

Getting to Zero Panel



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SAFE STREETS
CENTRAL OHIO
CREATING VIBRANT COMMUNITIES

Getting to Zero

Honda building towards a Collision-Free Society

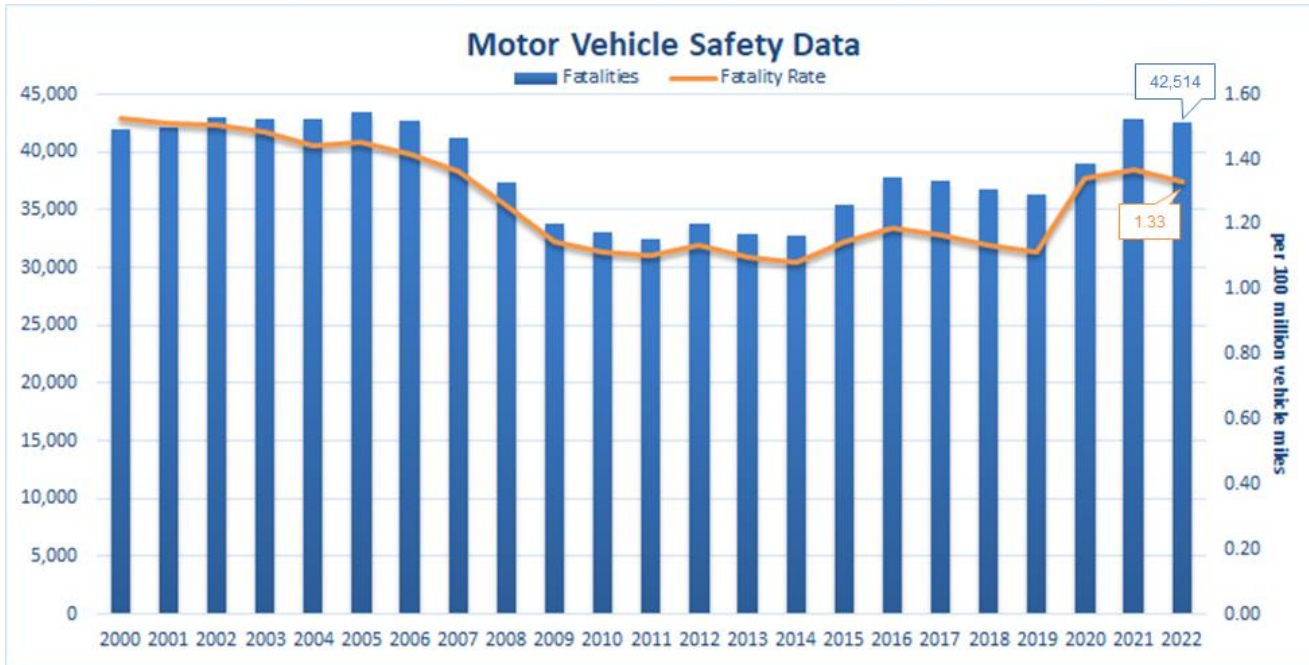
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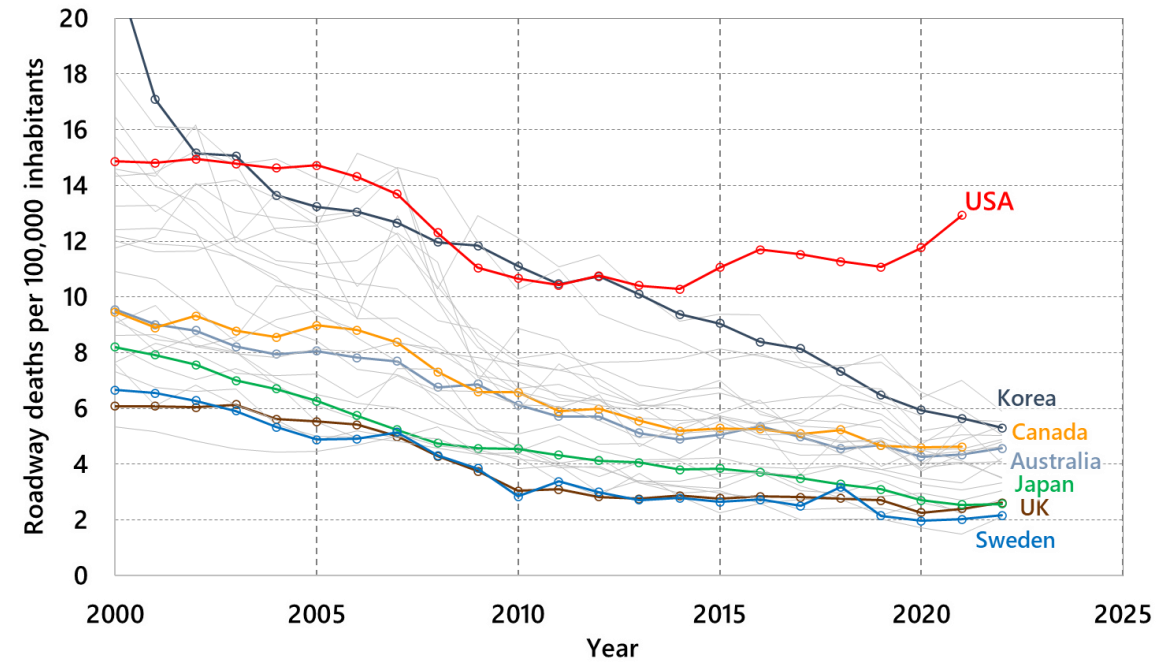
American Honda Motor Co., Inc.

