Safety for Everyone

Honda's Commitment to Safety

At Honda, we believe you deserve advanced levels of safety regardless of the price or size of the vehicle that meets your needs. We call this approach Safety for Everyone.

Through technology and innovation we are developing increased levels of protection for everyone who enjoys Honda's products, while also making an active commitment to enhancing safety for the drivers and occupants of other vehicles, and even pedestrians. As a leader, Honda looks beyond industry and government requirements, and focuses on future innovation to invent safer ways for people to drive or ride today.

Safety Standards.

Through innovative, real-world research Honda is developing unequalled measures of protection for drivers and passengers and continues to provide one of the highest levels of standard safety features regardless of the size or price of vehicle.

Safety Cell
Front and rear crumple zones, reinforced with a rigid high-tensile steel safety cell, help to absorb impact energy created during a collision to decrease occupant injury.

Available Vehicle Stability Assist
Vehicle Stability Assist (VSA®) senses and corrects oversteer and understeer driving scenarios to enhance handling and cornering stability, while available Traction Control helps ensure grip during acceleration.

Six Standard Airbags
Almost all Honda's vehicles feature six airbags, including the revolutionary passenger-side Occupant Position Detection System (OPDS) airbag that will not deploy if the system detects a smaller sized or out of position occupant. There's even an airbag on the Honda Gold Wing motorcycle – an industry first.

Pedestrian Safety
Innovative pedestrian safety design with energy-absorbing hood and front fenders and breakaway wiper pivots.

Standard Anti-lock Brakes
For safe stopping, the 4-wheel Anti-lock Braking System (ABS) helps you maintain control under hard braking conditions while Electronic Brake Distribution (EBD) optimizes braking forces based on weight distribution inside the vehicle.

Motorcycle Anti-lock Brakes
And for safer 2-wheel stopping, anti-lock brakes are available on some Honda motorcycles.

✓ Rigid, high-tensile steel safety cell

✓ Vehicle Stability Assist with Traction Control

✓ Six standard airbags with OPDS

✓ Innovative pedestrian safety

✓ Anti-lock Braking System (ABS)

Safety Research and Development

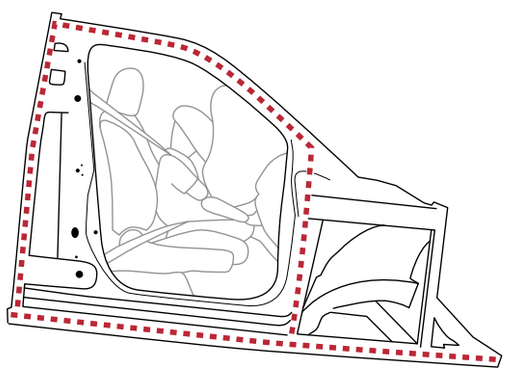
Honda's safety research facilities are playing a critical role in our better understanding of collision dynamics and the introduction of new technologies.

The resulting research and development conducted at these facilities focuses on improving safety beyond industry requirements for drivers, passengers and even pedestrians.

Safety research and development.

In 2000, Honda opened the world's first indoor, multi-directional crash-test safety facility. In 2003, Honda added a new automotive safety testing facility to the research and development centre in Ohio. It's here, at these advanced research facilities, that Honda conducts an unprecedented variety of simulated collision tests to provide a deeper understanding of what happens in incidents involving cars, trucks, motorcycles, ATVs and pedestrians.

The massive, multi-directional crash-test facility in Tochigi, Japan plays a key role towards Honda's understanding of collision dynamics between vehicles at different speeds, of different sizes, and from different directions. The benefit to the consumer can be found in the long list of innovative new technologies that improve safety on the road every day.

