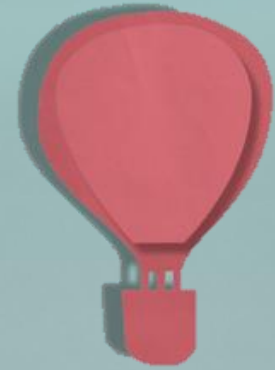


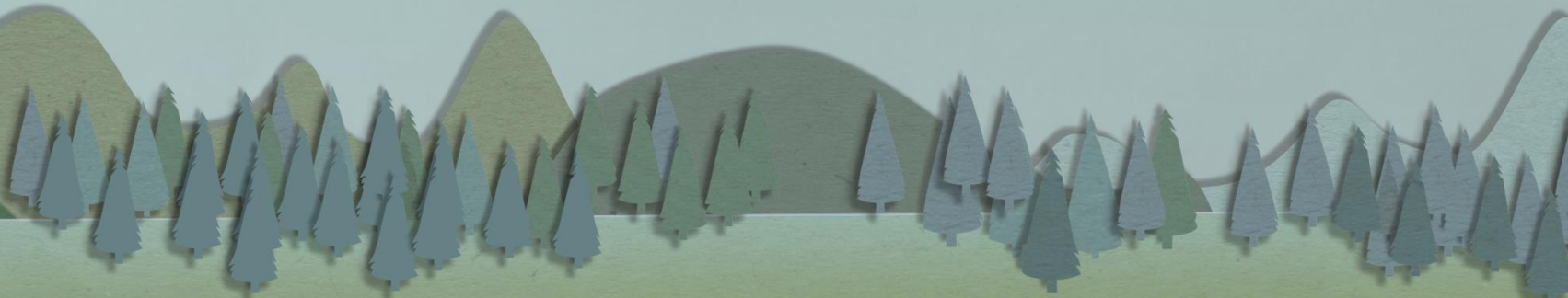
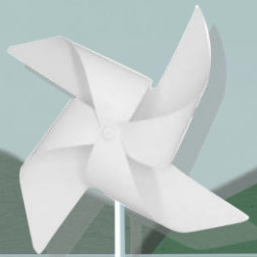
HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT



