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## Toyota Mobility Foundation and Honda, in Collaboration, Launch the New Phase of the “KUB-DEE-DAI-DEE” Campaign to Promote Traffic Safety in Thailand During Songkran.

2026.4.6

Bangkok, 6 April 2026: Toyota Mobility Foundation (TMF) and Honda Motor Co., Ltd. (Honda) will conduct a campaign from April to June 2026, aligned with Songkran<sup>\*1</sup> – a period associated with a significant increase in road accidents in Thailand, as a new phase of the “KUB-DEE-DAI-DEE” initiative in Thailand, aiming for a traffic society in which drivers and motorcyclists mutually respect each other and practice safe responsible road behavior.

During this Songkran phase, TMF and Honda will leverage a LINE Official Account as a core communication and engagement platform, delivering traffic safety information while introducing interactive learning mechanisms designed to encourage continued participation and long-term awareness.

Thailand has shown remarkable economic growth over the last decades. Nevertheless one of the consequences of such growth has been a high traffic accident rate in the world, with serious accidents involving four- and two-wheeled vehicles particularly prevalent among younger generations. As part of the activities of the Tateshina Meeting<sup>\*2</sup> Overseas Subcommittee<sup>\*3</sup>, TMF and Honda have been working to raise traffic safety awareness by drawing on their respective expertise. This collaboration is grounded in the shared belief that cars and motorcycles use the same roads and are partners in protecting each other’s lives.

“KUB-DEE-DAI-DEE” is a road safety campaign inspired by Thai belief that “Good deeds bring good returns.” It positively communicates compliance with traffic rules as something that brings good to oneself. During the pilot phase conducted from November to December 2025, the campaign reached mainly younger generations through social media advertising, outdoor advertising, and a dedicated website. The broad reach of these communications, together with the results of user interviews, suggested that the campaign was positively received locally.



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**ทำดีได้ดี**  
 “TAM-DEE-DAI-DEE”  
 (Do Good Get Good)  
 ↓  
**ขับดีได้ดี**  
 “KUB-DEE-DAI-DEE”  
 (Drive Good Get Good)



Campaign name and logo



Pilot phase social media posts



OOH during the pilot phase

Based on these results, during the Songkran phase, messages will be communicated in line with Songkran, a period when traffic accidents increase significantly during the year, with the prevention of drunk driving positioned as one of the key themes. In addition, the LINE Official Account will serve as a new communication platform for delivering traffic safety content and introducing mechanisms that encourage continued participation. Participants engage with daily updated traffic safety content, allowing them to enjoy learning while earning points. Through these continuous touchpoints, the campaign aims to deepen understanding of traffic safety and provide an opportunity for people to reflect on their daily behavior.

Campaign website: <https://kubdeedaidee.com/>



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Key visual for Songkran



LINE Official Account

Looking ahead, TMF also aims to link this initiative with the results of data analysis from TRUST (Thailand Road Users Safety through Technology), the traffic safety project it is promoting in Thailand, and to develop it into a framework for highly effective, data-driven traffic safety measures.

### About Toyota Mobility Foundation

Toyota Mobility Foundation (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,” says Chair, Akio Toyoda

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### Reference

\*1 Songkran:



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widely known for its water-splashing custom.

\*1 Songkran: Thailand's traditional New Year festival, held in mid-April each year and also widely known for its water-splashing custom.

**\*2 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.

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

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**\*3 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.

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

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**Related Links**

[“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”](#)

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[The Bangkok Metropolitan Administration and Toyota Mobility Foundation showcase the TRUST \(Thailand Road Users Safety through Technology\) Project, at the International Mayors Forum 2025](#)

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**Contact Information**

Toyota Mobility Foundation, Tateshina meeting Oversea subcommittee team

[Inquiry form](#)