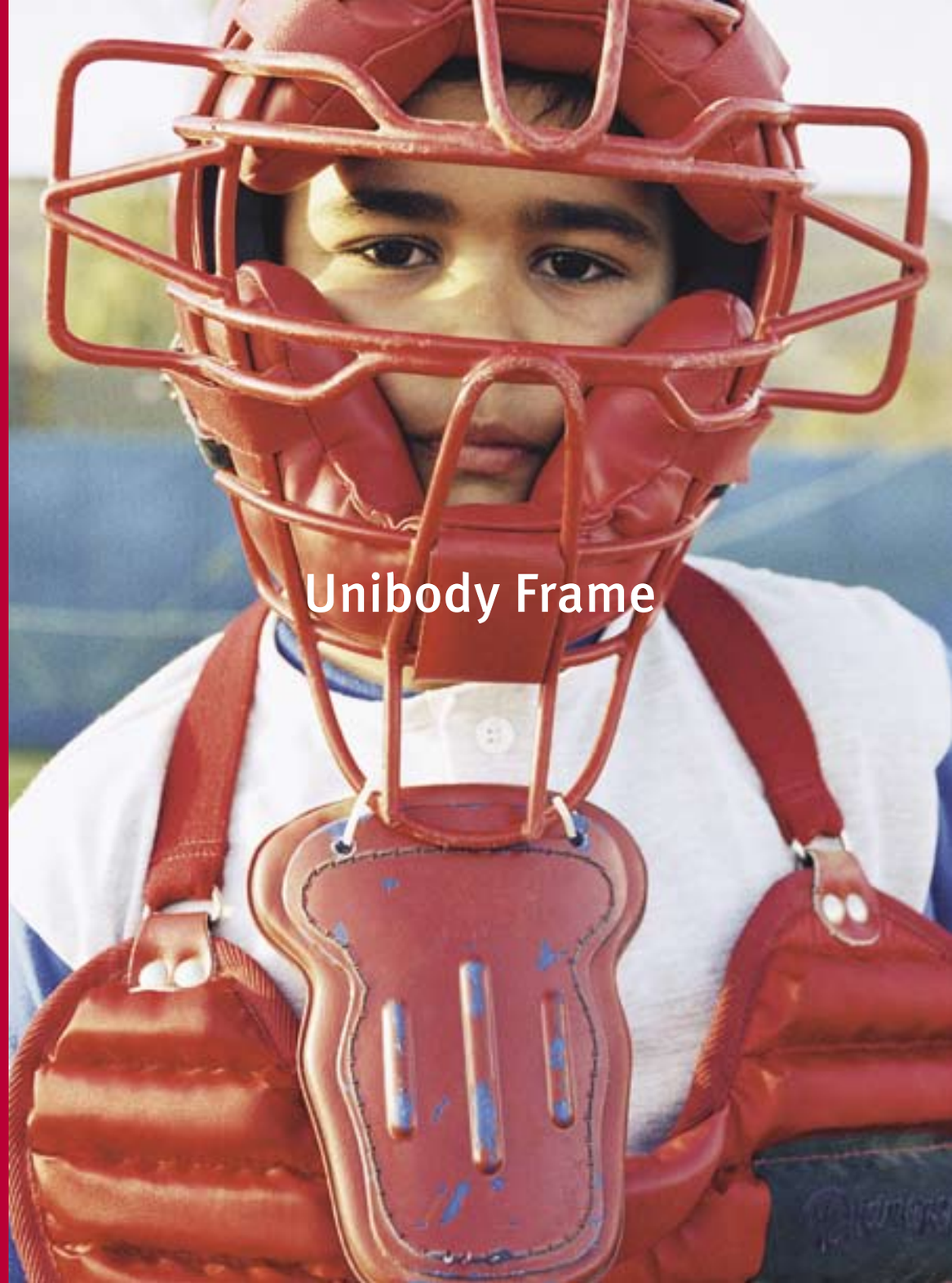


Three years in the design and construction, Honda developed the world's first Pitching Sled Test. By simulating how the rear of a vehicle lifts up in a frontal collision, Honda can better measure the performance of safety systems and help minimize potential occupant injury.

Unibody Frame

Unibody frame construction is the foundation of every Honda vehicle. The advantage is a vehicle that is safer, stronger and quieter riding.

Moreover, unibody frame construction is an excellent example of Honda's commitment to improved safety through innovative vehicle engineering.



Solid body structure.