What is the Current Roadway Fatality Problem?

USA Traffic Fatalities (2000-2022)



Source: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813560>



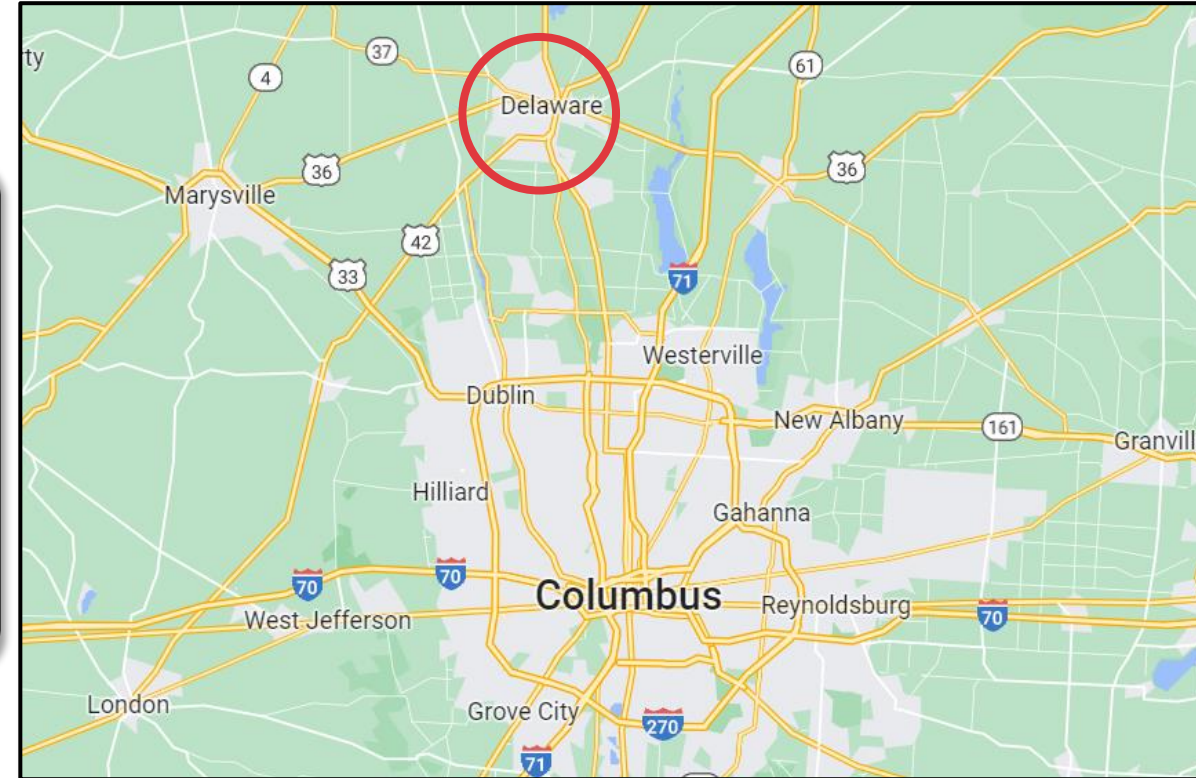
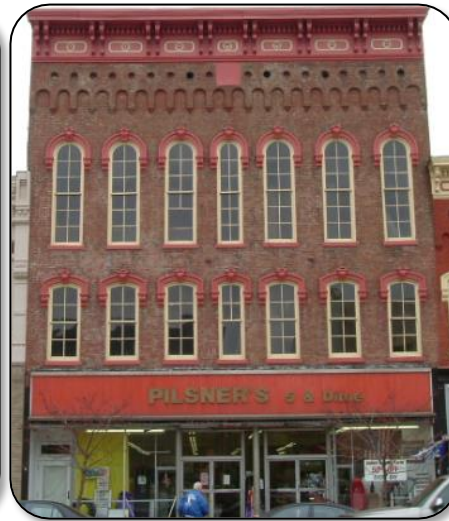
Source: Organization for Economic Co-operation and Development (2024), Road accidents (indicator). doi: 10.1787/2fe1b899-en (Accessed on 03 January 2024)

