



November 17, 2025

**“Tateshina Meeting” Overseas Subcommittee launches
“KUB-DEE-DAI-DEE” Campaign by Toyota Mobility Foundation and Honda
to foster a culture of traffic safety in Thailand
— Promoting safe driving based on the Thai belief that “Good deeds bring good
returns” —**

The Toyota Mobility Foundation (hereinafter “TMF”) and Honda Motor Co., Ltd. (hereinafter “Honda”) today announced the launch of the “KUB-DEE-DAI-DEE (Good driving brings good returns)” campaign in Thailand, a joint initiative to address traffic safety issues in the country.

TMF and Honda are collaborating through the overseas subcommittee of the cross-industry framework “Tateshina Meeting”^{*1}, which aims for future with zero traffic accident fatalities. By sharing insights gained from activities in Japan and expanding them globally, they are working to create safer traffic environments. As part of this effort, the two companies will implement a campaign in Thailand themed around the Thai cultural belief of “TAM-DEE-DAI-DEE (Good deeds bring good returns)” to help prevent accidents involving both four-wheeled and two-wheeled vehicles, and will evaluate its effectiveness.

Special campaign website: <https://kubdeedaidee.com/>

1. Background

Thailand shown remarkable economic growth over the last decades. Nevertheless one of the consequences of such growth has been a high traffic accident rates in the world, with serious accidents involving four and two-wheeled vehicles particularly prevalent among younger generations. Although numerous educational and awareness activities have been conducted to date, further measures are still believed to be required.

In this campaign, TMF and Honda — both deeply rooted in the four-wheeled and two-wheeled vehicle industries — will work together to conduct awareness activities utilizing online media such as social networking services (SNS). The aim is to enhance traffic safety awareness, knowledge acquisition, and behavioral change, especially among younger generations.

With the support of the Bangkok Metropolitan Administration (BMA), including initiatives to raise awareness of the campaign and the dissemination of promotional content through

BMA's media channels, the project will also develop activities rooted in the local community.



<Campaign name and logo>

2. Campaign Approach

This campaign is an initiative to connect the traditional Thai proverb “TAM-DEE-DAI-DEE (Good deeds bring good returns),” which has long been deeply rooted in Thai daily life across generations, with traffic safety behavior.

It redefines traffic safety knowledge not as an “obligation,” but as a “positive action” that brings good influence to oneself and others, incorporating mechanisms that naturally lead to safer daily driving behavior.

TMF and Honda aim to create a safe traffic society in which four-wheeled and two-wheeled vehicle users show mutual consideration for each other. To that end, the campaign highlights everyday actions such as being aware of motorcycles while driving, checking blind spots, and maintaining safe following distances — which are all presented as examples of “KUB-DEE (Good driving).”

The campaign seeks to encourage people to naturally recognize such behaviors as safe actions in traffic environments. The “KUB-DEE (Good driving)” examples have been selected based on data driven common accident patterns and driving habits in Thailand, focusing on behaviors particularly important for ensuring safety.

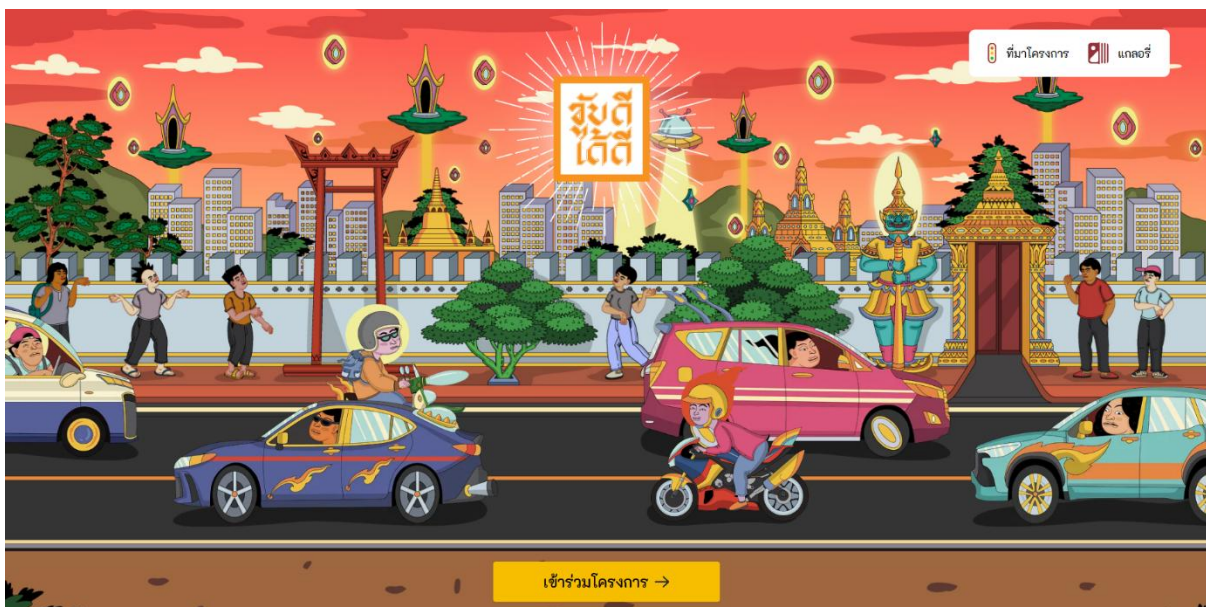


KUB DEE (Drive good) –Wear your helmet.
DAI DEE (Good for you) – and peace of mind for your family.

<Key visual example>

3. Outline of the Initiative

In producing the key visuals for the campaign website, TMF and Honda collaborated with emerging Thai artist Sarawut Pannoo, incorporating his signature contemporary visual style combined with traditional Thai motifs. This collaboration aims to create visuals that resonate with younger generations.

