Automated Vehicle Safety Consortium Adds Honda as Latest Member of Growing Consortium

Honda Joins SAE International, Ford, General Motors, Toyota, Uber ATG, Daimler and Lyft to Develop Safety Framework for Broad Deployment of Autonomous Technology

WARRENDALE, Pa. (PRWEB) November 07, 2019 -- The Automated Vehicle Safety Consortium™ (AVSC) today expanded its international reach with the addition of Honda to the consortium. The AVSC, which launched in April 2019, convenes leading OEM and technology member organizations to collaborate on the development of best safety practices around which automated vehicle (AV) technology can be responsibly developed and adopted ahead of broad deployment.

“The adoption and acceptance of AV technologies is an international challenge. The combined expertise assembled as part of the AVSC represents the type of collaborative thinking that’s needed if we’re to develop global solutions,” said Dr. Edward Straub, executive director of the Automated Vehicle Safety Consortium.

Honda is developing automated vehicle technologies through research, investments and partnerships to promote broader access to safe and reliable transportation solutions.

“Honda sees great potential in automated vehicle technology to greatly reduce injuries and fatalities for all road users,” said T. Mibe, president and representative director, Honda R&D Co., Ltd. “Joining AVSC will allow us to further our goals by establishing broadly accepted best safety practices.”

In addition to Honda, the growing consortium also includes SAE International, Ford, General Motors, Toyota, Uber ATG, Daimler and Lyft. The AVSC’s mission is to inform and accelerate the development of industry standards for AVs. Consortium members are working on the development of a series of safety principles for SAE Level 4 and 5 automated driving systems focusing on testing before and during operation of AVs on public roads; data collection, protection and sharing; and interactions between AVs and other road users.

For more information about the AVSC, visit avsc.sae-itc.org.

SAE Industry Technologies Consortia (SAE ITC®) is an affiliate of SAE International. The SAE ITC team specializes in establishing and managing consortia by providing proven processes, tools and resources. ITC enables public, private, academic and government organizations to connect and collaborate in neutral, pre-competitive forums thus empowering the setting and implementation of strategic business improvements in highly engineered industries globally. (www.sae-itc.com)

About Honda
Honda is creating technologies and products including advancements in automated vehicles, connectivity and ultra-low carbon mobility. In North America, the company has more than 3 million vehicles on the road equipped with advanced safety and driver-assistive technologies (Honda SENSING® or AcuraWatch™) which represent the technological and perceptual pathway to the automated vehicle technologies of the future.

Honda offers a full line of reliable, fuel-efficient and fun-to-drive vehicles with advanced safety technologies sold through over 1,000 independent U.S. Honda dealers. The Honda lineup includes the Fit, Civic, Insight, Accord and Clarity series passenger cars, along with the HR-V, CR-V, Passport and Pilot sport utility vehicles,
the Ridgeline pickup and the Odyssey minivan.

Honda has been producing automobiles in America for more than 35 years and currently operates 19 major manufacturing facilities in North America. In 2018, more than 90 percent of all Honda brand vehicles sold in the U.S. were made in North America, using domestic and globally sourced parts.
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