Innovative unibody design with front and rear crumple zones, reinforced with a rigid high-tensile steel safety cell, absorbs impact energy created during a collision before it reaches the occupants inside the vehicle. Plus, the next generation in unibody design, the Advanced Compatibility Engineering™ (ACE™) body structure, disperses frontal impact energy over a larger area and increases occupant protection. ACE also mitigates potential injuries caused in collisions between vehicles of different dimensions.

Airbags

Sometimes it's what you can't see that keeps you safe.

In a Honda it's six highly advanced airbags.* Plus, from the research conducted at Honda's crash-test facilities, Honda maintains a cutting-edge focus on future airbag innovation with industry achievements such as the first motorcycle airbag.

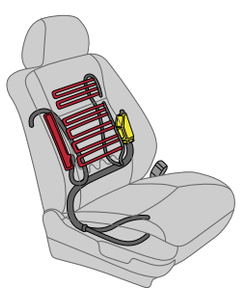
*Excluding the two-seat Honda S2000.

Airbag innovation.

In 1980, Honda's very first front passenger airbag utilized a unique design mounted to the top of the dashboard that deployed upward rather than directly at the passenger. In 1991, Honda became the first automotive manufacturer to commit to installing driver and front passenger airbags as standard equipment on all models, before airbags became an industry requirement. And now Honda is the first to introduce an airbag developed specifically for motorcycles.

Today, through innovative testing and landmark research, Honda continues to create advanced airbags to offer an outstanding measure of occupant protection. Honda is still one of the industry's leaders with advances such as driver and front passenger airbags with dual deployment rates that automatically adjust the force at which they release depending on the severity of the collision.

Honda has also introduced the first airbag system that, using electronic sensors, will not deploy if the front passenger is improperly positioned or is too small. Plus, using "smart fold" technology, Honda's standard side curtain airbags with rollover sensors will deploy along the windows to mitigate injury to out of position occupants.



Standard on new Honda vehicles is the highly innovative Occupant Position Detection System (OPDS) airbag. Designed for the front passenger-side seat and to work in conjunction with the front side airbags, the system will not deploy the airbag if the passenger is improperly positioned or of a small stature.

Active Safety

Every Honda vehicle is based on a sophisticated structure designed to be inherently safe.

It is then enhanced with advanced standard technology and equipment to maximize the driver's ability to control the vehicle at all times.

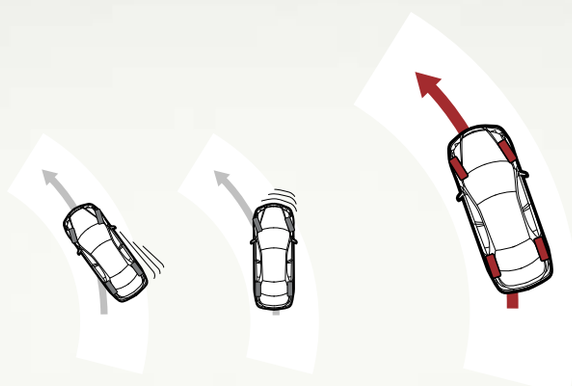
Steering and control.

From cars and trucks to motorcycles and ATVs, precise steering, firm handling and confident braking are features that make all Honda vehicles as much fun to drive as they are safe to drive. Combined, these features provide every Honda vehicle with the dynamic ability to help drivers avoid collisions. These active safety measures include responsive engines, advanced suspension systems, responsive brake and steering technologies, and even a clear view of the road ahead with intuitively positioned displays, dials, knobs and switches.

Vehicle Stability Assist (VSA) with Traction Control enhances handling and stability on loose or slippery surfaces. In poor weather, VSA helps maintain control when accelerating, cornering or performing sudden manoeuvres. What's more, VSA is an intelligent active safety feature that works automatically to correct understeering or oversteering corners, often before the driver detects a potential problem.

