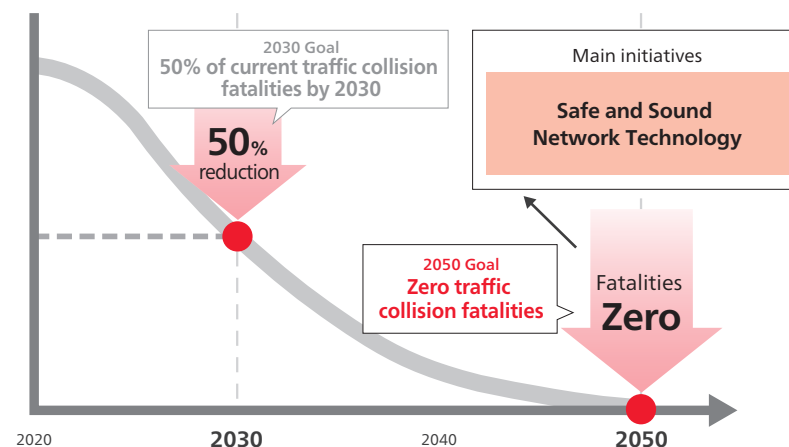
Approach Toward the Vision

Toward 2050

A major challenge for the year 2050 is to reduce traffic collision fatalities among pedestrians, bicyclists, and motorcycle riders, those considered as vulnerable road users worldwide. To address this challenge, Honda will accelerate the efforts of the “Traffic Ecosystem (collaboration, development of systems/services).” Specifically, we will promote research and development relating to “Safe and Sound Network Technology” and standardization of technologies for social implementation.

“Safe and Sound Network Technology” is a technology that provides information through telecommunications to help people prepare for and respond to the risks of collision before they occur.

Scenario toward the Realization of “Zero Traffic Collision Fatalities” by 2050



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

> List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

List of Metrics and Targets

List of Company-wide Targets for Safety (KGI/KPI)

Important Theme	Materiality	Management Indicators	Category	Target	
				Fiscal Year Ending March 31, 2026	Fiscal Year Ending March 31, 2031
Realization of Zero Traffic Collision Society	<ul style="list-style-type: none"> Development of technology to capture and complement human intention Safety education and awareness activities Building a traffic ecosystem 	KGI	Traffic fatalities involving automobiles in Japan and the United States	Consolidated	(Unpublished)
		KPI	Advanced Safety Equipment Application Rate	Automobiles in developed countries*1 Honda SENSING 360	100%
				Automobiles in emerging countries*2 Honda SENSING	(Unpublished) 100%
				Motorcycles in emerging countries*3 Advanced Braking (ABS/CBS)	100%

*1 Japan, the United States, China, and Europe

*2 Representative measurement countries: India, Indonesia, Malaysia, Thailand, and Brazil

*3 Representative measurement countries: India, Indonesia, Vietnam, Thailand, and Brazil

Priority Issues and Materiality, Integrated Report "Honda Report 2024"

■ https://global.honda/en/sustainability/integratedreport/pdf/Honda_Report_2024-en-all.pdf#page=24

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

> Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Global Management

Process for Implementing Initiatives

Honda develops effective measures based on the three elements of safety for each region, constructs traffic collision reduction scenarios, manages the progress of these measures, and monitors the number of fatalities. This process includes early analysis of potential collisions due to changes in road environments and the introduction of new mobility options. When identifying issues that may occur in multiple regions, Honda addresses them as global common challenges and promptly considers countermeasures to further advance the three elements of safety.

Information sharing and discussions between regions are conducted at the Global Safety Representative Meeting, which consists of safety representatives from each region. The PDCA (plan-do-check-act) cycle of measures, including management indicators (KGI, KPI), is conducted at the Safety Strategy Committee (a cross-departmental task force), where safety strategies are discussed and aligned with Business Operations. Important matters raised are reported to the Executive Council, where discussions are held by management members.

Traffic collision reduction scenarios are regularly updated through these initiatives.