Honda and Vision Zero

the road to zero traffic fatalities

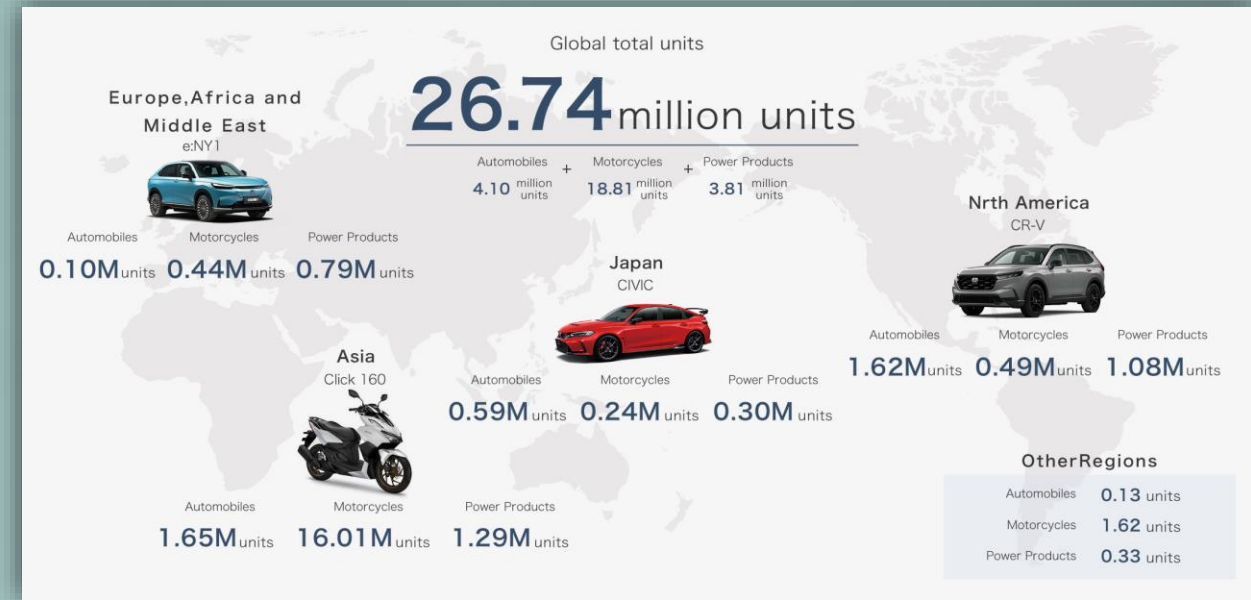




Patrick Keating

**Head of Government Affairs
Honda Motor Europe (UK)**

About Honda



2050 Global Commitments

REALIZE
CARBON NEUTRALITY
FOR ALL
HONDA PRODUCTS
AND CORPORATE
ACTIVITIES
BY 2050

ENVIRONMENTAL

Global 2050
Environment &
Safety Objectives

ACHIEVE
**ZERO TRAFFIC
FATALITIES**
INVOLVING HONDA
MOBILITY PRODUCTS
WORLDWIDE
BY 2050

SAFETY

Zero Fatalities

HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT



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.