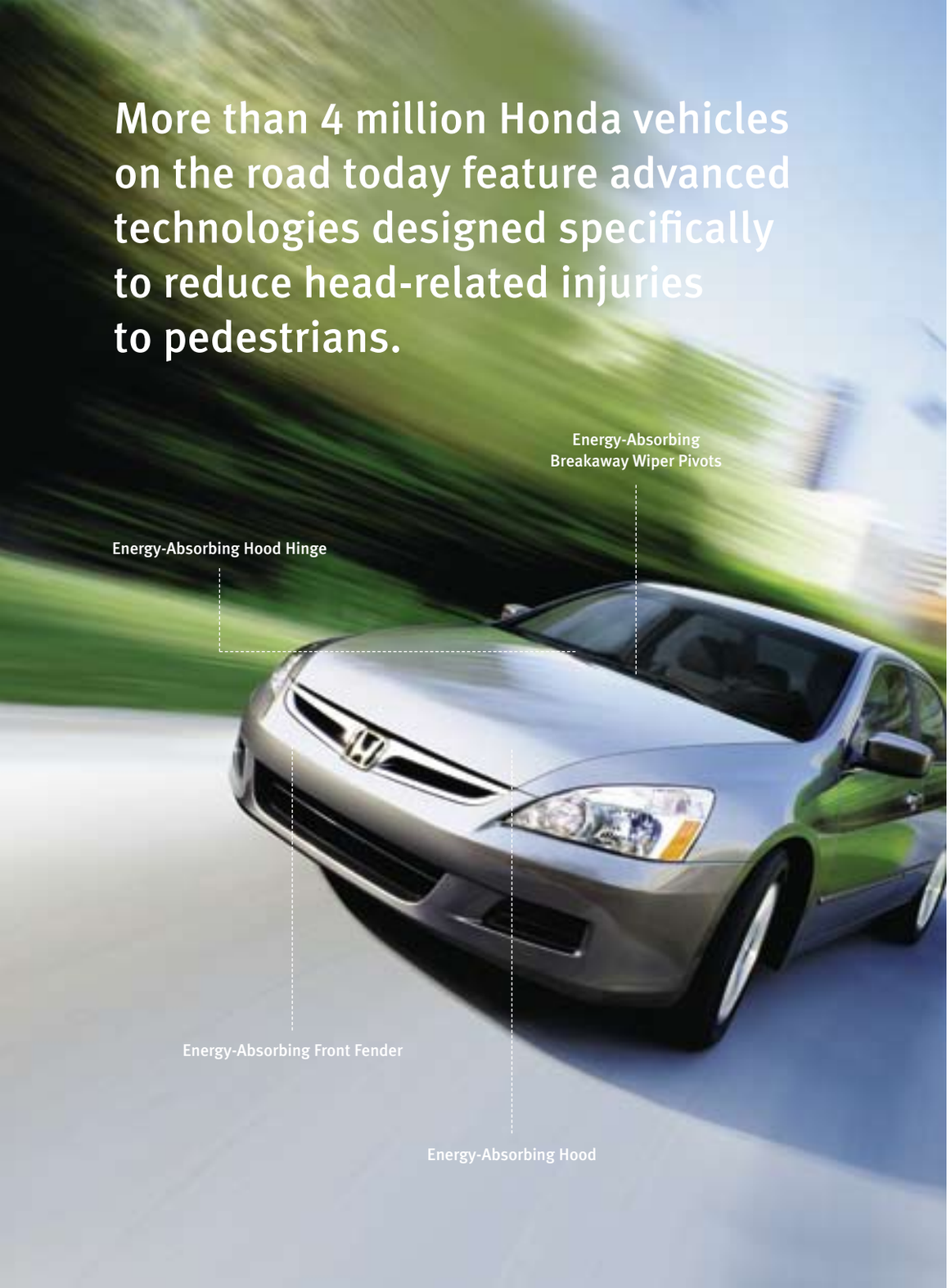
All Honda vehicles feature responsive performance-inspired handling and 4-wheel independent suspension systems that limit body roll when cornering and deliver predictable steering on rough roads and enhanced control at any speed.

The Anti-lock Braking System (ABS) is standard equipment on all Honda vehicles. It provides enhanced steering control under hard braking in slippery conditions. Plus, for added braking confidence, available Electronic Brake Distribution directs braking power to the wheel with the most traction. And for quick stopping, the available Brake Assist system applies maximum braking force if it senses a panic stop.



