



# 90% of Thai road users trust Advanced Driver Assistance Systems for safer roads, HERE Technologies survey reveals

- **97%** of Thai road users surveyed are worried about road traffic accidents.
- **90%** of respondents believe Advanced Driver Assistance Systems (ADAS) are important for road safety.
- **74%** of respondents are interested in purchasing ADAS-equipped vehicles.

**November 12, 2024**

**Bangkok** – A new survey by [HERE Technologies](#), the leading location data and technology platform, highlights the heavy concerns over road safety in Thailand and increasing confidence in Advanced Driver Assistance Systems (ADAS) to reduce accidents.

Key highlights from the **‘Safer cars, safer roads’** survey include:

## **Widespread concern over road safety**

More than half of the respondents (53%) reported being involved in a road accident within the last two years. Although 64% believe current safety measures in Thailand are working, 97% remain deeply concerned about traffic accidents, especially those caused by reckless driving behaviors like speeding and aggressive driving. This highlights a disconnect between the perceived effectiveness of road safety measures and the real concerns drivers face every day. With reckless driving ranked as the leading contributor to road accidents, the findings reinforce a need for more stringent enforcement and behavioral change on Thailand’s roads.

## **Two-wheeler riders remain vulnerable**

Thailand is one of the largest markets for two-wheeler vehicles, with motorcycles and scooters serving as daily transportation for millions of people. The survey shows 63% of motorcycle and scooter riders have been involved in accidents recently, and 92% of them feel unsafe on the roads, reflecting the vulnerability of this group.

## **Positive impact of Thailand’s road safety initiatives**

Thailand has taken significant steps in recent years to improve road safety, particularly with the introduction of the point-deduction system for traffic infractions in January 2023. This system, designed to penalize unsafe driving behaviors, has already had a positive impact, with 76% of respondents stating that the point-deduction system has improved their driving behavior. The success of this government’s initiative demonstrates the effectiveness of enforcement measures in curbing dangerous driving practices, laying a foundation for improvements in road safety.

However, while these enforcement measures are showing results, there is a growing call for technological solutions to complement them. The high level of concern about road

safety has driven an increasing interest in ADAS technologies, which many see as key to enhancing both driver and road safety.

### **Growing trust in ADAS technology to enhance road safety**

Advanced Driver Assistance Systems (ADAS) are emerging as a key solution for road safety. About half of the survey respondents (51%) are familiar with ADAS like Lane Keep Assist, Adaptive Cruise Control, and Lane Departure Warning. An overwhelming number of respondents (**90%**) agree that these systems are crucial for enhancing driver and road safety.

### **Rising demand for ADAS-equipped vehicles**

Interest in ADAS-equipped vehicles is growing, with 74% of respondents showing a desire to purchase one. Safety benefits (67%) are the primary motivator, followed by the reliability and ease of use of the technology.

### **Trust in ADAS and call for government action**

Trust in the effectiveness of ADAS is also high, with **85%** of respondents believing that automated driving technologies can make roads safer and reduce speeding-related accidents. Public support for ADAS integration into Thailand's national road safety strategy is strong, with 83% of respondents urging the government to prioritize advanced safety features in vehicles.

In relation to the study, **Mr. Ryoichi Inaba, President and CEO of Mitsubishi Motors (Thailand) Co. Ltd.**, stated, "At Mitsubishi Motors Thailand, we put highest focus on driver's safety, driving confidence, the comfort of both drivers and passengers, and environmental friendliness. All these are the core values of Mitsubishi Motors' DNA. With various of our acclaimed safety features such as ADAS, known as 'Mitsubishi Motors' Diamond Sense', Active Yaw Control AYC (AYC), safety enhanced body made with high-tensile steel ('RISE Body'), and Active Stability Control (ASC), we strive to provide our customers with the ultimate peace of mind, especially when driving on the various challenging conditions of roads and terrains in Thailand."

**Abhijit Sengupta, Senior Director & Head of Business for Southeast Asia and India at HERE Technologies** added, "The strong demand for ADAS in Thailand reflects a broader shift towards safer, more advanced driving technologies in the country. Thai road users are clearly looking for solutions that go beyond traditional safety measures, seeking technologies that can actively help to prevent accidents and improve overall driving experience. This growing interest signals an important opportunity for automakers and policymakers to prioritize the integration of ADAS features into vehicles and regulations, ensuring that drivers have access to the tools they need for safer journeys. At HERE Technologies, we're focused on delivering location technology that can help meet this demand and empower both road users and policymakers to embrace a safer, more connected future on Thailand's roads."

**Claudia Krehl, Associate Director at Counterpoint Research** said, "Thailand faces the highest number of traffic casualties in Southeast Asia averaging 50 deaths a day. Motorbike riders are the most vulnerable group due to reckless driving, poor road conditions, and intoxication. ADAS technology improves early detection of hazardous situations and increases preventative maneuvers that help reduce accidents that support the government's efforts to tackle accidents and increase road safety. ADAS features act as a key enabler along driver and rider risk and safety education and increasing driving skills to meet Thailand's targets of reducing road related deaths by 50% by 2027."



**Anuj Jain, Strategy & Business Development Lead at AWS Automotive & Manufacturing** also commented, "The future of transportation is rooted in innovative technologies that prioritize safety and boost operational efficiency. Advanced Driver Assistance Systems (ADAS) have the power to revolutionize the driving experience, ushering in a new era of safer and more secure roads. By harnessing location intelligence, ADAS can precisely map vehicle positions, help detect potential hazards and equip drivers to navigate complex situations with greater confidence. This results in fewer accidents and lives saved. Through our collaboration with transportation and automotive industry leaders like HERE Technologies, AWS is helping its customers accelerate the adoption and advancement of these transformative technologies, paving the way for a safer, more secure and efficient transportation ecosystem."

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#### **About 'Safer cars, safer roads'**

This survey was conducted in September 2024 via Pollfish and involved a representative sample of 400 road users across Thailand. The aim was to gather comprehensive insights into road users' perceptions and experiences regarding road safety and appetite for Advanced Driver Assistance Systems (ADAS). The survey was designed to capture a diverse range of perspectives from various regions, driving habits and vehicle types to ensure a holistic understanding of the current state of road safety and the impact of ADAS technologies in Thailand. The data collected provides valuable information to inform future strategies and innovations in enhancing road safety across Thailand.

#### **About HERE Technologies**

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at [here.com](https://here.com).