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets 155

Global Management 156

> **External Evaluations** 157

Human Ability: Awareness-Building Activities 158

Mobility Performance: Technological Development 161

Traffic Ecosystem: Collaboration, Development of Systems/Services 165

Quality 169

*1 Fédération Internationale de l'Automobile

*2 The scope of Honda operations evaluated by FIA this time is limited to operations related to motorcycle and automobile production and sales in Japan

External Evaluations

Third-Party Evaluations

Activities in the Fiscal Year Ended March 31, 2025

Honda became the first company in the automotive industry to receive the highest ranking of "3 stars," as part of the FIA*1 Road Safety Index, set forth by the FIA to enable businesses and organizations to measure their road safety footprint.

The FIA Road Safety (RS) Index is a new tool designed to enable companies and organizations to visualize and measure the impact of their operations on road safety and achieve more sustainable road traffic. The Index provides comprehensive assessment and evaluation of the safety footprint of each company/organization based on various factors such as their road safety goals, commitment, and the number of traffic collision fatalities and injuries across their entire value chain.

The FIA RS Index system contains two ratings: 1) the "supply chain rating," which covers a broad range of corporate activities from procurement of raw materials to development and production of products, and customer delivery of the products, and 2) the "product/service rating," which evaluates the safety aspects of products/services.



Honda became the first company in the automotive industry to undergo audits for both ratings and received the highest rating, 3 stars*2, in both ratings.

Honda is striving to reduce the number of traffic collision fatalities involving Honda motorcycles and automobiles worldwide by 50% by 2030, then to achieve zero traffic collision fatalities by 2050. Becoming the first automaker to receive 3 stars as part of the FIA RS Index represents Honda's strong commitment to the pursuit of road safety. Safety initiatives Honda has been conducting based on its long-term safety strategy were highly evaluated, as well as the fact that Honda has been tracking the number of traffic collision fatalities and serious injuries across its value chain, by age and by type of road user, as its road safety footprint.

Honda will continue to actively participate in safety initiatives promoted by such international organizations and contribute to solving the issues of the mobility society.



Award ceremony for the "Challenge 2030: Achieving the Global Road Safety Goals," where Honda's winning "3 stars" was announced

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

> Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Human Ability: Awareness-Building Activities

Basic Approach

The cornerstone of traffic safety is “human.” Since the establishment of the Traffic Safety Promotion Operations in 1970, Honda has been actively involved in traffic safety awareness building activities targeting not only riders and drivers but also everyone sharing the road, from children to the elderly. These activities are based on the principles of “passing safety education from person to person” to enable more people to empathize with and understand safety, and “providing participatory hands-on education” to effectively deepen understanding by experiencing potential hazards in a safety environment. They are designed to improve human abilities, not only in driving skills and cognitive judgment ability but also in aspects such as empathy and consideration for others. Furthermore, based on these principles, Honda will use digital tools and generative AI to evolve these activities into “safety education customized for each individual” that is tailored to each person’s awareness, abilities, experience level, and physical capabilities.

Approach

As of March 2025, Honda is actively developing instructor training, corporate training at its Traffic Education Centers, and schools for individuals in 43 countries and regions worldwide, including Japan. In March 2025, a Traffic Education Center was opened in Korea. Additionally, Honda collaborates with local businesses, schools, and Honda dealerships to provide programs tailored to all age groups, from children to the elderly, at various locations. In the fiscal year ended March 31, 2025, approximately 4.4 million people attended our educational programs. Moving forward, we will aim to further expand such educational opportunities to support everyone sharing the road.

Countries and regions engaged in traffic safety activities



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

> Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Human Ability: Awareness-Building Activities

Initiatives

Strengthening Activities of Traffic Education Centers in Asia Oceania Region

Honda is involved in a variety of activities in areas where serious traffic collisions occur frequently, and the Traffic Education Centers are one of the core components of these activities.

To enhance engagement level of its activities, the Traffic Education Centers strive to improve instructors' safe driving techniques and instruction skills, and one of its efforts is the annually held Asia Oceania Safety Instructor Competition. At the event held in January, 2025, participants from eight countries and regions joined the competition.

The competition is designed not only to improve the riding/driving skills of instructors, but also to enhance their ability to provide practical guidance to customers, and the sharing of effective measures and activities by participants from various countries leads to the improvement of future activities and motivation.