WITHOUT VSA: LOSS OF CONTROL

WITH VSA: CONTROL MAINTAINED

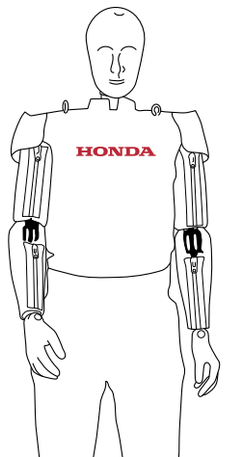


A new level of safety.

Honda's Safety for Everyone commitment extends beyond drivers and occupants of Honda vehicles – to pedestrians. To truly take vehicle safety to a new level, efforts have been made to limit injuries to people both inside and outside the vehicle.

To accomplish this and to better understand the collision dynamics between vehicles and pedestrians, Honda designed the most advanced pedestrian dummy in the world to help develop technologies that reduce life-threatening injuries.

Innovative pedestrian safety includes energy-absorbing hoods and front fenders, and breakaway wiper pivots designed to mitigate injuries in the event of an incident involving a pedestrian.



Honda takes its crash-test dummies very seriously. The proof is in the development of the most sophisticated pedestrian test dummy in the world and in the world's first motorcycle test dummy. Each feature instruments that measure the level of injury in eight regions of the body, enabling Honda engineers to identify the areas commonly associated with injuries and work towards safer vehicle design solutions.

Passive Safety

Peace of mind comes standard, and takes many shapes and sizes.

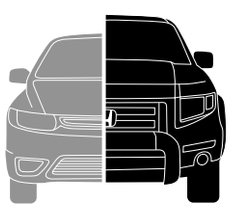
Honda engineers have created a vast array of advanced system technologies to provide drivers and passengers with an outstanding measure of next-generation safety innovation.

All-round safety.

Honda's innovative passive safety technology extends to all areas of the vehicle's interior and exterior.

In fact, recent tests conducted by the National Highway Traffic Safety Administration show more Honda models received 5-Star safety ratings for front and side impact than any other brand.* And from intelligent airbag systems to reinforced vehicle body construction, these passive safety technologies are designed to efficiently absorb and disperse the energy created during collisions.

Honda calls it G-Force Control Technology. But you can call it the peace of mind that comes from being surrounded by the end results of constant research and development of newer, safer and smarter safety features.



Advanced Compatibility Engineering (ACE) body structure enhances occupant protection by dispersing impact forces away from the occupants inside the vehicle and lessens the risk of injury in collisions between vehicles of different sizes.

Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly secured in the rear seat.
*Based on tests published on July 4, 2006 by NHTSA for 2006 models featuring standard front and side airbags. Government star ratings are part of the U.S. National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (www.safercar.gov).

The Honda Odyssey represents the next step in the evolution of passive safety and Safety for Everyone commitment.

LATCH
Available Lower Anchors and Tethers for Children (LATCH) provides secure child-seat restraint.

FOUR-RING SAFETY CELL
A four-ring safety cell, consisting of cross members under the floor and in the roof, encircles the passenger compartment.

REAR CRUSH ZONE
The rear crush zone is designed to absorb and disperse the force created in a rear impact.

SIDE-IMPACT PROTECTION BEAMS
The four side protection beams work in unison with the body structure to provide a great measure of protection in the event of a side impact.

ACE
Advanced Compatibility Engineering (ACE) body structure enhances occupant protection by dispersing impact forces away from the occupants inside the vehicle and lessens the risk of injury in collisions between vehicles of different sizes.

SAFETY CELL
Working alongside the innovative ACE body structure, which absorbs and disperses collision impact energy, Honda vehicles house a rigid safety cell that adds a further measure of protection in the form of high-tensile steel construction.

DUAL-STAGE AIRBAGS
Dual-stage, dual-threshold front airbags provide excellent head and chest protection while minimizing the potential for airbag injury by deploying at one of two rates depending on the severity of impact.