Annual Traffic Fatalities - Perspective

City of Delaware, Ohio

Located just north of Columbus, Ohio

Population 42,612



Last year, in the USA, every man, woman, and child in a city roughly the size of **Delaware, Ohio** died in a vehicle crash on US roadways

■ Global Safety Approach:

“To build a collision-free society where everyone sharing the road can safely and confidently enjoy the freedom of mobility”

Safety for Everyone

■ Honda Safety Target:

Strive for zero traffic collision fatalities involving Honda motorcycles and automobiles globally by 2050

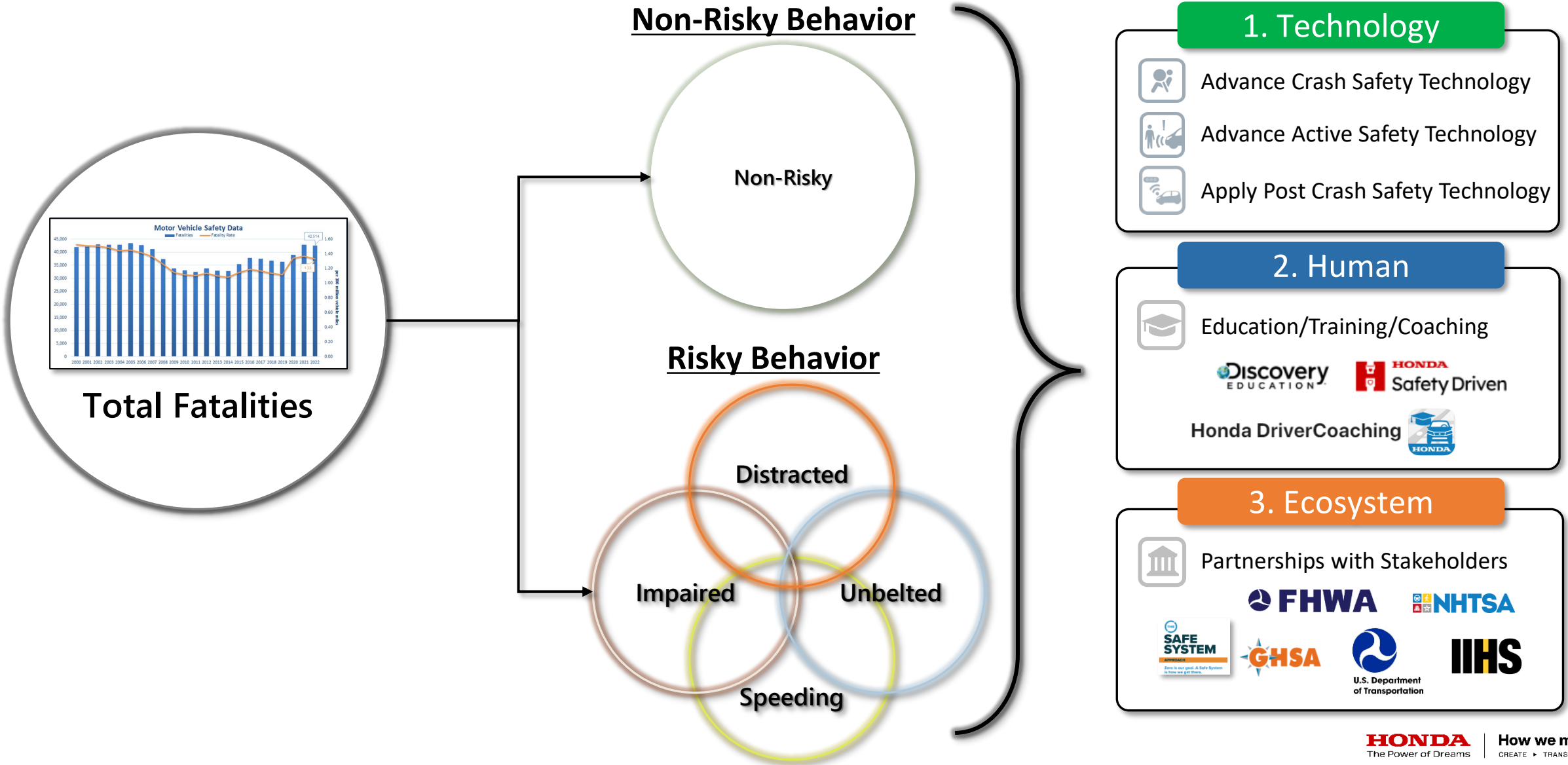
Initiatives toward Zero Traffic Collision Fatalities