Presentation by competition participants



Evaluation of instructors' driving skills by the judges

Utilizing DSP Technology Used at Traffic Education Centers in Japan for Solutions that Contribute to Traffic Safety in Emerging Countries

Currently, Honda has developed the "Driving Style Proposal (DSP)" technology and uses it in safe driving programs at the Suzuka Circuit Traffic Education Center in Japan. The DSP system analyzes driving behavior, vehicle behavior, and other data, and visualizes driving habits to encourage drivers to become aware of their driving habits and change their behavior. From now on, a function will be added to this system that will allow users to review their own driving behavior on a user website that can also be viewed from smartphones, as a follow-up to the training. The system will also be introduced at Honda's other Traffic Education Centers. The Company is also considering using the system as a solution to contribute to traffic safety in emerging countries in the future.



Data comparison of "Self-evaluation" by drivers and "Objective Evaluation" by the evaluation system

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

> Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Human Ability: Awareness-Building Activities

Initiatives

Conducting Safe Driving Training in Collaboration with Other Companies to Prevent Collisions

Since most motorcycle collisions involve automobiles, Honda is promoting initiatives to deepen the understanding of motorcycles among automobile drivers. As part of this effort, in 2024, Honda collaborated with the Toyota Motor Corporation to conduct safe driving training for the public. Instructors from both companies worked together to teach drivers how to prevent collisions between motorcycles and automobiles. Honda will continue to strengthen cooperation with other companies to reduce the number of collisions involving motorcycles and automobiles.

Offering the “Honda Driver Coaching” App to Advance Young Drivers’ Safety Awareness and Skill

Since approximately one-third of traffic fatalities in the U.S. involve drivers under the age of 25, Honda is working to raise safety awareness among teenage drivers. In 2023, Honda released a mobile app called “Honda Driver Coaching” in the U.S., which helps young drivers learn safe driving through driving diagnostics and real-time tips and feedback. In January 2025, new features were added to the app to remind drivers to fasten their seatbelts and to ensure they follow the speed limit.



Development and Utilization of a Simulator to Promote Understanding of Glaucoma, a Common Condition Among the Elderly

In Japan, where the population is aging, Honda is developing a training program for the elderly as well as a simulator that can simulate the vision of glaucoma patients. Glaucoma causes visual field impairment and increases the risk of collisions while driving. In 2024, Honda collaborated with Paris Miki, a chain of eyewear specialty stores, to hold hands-on events to experience this simulator for visitors to Paris Miki stores. In March 2025, a movie using this simulator was shown at 612 Paris Miki stores and Honda automobile dealers nationwide to promote awareness of the symptoms of glaucoma to a wider audience.



Movie using the simulator to simulate the vision of a glaucoma patient (vision of a person without visual field impairment)



Movie using the simulator to simulate the vision of a glaucoma patient (vision of a glaucoma patient)

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

> Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

*1 Japan, The United States, China, and Europe

*2 Representative measurement countries: India, Indonesia, Malaysia, Thailand, and Brazil

*3 Representative measurement countries: India, Indonesia, Vietnam, Thailand, and Brazil

*4 Difference in the survey results of the number of traffic collision fatalities and injuries per the number of registered vehicles between N-BOX models equipped with Honda SENSING and those without Autonomous Emergency Braking (AEB). Based on data from the Institute for Traffic Accident Research and Data Analysis, analyzed by Honda

Mobility Performance: Technological Development

Basic Approach

To further elevate the safety of mobility, Honda believes that integrated performance that complements or expands human capabilities is necessary. Such capabilities include protecting the human body, avoiding collisions, and detecting and sharing driver intentions among vehicles and others.

Approach

Moving forward, Honda will particularly focus on enhancing collision safety performance and expanding the evolution and application of advanced driver-assistance systems (ADAS) for automobiles. For motorcycles, Honda will expand the application of advanced braking systems such as “ABS” and “CBS”, as well as lights with high visibility for both riders and other road users. To track the progress of these initiatives, Honda has defined key performance indicators (KPIs) for advanced safety equipment application rates such as of “Honda SENSING 360” for automobiles in developed countries*1, “Honda SENSING” for automobiles in emerging countries*2, and advanced braking systems (ABS/CBS) for motorcycles in emerging countries*3 so as to set target to ensure steady progress.

