

## 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 FY March 2020, Mazda continued safety-awareness-raising activities that had been conducted since 2017 with the aim of increasing the seatbelt usage rate in cooperation with the Hiroshima Branch of the Japan Automobile Federation (JAF). The importance for all car occupants to wear a seatbelt was explained through the simulation of a collision at a speed of 5 km/h, quizzes to raise children's safety awareness, and shock absorption experiments with toy cars. In addition, a safe driving seminar for aged drivers was held at a local community center.

### 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 2020, the Mazda Driving Academy was held 11 times.

## Initiatives with Roads and Infrastructure

### Initiatives toward Realizing a Safe Automotive Society with ITS\*1

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

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



- O Raising awareness of using a seatbelt and child seat



- p Driving position lecture



- q Experiencing sudden braking



\*1 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.