

Action to Achieve "ZERO" beyond Japan; Thailand

~ Reducing Crash Between 2-Wheeled & 4-Wheeled Vehicles ~

Background: Project from Tateshina Meeting^{*1}

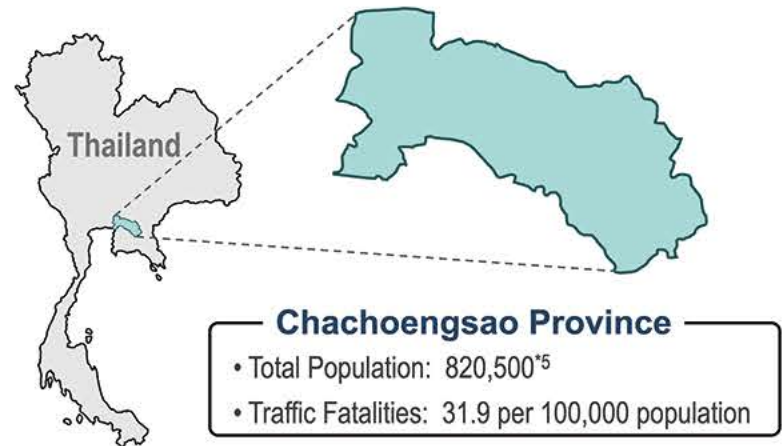
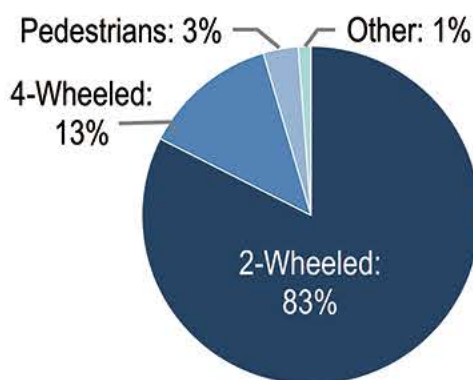
In Thailand, traffic fatalities is 27 per 100,000 population, compared to a global average of 15 per 100,000 population.^{*2} Characteristically, 2-wheeled vehicles account for the majority of fatalities involving 4-wheeled vehicles.^{*3}

This activity aims to solve this serious social issue and reduce above crash.

Activity in Chachoengsao Province is initiated as the Province's fatalities is as high as 31.9 per 100,000 population.^{*4}

The ultimate vision is to implement the finding and countermeasures to other regions, with the backing and guidance of government.

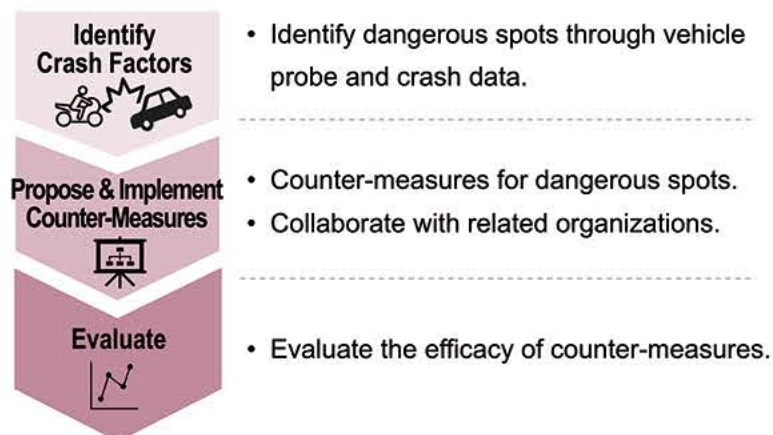
Traffic Fatalities in Thailand by Vehicle Type (2023) ^{*4}



Implementation Plan

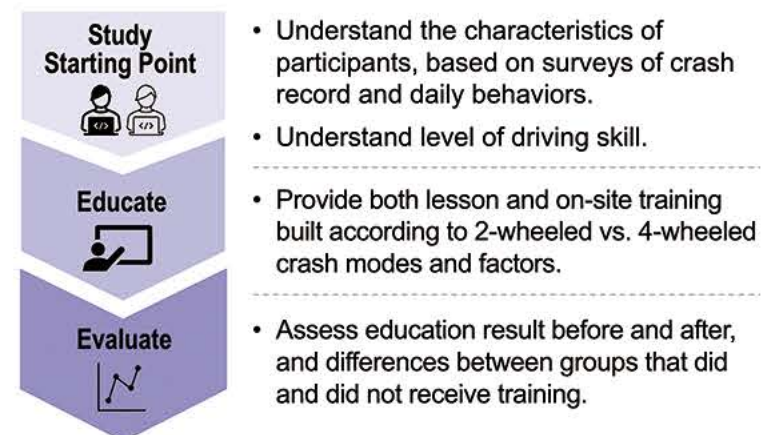
Data-Driven Counter-Measures

- Use vehicle probe and crash data to clarify the root causes and develop counter-measures.
- Implement counter-measures agilely through vehicle probe data.



Driving Skill & Safety Awareness Training

- Implement 2-wheeled vs. 4-wheeled crash training with the view of both vehicle types.
- Education based on Thailand road environment and analysis results.



Implementing Data-Driven and Training activities agilely to suit Thailand Road Environment

Future Action

- Define and implement further activity for utilizing data and implementing driving skill and safety-awareness training.
- Coordinate and negotiate with central/local government, and police in Thailand to implement countermeasures, along with organization/partners such as United Nations.
- Spread activity to other regions (including Thailand and other Asian nations), based on results in Chachoengsao.

1 : As reported at 2023 Tateshina Meeting. For details, see the panel titled Solving Key Challenges with Cross-Industry Partners

2 : According to Global Health Observatory's Estimated Road Traffic Death Rate (Per 100,000 Population), published by the World Health Organization (WHO)

3 : According to Kunawee, K. (2024). Characteristics of motorcycle crashes in Thailand and factors affecting crash severity: Evidence from in-depth crash investigation

4 : According to Department of Land Transport's Report on statistical analysis of traffic accident fatalities in 2023

5 : According to statistics in City Population website's Population section