Market Safety in ASEAN Region

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Road traffic fatalities in ASEAN

Traffic fatalities per 10K vehicles (2013,2012)

Sources: International Transport Forum’s "Road Safety Annual Report 2014“ and ASEAN-Japan Transport Partnership’s "ASEAN-Japan Transport Statistics Book"
Toyota’s Safety Approach

Three-Part Initiative

- Safety Enlightenment
- Traffic Safety Education
- Infrastructure Improvement

- Vehicles
- Traffic Environment
- People

Reminder system for right turns

Vehicle detect sensor detects the straight oncoming vehicles
Toyota’s Safety Approach

Pursuit of real-world safety

Accident Investigation & Analysis

Development & Evaluation

Simulation

Vehicle

Integrated Safety
ISSUES from Driving behavior (people) point of view
--from accident research in Thailand--

Existing Database + Web survey + Interview
Accident condition by cause

Over-speeding, unsafe lane change, tailgating, drunk driving and other unsafe driving account for more than 30%

No. of traffic accidents by cause (2012 - 2016)

Source: Royal Thai Police
**Recognition/Willing of safety equipment**

Some equipment has low recognition and **low** willing to equip.

- **Front Airbag**: 90% Yes, 10% No
- **ABS**: 80% Yes, 20% No
- **SBR**: 70% Yes, 30% No
- **Side Airbag**: 60% Yes, 40% No
- **Speed Limiter**: 50% Yes, 50% No
- **Speed Warning**: 40% Yes, 60% No
- **PCS**: 30% Yes, 70% No
- **VSC**: 20% Yes, 80% No
- **Lane Departure Apert**: 10% Yes, 90% No
- **BSM**: 0% Yes, 100% No
- **Curtain Shield Airbag**: 10% Yes, 90% No
- **Knee Airbag**: 0% Yes, 100% No

**Source**: Toyota web Survey

**D Seg. Female, 20s, Self-employed**

*SBR alert sets off even when traveling a short distance, which is annoying (seatbelt is uncomfortable, so I don’t want to wear it as far as possible).*
Seat belt use ratio

Seat belt use rate of those injured in traffic accidents (2007-2013)

Low use ratio

Reference
Japan (2010):
Driver 98%
Passenger (Fr) 96%

Source: Injury Surveillance Data System, Bureau of Epidemiology, Department of Disease Control

Source ITARDA
Measures

- Education
  - Low recognition and low willing to equip
  - Bad Driving manners
  - Low seat belt use rate

Enforcement
How do you get information to identify the buying factor?

- Official web
- Social media
- TV
- Personal communication
- Unofficial web site
- Car Dealer
- Magazine
- Radio
- Other

Source: Toyota web Survey
Integrated Safety

Enforcement

Measure example: Effect of Enforcement of Seatbelt Usage

With the introduction of enforcement, seatbelt usage has increased, and the occupant death ratio has decreased.

Fasten your seatbelts!

New law spurs rise in seatbelt use.

Source: National Police Agency
Continuous enforcement of regulations has resulted in a decrease in the number of fatalities caused by impaired driving.

Measure example: Enforcement of Regulations on Impaired Driving

Strengthened enforcement of regulations on impaired driving.
To market safety in ASEAN region,

In addition to traditional vehicle safety performance improvement, It need to promote followings by both vehicle maker and government.

- **Improving driving manners**
- **Acknowledge, promote and spread safety equipment**

Possible effective tools are,

**Education (Websie,SNS,TV,Dealers)**

**Enforcement**
Activity in Philippines

SAFETY BOOKLET at Dealer
Safety has always been one of Toyota's top priorities. We understand that putting on the seatbelt can be uncomfortable at times but it can also save one's life. Check out The Adventures of Badman and Supperman to get a better understanding of safety.

The Buckle Battle #1 - Hunger Revenge!

The adventures of evil restaurateur Badman and avid foodie Supperman. Supperman wrecks Badman’s restaurant to the ground after an unsatisfactory...
Activity in Philippines

‘Adopt-a-School Program’

‘TMP Road Traffic Safety Project’

‘Toyota Traffic Safety Mobile Park’
TOYOTA’S ULTIMATE GOAL

Completely eliminate traffic casualties