*Honda SENSING & SENSING
360 Active Safety Systems*



*Honda Safety Institute
Barcelona*

Motorcycle Advance Level



Assessment of
the training conditions: ★★★★★

*European Quality Level for
Motorcycle Training*

Zero Fatalities

Safety for Everyone

Human Factors



*Honda Motorcycle Education Centre
Turkey*

Safe riding app



Customer safety tips



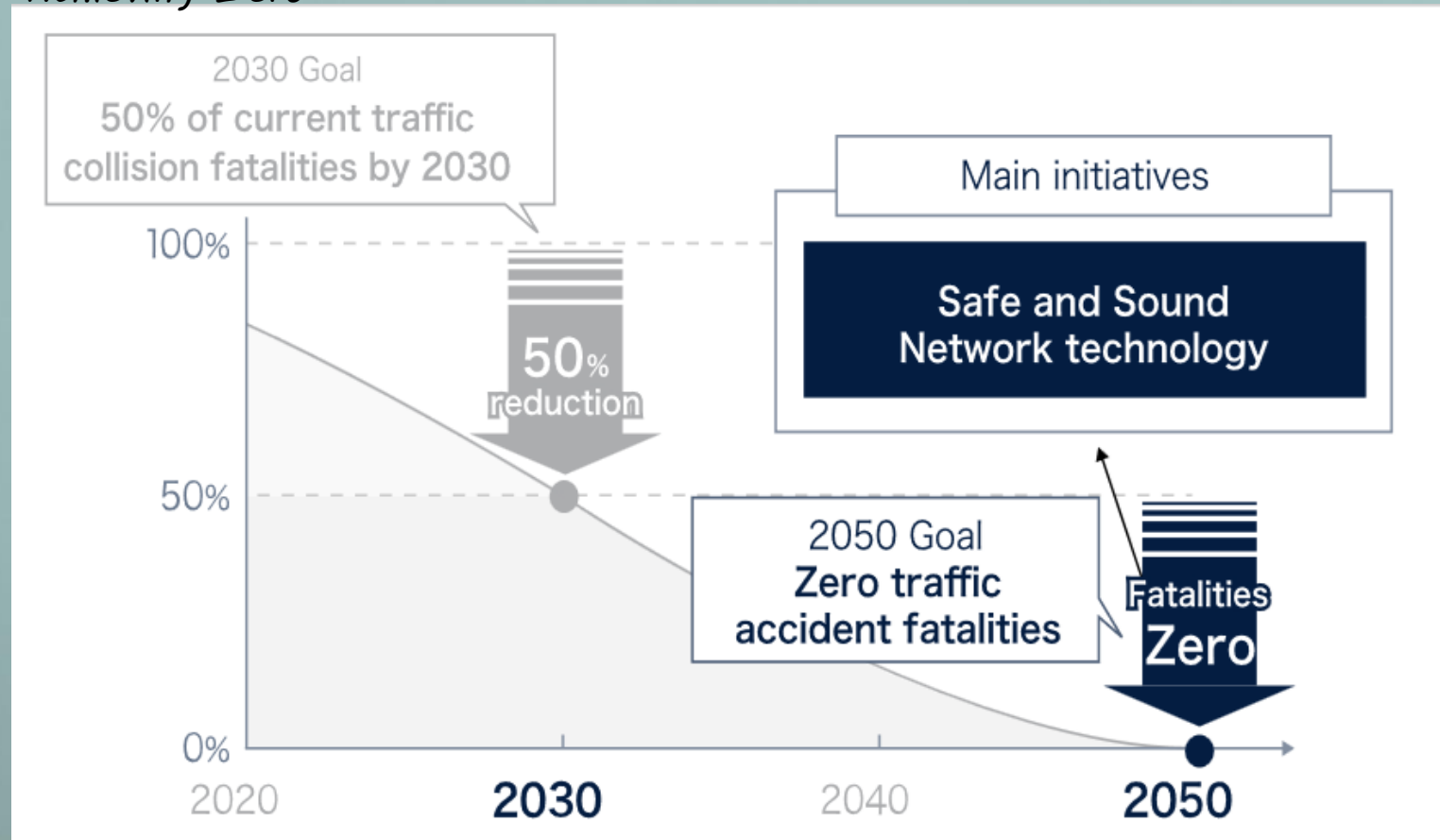
Safety seminars for children

Zero Fatalities

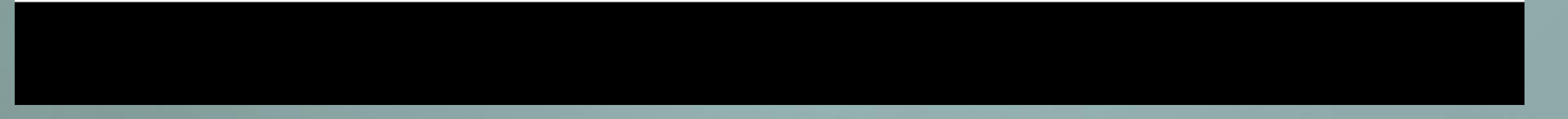
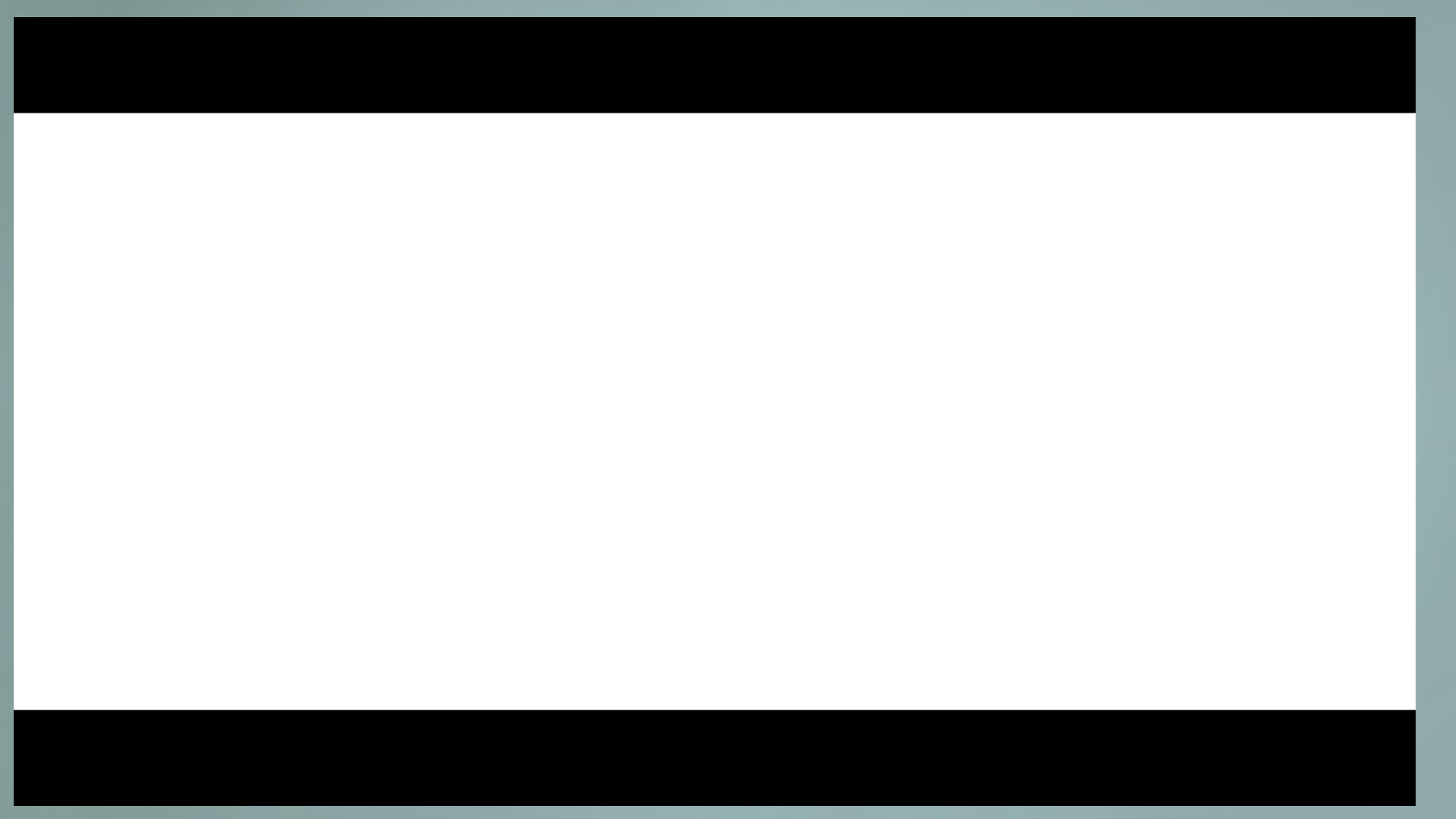


