



Honda Commits to Multi-year Partnership with the UN to Improve Road Safety

Geneva, 20 December 2024

The UN Road Safety Fund (UNRSF) is pleased to announce that Honda has become the first vehicle manufacturer to join the global partnership and governing body, marking a historic milestone in the Fund's mission to reduce road traffic deaths and injuries. This marks a significant precedent in the pursuit of safer roads worldwide.

Honda's commitment, which represents the largest contribution to the UN's road safety efforts to date, highlights the company's dedication to addressing the global road safety crisis. Their multi-year pledge will provide critical support to the Fund's work, which focuses on halving road deaths and injuries, particularly in low- and middle-income countries, where over 92% of fatal crashes occur each year. The details of this landmark contribution will be announced during the UNRSF High-Level Pledging Forum at the 4th Global Ministerial Conference on Road Safety in Marrakesh in February 2025.

Since 2018, the UNRSF mobilizes resources from private, public and individual donors to fund high-impact, scalable and sustainable road safety projects worldwide. These initiatives support better urban planning for school zones, low-emission non-motorized transport, speed management, and the development of cleaner, safer used vehicle standards. The Fund operates in 88 countries across five regions, making a real difference in communities where road safety improvements are needed most.

"At Honda, safety is at the core of our mission. By supporting the UN Road Safety Fund, we reinforce our dedication to creating safer roadway experience with major stakeholders including road users, operators, legislators and advancing the global goal of halving traffic deaths by 2030. Through collaboration and innovation, we move closer to a future with zero traffic fatalities and 'Safety for Everyone'," **said Hideaki Takaishi, General Manager/Executive Chief Engineer, Safety Planning Division, Honda Motor Co., Ltd.**

Nneka Henry, Head of the UN Road Safety Fund, added, *"We welcome Honda as the first vehicle manufacturer to join the UNRSF and its governing body. Their largest-ever contribution will help us direct vital resources to high-impact projects that save lives in developing countries. Honda's leadership sets an important example for the private sector's role in tackling the global road safety crisis. Raising funds to address this urgent issue remains an ongoing challenge, which is why multiyear commitments like Honda's are particularly crucial. We need more organizations to join the cause and ensure sustained support for long-term solutions that can truly transform road safety worldwide."*

For more information on how to join the UN Road Safety Fund, visit: www.roadsafetyfund.un.org
or contact unrsf_secretariat@un.org