Metrics and Targets / Achievements

Management Indicator (KPI)	Category	Target Fiscal Year Ending March 31, 2031
Advanced Safety Equipment Application Rate	Automobiles in developed countries*1 Honda SENSING 360	100%
	Automobiles in emerging countries*2 Honda SENSING	100%
	Motorcycles in emerging countries*3 Advanced Braking (ABS/CBS)	100%

In the fiscal year ended March 31, 2025, the application rate of “Honda SENSING / Honda SENSING360” for automobiles in developed countries was 96% (“Honda SENSING”: 95%, “Honda SENSING360”: 1%). The application rate of “Honda SENSING” for automobiles in emerging countries was 61%, and that of advanced braking (“ABS”/“CBS”) for motorcycles in emerging countries reached 88%.

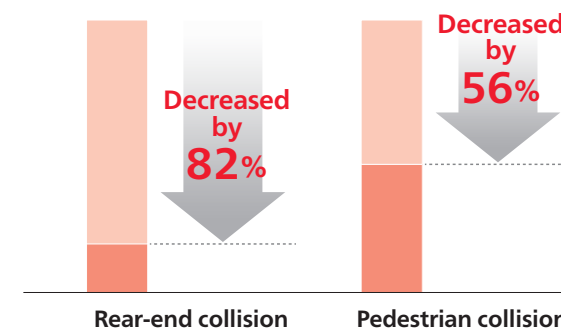
Initiatives

Honda SENSING: Expanding to Emerging Markets for Further Adoption

“Honda SENSING”, which has been offered since 2014, is a system that primarily senses the front of the vehicle, detecting pedestrians and other objects to support safe and comfortable driving and collision avoidance. In Japan, the mini-vehicle “N-BOX” equipped with “Honda SENSING” has shown 82% reduction in rear-end collisions and 56% reduction in pedestrian collisions*4, showcasing the substantial effectiveness of this innovative technology in collision prevention.

To reduce the number of motorcycle traffic collision fatalities, Honda is gradually rolling out “Honda SENSING” with a motorcycle detection function, starting with 2021 models, and aims to expand this equipment to all automobile models worldwide by the fiscal year ending March 31, 2031.

Collision Reduction Effect of Vehicles Equipped with Honda SENSING (N-BOX)



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

> Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Mobility Performance: Technological Development

Basic Approach

Honda SENSING 360: Aiming to Expand to All Automobile Models in Developed Countries by the Fiscal Year Ending March 31, 2031

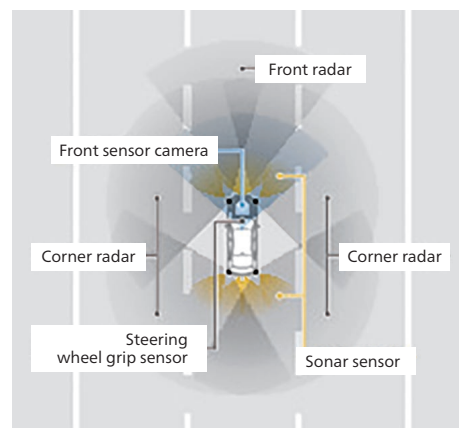
The “Honda SENSING 360” omnidirectional safety and driver-assistive system expands the sensing range of the “Honda SENSING” system to all directions, covering blind spots around the vehicle that are difficult for the driver to visually check and contributing to the avoidance of collisions with other vehicles and pedestrians as well as a reduction of the driver burden related to driving. The main features of “Honda SENSING 360” include “Collision Mitigation Braking System” for cross traffic at intersections and pedestrians crossing while turning, “Front Cross Traffic Warning”, “Cornering Speed Assist”, “Lane Change Collision Mitigation” and “Active Lane Change Assist”. These five functions were first introduced in the “CR-V,” which was released in China in 2022, and have also been equipped in the “Accord,” which was released in Japan in 2024. Honda aims to expand this technology to all automobile models in developed countries by the

fiscal year ending March 31, 2031.