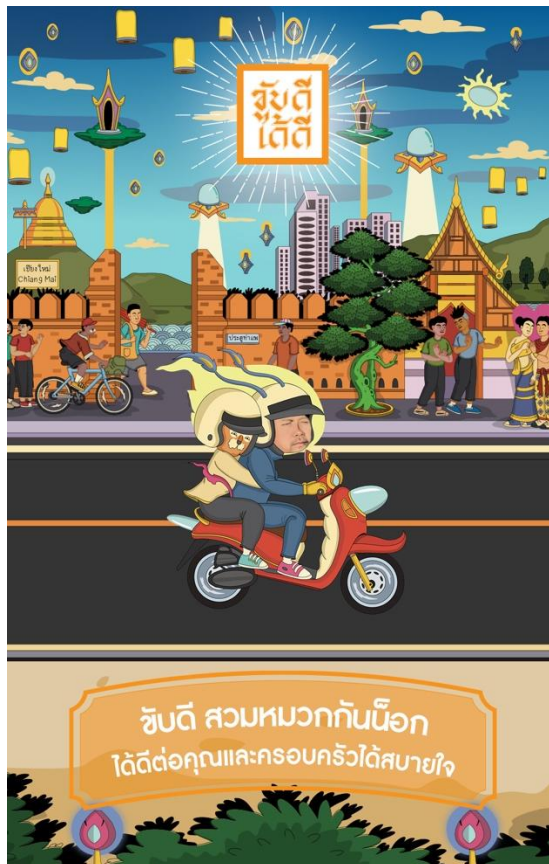


<Top page of the special campaign website>

In addition, as an interactive feature to encourage behavioral change, a “KUB-DEE-DAI-DEE Generator” will be installed on the campaign website.

Through this tool, users can select specific driving behaviors they wish to be more mindful of from among the “KUB-DEE (Good driving)” actions introduced on the site. They can then generate and share original wallpapers or short videos on social media.

This mechanism allows users not only to gain knowledge but also to make a personal declaration to their community, thereby helping to promote actual changes in daily behavior.



<“KUB-DEE-DAI-DEE Generator” experience available on the special website>

4. Future Developments

Starting in November 2025, the campaign will be rolled out both digitally and offline in Bangkok and Chiang Mai through social media, outdoor advertisements, the special campaign website, and media channels owned by the BMA.

Based on the insights gained from this phase, in 2026, the initiative is planned to expand



further through partnerships with Toyota Motor Thailand (TMT) and Honda Thailand Foundation, in order to deliver traffic safety messages to a broader audience.

In conjunction with the campaign launch, the following comments have been shared by representatives from each organization:

Chadchart Sittipunt, Governor of Bangkok:

“Bangkok places great importance on traffic safety.

The launch of the ‘KUB-DEE-DAI-DEE’ campaign by TMF and Honda is a major step toward nurturing a culture of considerate and safe driving between an automobile manufacturer and a motorcycle manufacturer working together.

The Bangkok Metropolitan Administration fully supports this initiative and will continue working to make our roads safe and livable for everyone.”

Susumu Matsuda, Deputy Chairman of the Board, Toyota Mobility Foundation:

“At the Tateshina Meeting, we place great importance on the idea that ‘Traffic safety is something created by everyone.’ We value each individual thinking about what they can do from their own standpoint and taking action.

We hope that the concept of ‘KUB-DEE-DAI-DEE’ will be warmly received as positive reinforcement by the people of Thailand, and that the spirit of compassion and the circle of traffic safety will spread across both four-wheeled and two-wheeled vehicle users.”

Hideaki Takaishi, General Manager, Safe Driving Promotion Division, Honda Motor Co., Ltd.:

“We are pleased to launch the ‘KUB-DEE-DAI-DEE’ campaign together with TMF to address Thailand’s serious traffic challenges.

By promoting considerate driving from both four-wheeled and two-wheeled perspectives, we aim to deliver safety and joy to everyone, while working together toward a society with zero traffic accidents.”

<URL>

Campaign website	https://kubdeedaidee.com/
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*1 Tateshina Meeting:

The Tateshina Meeting was first held in 2019 as a platform for sharing aspirations and promoting collaboration toward realizing zero traffic accident casualties. It is held during the Summer Festival at the Mount Tateshina Shoko-ji Temple, where top executives from the automobile and related industries gather annually to pray for traffic safety. At the meeting held in July 2023, subcommittees were also launched to further enhance the effectiveness of initiatives towards traffic safety and achieving zero traffic accident casualties.



Reference: <https://toyotatimes.jp/en/newscast/033.html>

***2 Overseas Subcommittee:**

Established to expand the knowledge and experience gained from domestic traffic safety initiatives overseas. Focusing on Thailand — a country with a high number of traffic accident fatalities per 100,000 people — the group works on data-driven accident countermeasures and educational activities.

Reference: <https://toyotamobilityfoundation.org/en/press-room/pressrelease04282025/>

About Toyota Mobility Foundation

[Toyota Mobility Foundation](https://toyotamobilityfoundation.org/) (Chair Akio Toyoda) was established in August 2014 by Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota's ongoing commitment to continuous improvement and respect for people. It utilizes Toyota's expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world. "TMF aims to create a truly mobile society that will help people live better lives no matter where they are," said Chair, Akio Toyoda.

Contact Information

Toyota Mobility Foundation – Nishida / Akamatsu

Tel: 080-5187-5571 / 080-6564-1176

(Office hours: 8:30–17:30 JST, excluding Saturdays, Sundays, and Japan national holidays)

E-mail : j.nishida@toyota-mf.org / h.akamatsu@toyota-mf.org / info@toyota-mf.org