Continue to develop safety technologies that help lead toward a collision free society



Activity participate in research and development, cooperation with national and local governments and co-create with partner organizations

Enhance the human ability thru education, training and awareness of everyone sharing the road

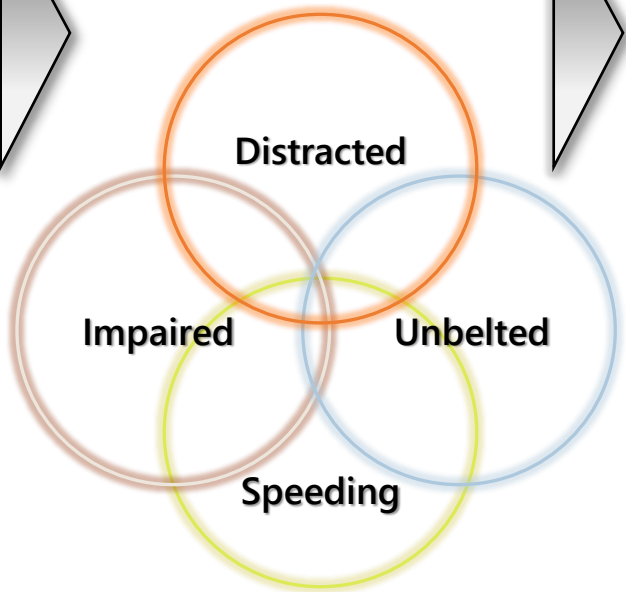


Real World Data

Non-Risky Behavior



Risky Behavior



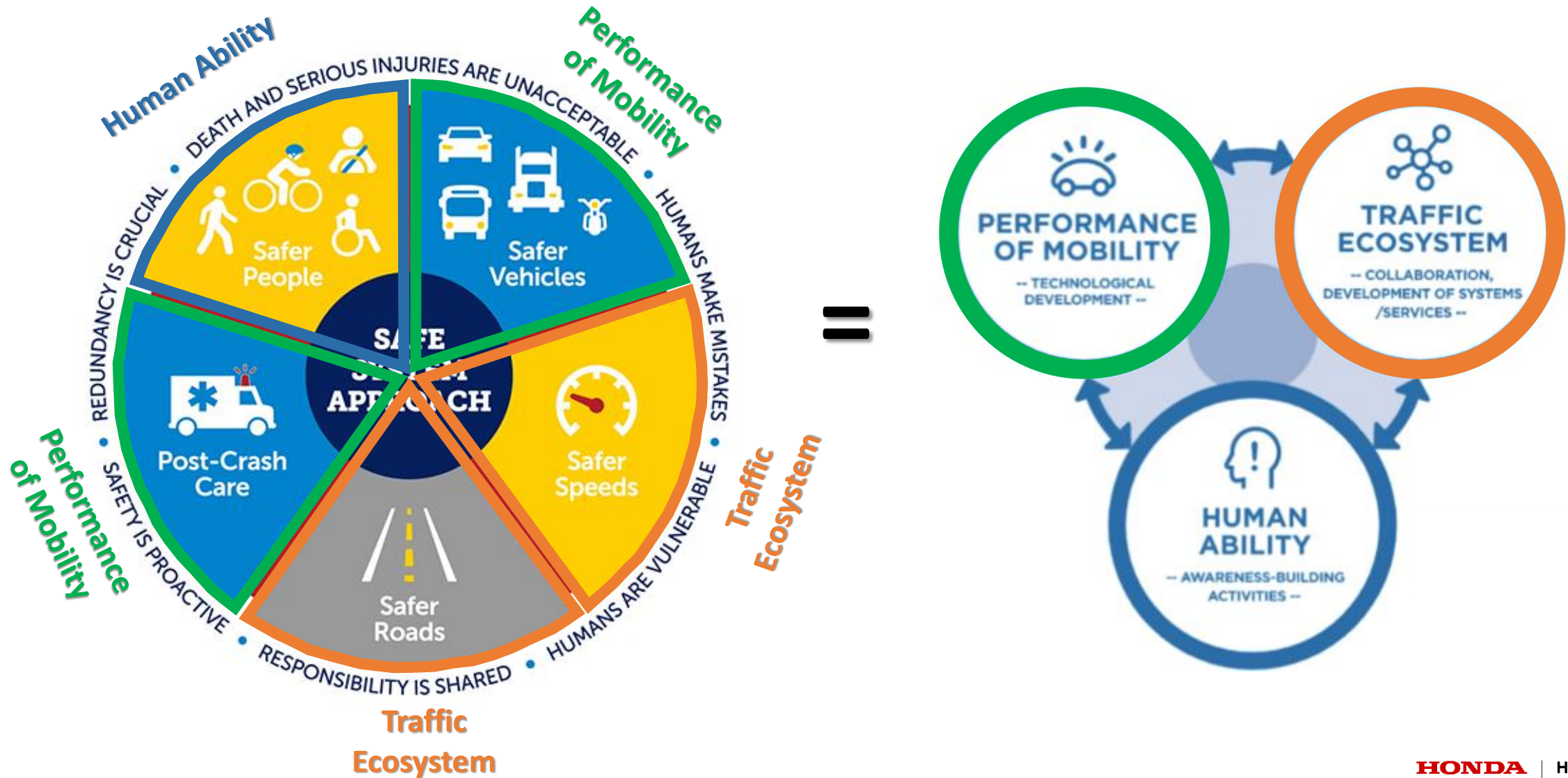
Issue	Root Cause of Crash and/or Fatality	Honda Safety Initiative		
		Technology Performance or Mobility	Education / Training Human Ability	Partnerships/ Collaboration Traffic Ecosystem
1	Impaired Driving	Technology	Education/Training	Partnership
2	Unbelted	Technology	Education/Training	Partnership
3	Speeding	Technology	Education/Training	Partnership
4	Distracted Driving	Technology	Education/Training	Partnership
5	Pedestrian and Cyclist	Technology	Education/Training	Partnership
6	Reckless Driving	Gap	Education/Training	Gap
7	Drove off Road	Technology	Education/Training	Partnership
8	Reckless and Aggressive Driving	Technology	Gap	Partnership
9	Failure to Yield Right of Way	Gap	Education/Training	Partnership
10	Fatigue/Drowsy	Technology	Education/Training	Gap
11	Left of Center	Technology	Gap	Partnership
12	Inexperienced Drivers	Gap	Education/Training	Partnership
13	Poor Road Conditions	Technology	Gap	Partnership
14	Aggressive Driving	Technology	Education/Training	Partnership
15	Unsafe Lane Change	Technology	Education/Training	Gap

Rank

Root Cause

Solutions

Safe System Approach and Honda Safety Initiatives



Safe System Approach In Practice

Crash Analytics and Injury Research (CAIR)



Collaborative data collection and analysis of fatal and serious injury crashes utilizing the **Safe System Approach** to identify safety improvements to reach the goal of ZERO road traffic fatalities and serious injuries



Funded by:
Safe Streets and Roads for All Grant (SS4A)
 \$2.5 M



Getting to Zero is Extremely Challenging

This isn't just about the safety of vehicles – Honda is committed to lead efforts centered around the Safe System Approach and encourage everyone to work together to achieve this goal

- **Safer People:** How to continue to educate younger drivers and promote safer driving habits?
- **Safer Vehicles:** How can vehicle data and technology support the Safe System Approach?
- **Safer Speeds:** How can vehicle technology support?
- **Safer Roads:** Partner with local and state communities to help to build safer roads, based on real-world data analysis.
- **Post-Crash Care:** Partner to develop a common path forward to implement AACN across the USA.

Safety for Everyone

with Everyone

Thank you

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