In addition, Honda has introduced the “Honda SENSING 360+,” which is equipped with features that further reduce the driver burden. The Company plans to launch automobiles equipped with new technologies. These include “Advanced in Lane Driving with Hands-off Capability” and “Active Lane Change Recommendation” to reduce the burden of driving. “Driver Emergency Support System” which assists deceleration and stopping of the vehicle within the same lane if the driver is unresponsive to the system’s requests.

“Exit Warning” which detects vehicles approaching from the rear while vehicle is parked and assists occupants to recognize an approaching vehicle, and “Predictive Curve Departure Warning.”

Honda SENSING 360



Omnidirectional sensing covers angles around the vehicle that are difficult to see, helping to avoid collisions with other vehicles and pedestrians and to reduce the driver’s burden.



Accord model with Honda SENSING 360 (Japan)

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

> Mobility Performance:
Technological Development
..... 161

Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

* One level of automated driving defined by the Japanese government (based on SAE definitions). At Level 3 of automation, the system monitors the driving environment surrounding the vehicle and takes over driving operations under certain conditions. When any of operable driving environment conditions become unsatisfactory, the system will issue a warning, and the driver must take over the driving immediately

Mobility Performance: Technological Development

Basic Approach

Honda SENSING Elite: Aiming for Zero Human Error When Driving

“Honda SENSING Elite” is a system that incorporates “Traffic Jam Pilot” function. Traffic Jam Pilot is qualified as Level 3 automated driving* (conditional automated driving in limited area). Honda has received type designation for Level 3 automated driving from the Japanese Ministry of Land, Infrastructure, Transport and Tourism for the first time in the world in 2020. Traffic Jam Pilot technology enables the automated driving system to drive the vehicle under certain conditions, instead of the driver, such as when the vehicle is in congested traffic on an expressway.

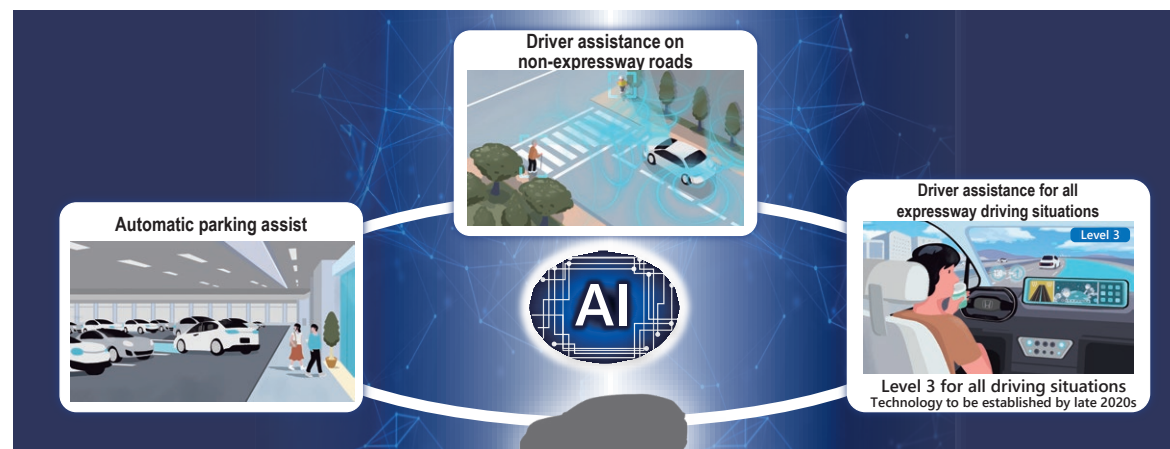
Further development of new technologies for the next evolution of “Honda SENSING Elite” is underway.

The application of AI, which “grows” while accumulating experiences much like humans, enables the system to increase its capability to recognize complex situations and handle more complex driving environments such as on non-expressways.

This will assist the driver on non-expressways including a hands-off function while driving through a traffic jam on arterial roads, and enable hands-off functions during merging onto and exiting from an expressway at a road junction

This will assist the driver achieve a safe and seamless ride from home to their destination with complete peace of mind on any roads including non-expressways.