Safety for Everyone

Achieving Zero



A society where all road users are connected



Zero Fatalities

Safety for Everyone

High-precision detection sensor

By combining different types of sensors, accurately detecting a wider range than humans, ensuring reliable risk recognition

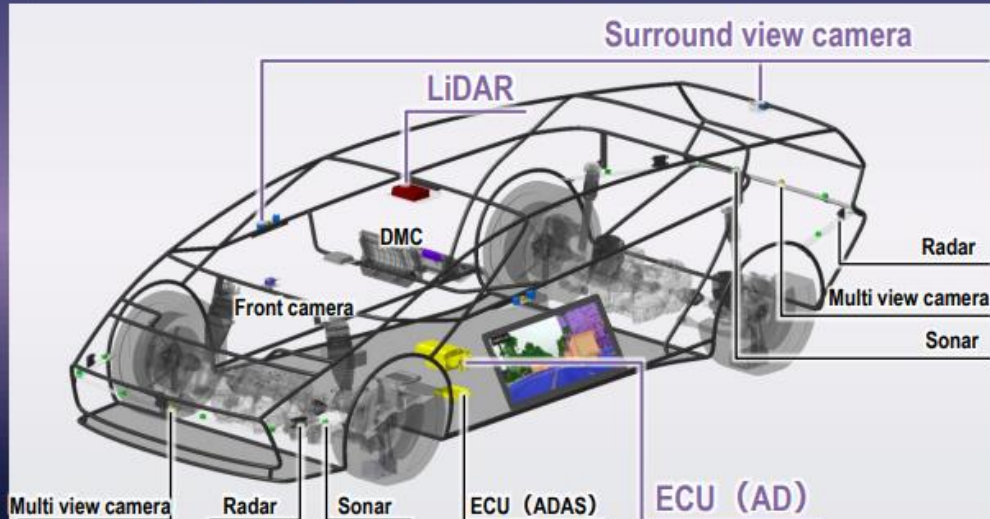
Feature

Resistant to changes in weather : Combination of LIDAR, Radar, and cameras

High-precision and high-reliability long-range detection : LIDAR

Effective at night : Surround view camera (high dynamic range)

Proprietary AI-driven sensor fusion : High-performance ECU



Original AI technology

Concept learning with abstraction level raised Instructor-less learning

- Expand the service area in a short period of time
- Real-time recognition of structures with infinite patterns
Capable of driving eyes-off even on unfamiliar roads or in changing environments



Driving behavior model of experienced drivers

Predicts the behavior of objects beyond human comprehension, enabling smooth avoidance

