

Initiatives with People

It is said that most traffic accidents are caused directly or indirectly by human behavior. Mazda endeavors to raise safety awareness among adults and children through various means of communication.

Raising Traffic Safety Awareness

In cooperation with local municipalities and organizations, Mazda and its Group companies in Japan and overseas conduct various activities to raise safety awareness. The Company hosts safety-related exhibitions at the Mazda Museum in the Hiroshima Head Office, the "Kids' Quiz on Traffic Safety" website for children, and other projects. In June 2019, Mazda held a program for experiencing advanced headlight ALH (adaptive LED headlight) as part of the Sustainable "Zoom-Zoom" Forum 2019 at the Mazda R&D Center Yokohama (MRY). The Company also organized other various events to promote understanding of Mazda's safety technologies.*1

Safe Driving Demonstration

Starting from FY March 2015, Mazda has held the Mazda Driving Academy, an experience and training program to help customers in Japan learn the theories and techniques to control their cars easily, comfortably and safely. A variety of curriculums tailored to the needs and level of the customers are offered, from basic driver training of drive, turn, and stop, to the exciting experience of driving on a racing circuit, with the aim of improving their driving skills and raising the awareness of safe driving. In FY March 2019, the Mazda Driving Academy was held 9 times.

- n Mazda Kids' Quiz on Traffic Safety website for children (Japanese Only)
<https://www2.mazda.com/ja/about/kids/safetyquiz/>



- o Experiencing the collision damage reduction brake



Initiatives with Roads and Infrastructure

Initiatives toward Realizing a Safe Automotive Society with ITS*2

Traffic accidents and congestion are serious social problems in many countries and cities. To solve these problems, worldwide efforts have been taken to introduce advanced technologies for roads and automobiles. As an automobile manufacturer, Mazda has been proactively supporting the ITS project driven by the government and private sector, and working collaboratively with the national and local governments and related companies in order to realize a society where the road traffic is safe and accident-free.

Technology to Notify the Driver of Unseen Dangers

Mazda is promoting research and development of ITS as a means to monitor the objects in a distant position that cannot be detected by Mazda's advanced technology i-Activsens or the areas in an intersection that cannot be seen from the driver.

ITS Projects Mazda Participates

Project	Description	Organizer
Smart Way	Research and preparation of next-generation road systems using ITS technology, linking people, vehicles, and roads by means of information, mainly for expressways and toll roads	Road Bureau, Ministry of Land, Infrastructure, Transport and Tourism
DSSS (Driving Safety Support Systems)	Research and development of driving safety support systems utilizing road-vehicle communication, in which signals are transmitted between vehicles and the road infrastructure, as well as systems to enable smooth traffic flow	National Police Agency, UTMS*1
ASV (Advanced Safety Vehicle)	Research and development to realize a system to assist safer driving utilizing cutting-edge technologies, including communication-based driving safety support systems. In 1991, the project's first phase was launched, and currently discussions are under way as to the sixth phase	Road Transport Bureau, Ministry of Land, Infrastructure, Transport and Tourism
ITS Connect*2	The ITS Connect Promotion Consortium promotes practical application and widespread use of a driving support system combining automobile-related technology with new ITS communication technology. The consortium aims to achieve a safe anxiety-free transportation society, by studying the fundamental technology for the driving support system (ITS Connect), which utilizes ITS-dedicated frequency band, and carrying out operation support.	ITS Connect Promotion Consortium
Hiroshima SAND BOX	Effective use of communication-type ITS systems and open cloud data to enhance the safety and convenience of public transportation systems and make transportation smoother by realizing priority traffic signal control for public transportation systems, minimizing hazardous events at intersections and other places, and promoting ride sharing by increasing transfer convenience.	Hiroshima Prefecture

*1 UTMS Society of Japan

*2 Website of ITS Connect Promotion Consortium (<https://www.itsconnect-pc.org/en/>)

*1 Refer to the following URL for social contribution activities regarding safety communications by the Mazda Group:
<https://www.mazda.com/en/csr/social/>

*2 ITS: Intelligent transport system uses telecommunications technology to bring together vehicles, people, and the traffic environment, with the aim of easing traffic congestion and reducing the number of accidents throughout Japan.