Advancement of Honda SENSING Elite



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-Building Activities 158

> Mobility Performance: Technological Development 161

Traffic Ecosystem: Collaboration, Development of Systems/Services 165

Quality 169

Mobility Performance: Technological Development

Third-Party Evaluations

Activities in the Fiscal Year Ended March 31, 2025

Many of Honda’s models have received the highest safety ratings in third-party evaluations in various regions.

Results of key third-party evaluations for automobiles (tests conducted in the fiscal year ended March 31, 2025)

Country/Region	Third-party evaluation		Models	Number of vehicles*4
Japan	J-NCAP	5★	Civic 2024 / N-BOX 2023 / ZR-V 2023	3/3
United States	IIHS*1 (U.S. models only)	2025 IIHS TOP SAFETY PICK+	Civic Hatchback 2025 / Accord 2025 / HR-V 2025	7/15
		2025 IIHS TOP SAFETY PICK	Pilot 2025 / Civic Sedan 2025 / Acura MDX 2025 / Integra 2025	
	U.S. NCAP*2	5★	Prologue 2024 / CR-V Hybrid 2024 / CR-V 2024 / HR-V 2024 / Civic Hatchback 2024 / Civic Sedan 2024 / Odyssey 2024 / Pilot 2024 / Accord 2024 / Accord Hybrid 2024 / Passport 2024 / Ridgeline 2024 / Acura Integra 2024 / MDX 2024 / RDX 2024 / TLX 2024 / ZDX 2024	17/17
Europe	EURO-NCAP	5★	CR-V with safety pack 2024*5	1/1
China	C-NCAP	5★	Inspire 2024	1/1
	C-IASI*3	GGG	Accord 2023 / Inspire 2023	2/2

- *1 IIHS: Insurance Institute for Highway Safety
The organization conducts automobile assessments to test and evaluate the safety performance of various cars. IIHS only awards TOP SAFETY PICK and TOP SAFETY PICK+ to vehicles that achieved excellent test results.
- *2 NCAP: New Car Assessment Program
This is a program that tests and evaluates the safety performance of automobiles and is performed by public organizations in various regions. Testing and evaluation methods are different in 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 automobiles using the four grades of G (Good), A (Acceptable), M (Marginal) and P (Poor). GGG means that the company received three “G” (Good) ratings in each evaluation category.
- *4 Number of vehicles that received the highest rank / number of vehicles that received a rating
- *5 CR-V with safety pack is received 5★ rating.

Results of key third-party evaluations for motorcycles (tests conducted in the fiscal year ended March 31, 2025)

Country/Region	Third-party evaluation		Models	Number of vehicles
Malaysia	MyMAP*	5★	RS-X 2024 / CBR150R 2024 / VARIO 160 2024 / ADV160 2024	4/6

* MyMAP: Malaysia Motorcycle Assessment Program



Civic Hatchback



RS-X

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

> Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Traffic Ecosystem: Collaboration, Development of Systems/Services

Basic Approach

The traffic ecosystem is a dynamic concept where people and mobility interact to create a seamless flow of traffic. Traffic conditions are ever-changing due to factors like weather changes including heavy snowfall, tourist season congestion, and rush hour jams. Honda believes that to prevent collisions in these varying conditions, it is necessary to develop initiatives that enable smooth interactions among everyone sharing the road, considering their movements and circumstances.

Approach

In the future, ensuring the safety of everyone sharing the road, including vulnerable road users like pedestrians, cyclists, and motorcyclists, will become increasingly important.

For this reason, in “Traffic Ecosystem (collaboration, development of systems/services)”, we are strengthening our collaboration with international organizations such as the United Nations in relation to traffic safety, toward the year 2030.

We will support safety policies such as institutional reform, awareness-building and infrastructure development by providing the knowledge and know-how cultivated through Honda’s long-standing safety activities to countries around the world, with a focus on emerging countries, through such organizations.

Toward 2050, Honda will further enhance its connected technologies developed over the years and focus on Safe and Sound Network Technology.