FRONT SIDE AIRBAGS
Front side airbags, including the passenger-side Occupant Position Detection System airbag that doesn't deploy if it senses a small-statured or improperly positioned occupant, add extra peace of mind.

SIDE CURTAIN AIRBAGS
Available side curtain airbags with multiple rollover sensors deploy on the side of the vehicle affected in the unlikely event of a vehicle rollover.

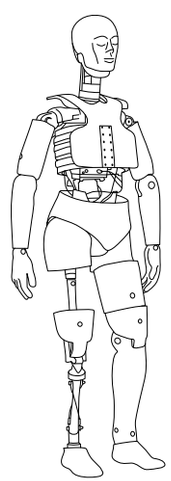
SEAT BELTS
Driver and side passenger 3-point seat belts are equipped with pretensioners that automatically tighten in moderate to severe impact. Plus, available active head restraints offer head and neck protection in the event of a rear impact.

Motorcycle innovation.

An airbag on a motorcycle? Absolutely. The extensive study of collision dynamics involving motorcycles at Honda's advanced research and development testing facilities and utilizing the world's first motorcycle-specific test dummies has led Honda to another safety and industry first – the sophisticated airbag on the Honda GL1800AD Gold Wing.

The first of its kind in the world, the Gold Wing's airbag system is one in a growing list of innovative Honda motorcycle technologies designed to maximize rider safety. From linked and anti-lock brakes, to electronic steering stabilization and available integrated navigational technologies, chances are you'll find it first on a Honda.

Four front fork sensors measure the change in acceleration caused during an impact and transmit that data to an onboard computer. If the computer determines a collision is in progress, it instantly inflates the airbag from a panel in the dash area. The result is a significant decrease in the velocity at which the rider could be thrown forward.



The world's first motorcycle-specific crash-test dummy.

Riders enjoy predictable performance and control on smooth or rough terrain, and intuitively placed controls ensure safer operation and comfort.

Electric power-steering utilizes a sophisticated computer system to ensure optimum steering-assist balance to deliver confident handling on any terrain.

Targeted rider safety.

Honda designs its ATVs to perform as predictably on smooth trails as they do on rough or hilly terrain. They should also perform predictably in the hands of riders with varying levels of experience.

This is why Honda ATVs are typically the lightest in every category – making them easier to handle and less likely to cause injury in the event of a rollover. This is why Honda ATV brakes incorporate many features to ensure predictable performance in difficult conditions. It's why Honda ATV suspension remains stable over uneven terrain. It's also why Honda developed an electric power-steering system that minimizes kickback at the handlebar. And this is why Honda ATVs are safe and fun to ride.

What's more, Honda initiated a targeted rider safety campaign entitled Use It or Lose It. Even though Honda has designed its ATVs to be some of the safest on earth, the campaign encourages rider attitude and behaviour that is safe and smart. The campaign reinforces the message that good times start with a better understanding of how to ride and operate an ATV properly and safely.

USE IT OR LOSE IT
HONDA

SAFETY ACCOLADES

MORE HONDA MODELS RECEIVED 5-STAR SAFETY RATINGS FOR FRONT AND SIDE IMPACT FROM THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA) THAN ANY OTHER BRAND TESTED.*

Civic Hybrid
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Civic Coupe
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Civic Sedan
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Accord Hybrid
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT IMPACT

Accord Coupe
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Accord Sedan
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT IMPACT

S2000
2007 NHTSA 5-STAR SAFETY RATING FOR SIDE IMPACT AND ROLLOVER RESISTANCE

ALL HONDA TRUCKS HAVE RECEIVED 5-STAR FRONT AND SIDE IMPACT CRASH SAFETY RATINGS FROM THE NHTSA.

Element
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

CR-V
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Odyssey
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Pilot
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

Ridgeline
2007 NHTSA 5-STAR SAFETY RATING FOR FRONT AND SIDE IMPACT

*Based on tests published on July 4th, 2006 by NHTSA for 2006 models featuring standard front and side airbags. Government star ratings are part of the U.S. National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (www.safercar.gov).

HONDA

The Power of Dreams

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