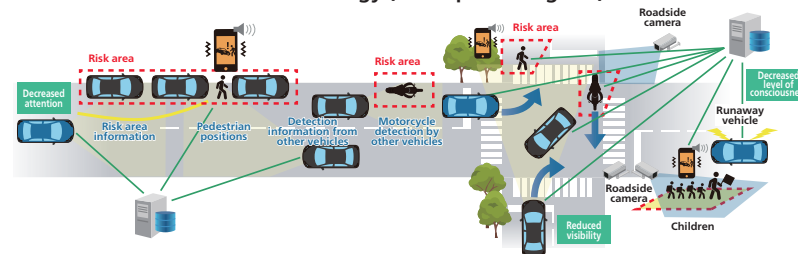
This technology assesses drivers’ risks, such as decreased concentration, and detects early signs of collisions. The risks detected are then communicated to surrounding road users, helping them prepare and respond before risks materialize.

This approach allows everyone sharing the road to pay attention to each other’s movements, take coordinated actions, and prevent collisions before they occur.

Honda envisions a society where everyone can enjoy freedom of mobility, driven by both safety and a sense of warmth and humanity that inspires movement.

To create such a society, rather than relying on technology without human interaction, Honda aims to foster safety driven by people’s own will. By enhancing the inherent mutual respect among everyone sharing the road and encouraging their cooperation through technology, Honda aspires to create a safer society. Honda will continue to work based on this concept in its research and development of the Safe and Sound Network Technology.

Safe and Sound Network Technology (Conceptual Diagram)



4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

> Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Traffic Ecosystem: Collaboration, Development of Systems/Services

Initiatives

Honda Partners with United Nations Road Safety Fund (UNRSF) to Work Toward Reduction of Fatalities from Traffic Collisions

In November 2024, Honda became the first automobile manufacturer to partner with the United Nations Road Safety Fund (UNRSF) to contribute to global initiatives to reduce fatalities from traffic collisions.

By combining the knowledge and know-how Honda has amassed through its long history of developing safety technologies and promoting safe driving/riding with the global network of the UNRSF, Honda and UNRSF will support traffic collision analysis and the road safety policies of various countries. Honda and UNRSF have made emerging nations, particularly in Asia, as a focus area.

Regarding the traffic collision analysis in each country, to enhance the effectiveness of initiatives taken to reduce traffic collision fatalities, Honda and UNRSF will strive to establish a system for understanding the actual situations of traffic collisions and monitoring the effectiveness of road safety measures in each country. In emerging countries, there is a lack of data necessary for the analysis of traffic collisions, making it difficult to analyze the causes of such incidents. To

address this issue, Honda and UNRSF will clarify the types of data that should be collected and encourage each country to gather such data. Moreover, monitoring of the effects of road safety measures will be strengthened to enhance the practical effectiveness of the measures.

For the support for road safety policies in each country, Honda and UNRSF will provide aid for emerging countries, particularly in Asia. This will include advocating for legislation of appropriate speed limits, mandatory protective gear (helmets, seat belt use) and licensing systems, as well as assisting in strengthening the enforcement of traffic rules, proposing infrastructure improvements, and enhancing road safety awareness activities.

Furthermore, Honda will donate a total of US\$3 million to the UNRSF over five years from 2025 to 2030 for the Honda-UNRSF collaboration in road safety initiatives.



Announced the commitment in two areas: traffic collision analysis and support for road safety policies at the UNRSF High-Level Pledging Forum* in February 2025

* A concurrent event of the 4th Global Ministerial Conference on Road Safety held from February 18 through 20, 2025 in Marrakech, Morocco

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

> Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Traffic Ecosystem: Collaboration, Development of Systems/Services

Initiatives

Research and Development of Core Elements for Safe and Sound Network Technology

The Safe and Sound Network Technology consists of three core elements: "Understanding Human Characteristics," "Prediction and Anticipation," and "Synlogue-based Communication." Currently, research and development are progressing in each of these areas.

Understanding Human Characteristics

By using technologies such as vital sensing to monitor the driver's condition in real-time, the impact on driving behavior is statistically analyzed, and specific risk factors are systematically identified.

Prediction and Anticipation

Utilizing Digital Twin technology and comprehensive risk assessment algorithms, predictions and forecasts of traffic collisions are made.

Synlogue-based Communication

This technology promotes the understanding of latent risks so that everyone sharing the road can prepare before collisions occur.

Honda is also developing a "Multi-Agent Traffic Simulator" to verify safety technologies by constructing a realistic traffic environment as a virtual space.

The Safe and Sound Network Technology should be validated not only for specific traffic collision scenarios, but also for everyone sharing the road who may be affected by such collisions, taking into account their conditions and the constantly changing traffic situation. This simulator enables such comprehensive verification.

Multi-Agent Traffic Simulator



Simulator equipment



Screen viewed from the rider



Screen of simulation

Demonstration of Value Provision for Safe and Sound Lifestyles

Honda believes that the Safe and Sound Network Technology not only contributes to a safe mobility society but also provides various values to people through cooperation with local governments and other companies.

For this reason, Honda participated in the Smart City AiCT in Aizu Wakamatsu City, Fukushima Prefecture in 2023 to test the social acceptability under the theme of "healthcare" utilizing the core element of "Understanding Human Characteristics" in the Safe and Sound Network Technology.

In this demonstration test, a wearable device was utilized to provide cautions to citizens via a smartphone application based on their sleeping hours and other lifestyle data, and then again to provide advice based on actual driving data. Honda will continue to enhance the value of the service and verify its usefulness so that this technology can be widely utilized for citizens.

4 Social

Human Rights 69

Human Resources 76

Supply Chain 125

Social Contribution
Activities 141

Safety 149

Basic Approach 150

Approach 151

List of Metrics and Targets
..... 155

Global Management 156

External Evaluations 157

Human Ability: Awareness-
Building Activities 158

Mobility Performance:
Technological Development
..... 161

> Traffic Ecosystem:
Collaboration, Development
of Systems/Services 165

Quality 169

Traffic Ecosystem: Collaboration, Development of Systems/Services

Initiatives

Demonstration Experiments through Industry-Government Academia Collaboration for Smooth Social Implementation

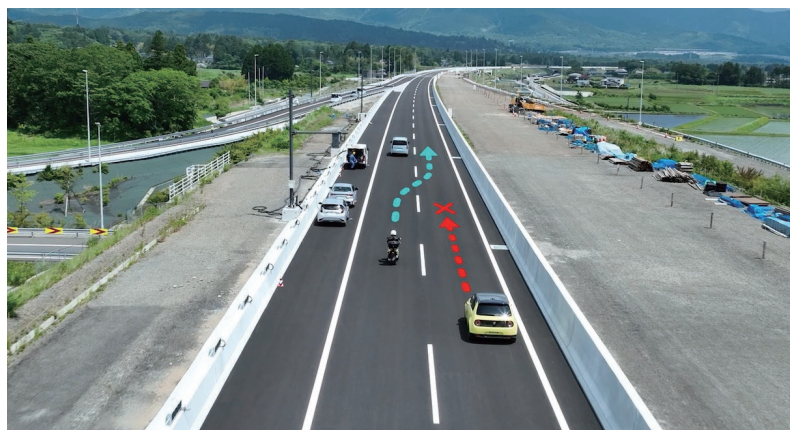
In 2023, Honda participated in the “Cross-ministerial Strategic Innovation Promotion Program (SIP) Phase 3/Building a Smart Mobility Platform/Research and Development of Support for Preemptive Prevention of Traffic Accidents Through Proactive Risk Notification.” This initiative includes planning use-case verification to study support measures needed to prevent traffic collisions and ensure the safety of vulnerable road users.

Furthermore, in June 2024, Honda began a collaboration with SoftBank Corporation and participated in the project titled the “Cooperative Vehicle-

Infrastructure for the Autonomous Driving Era on Expressways.” This initiative, conducted by Central Nippon Expressway Company Limited, took place on a section of the Shin-Tomei Expressway currently under construction, and carried out use-case verification.

Honda is accelerating industry- and public-private sector-led efforts to bring the Safe and Sound Network Technology to market in the late 2020s and globally deploy it to expand starting from 2030.

Road-vehicle coordination demonstration experiment for the autonomous driving era on expressway



Notify both motorcycle and automobile connected vehicles of collision risk information and encourage them to take action to avoid collisions before they happen.