## Steadfast Commitment & Actions Toward Ultimate Goal of "ZERO"

**Traffic Fatalities** 

Japan

(Fatalities/10,000 vehicles)

2015

Global

(Fatalities/10.000 vehicles)

### **Toyota's Commitment & Actions**

#### 1970: Shoko-ji Temple

Shoko-ji Temple in Tateshina, Nagano, was established at the request of Toyota and its dealerships for the purpose of praying for traffic safety.



#### 1994: ITS Organization of Japan

VERTIS (Vehicle, Road, and Traffic Intelligence Society), the forerunner of ITS Japan, was founded.

In the same year, Dr. Shoichiro Toyoda joined ITS World Congress in Paris as its first chairman.

2004: "ZERONIZE"

At the ITS World Congress in Nagoya, Toyota announced

its initiative to achieve zero



Vehicle Stability Control (VSC) 1995: Collision-Safety Body (GOA)

**Seat Belts** 

Traction Control (TRC)

Antilock Braking (ABS)

Airbags



Rader Cruise Control (RCC)



KINTO

SUZUKI

2000: HELPNET

Pre-Collision System (PCS) Lane Keeping Assist (LKA)

# (GOA: Global Outstanding Assessment)

#### traffic fatalities, coining the phrase "ZERONIZE."

Toyota established the Toyota Mobility Foundation, working with various partners to address mobility-related social issues



**K**YOCERa

自転車活用 推進研究会

**DENSO** 

NIPPON SIGNAL

2015: Toyota Safety Sense



KINTO

SUBARU

吃

TTDC

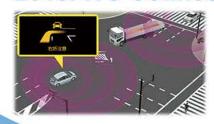
2015: ITS Connect

70

60

50

2010



## Further Improvement Required

2010

900

800

700

600

500

400

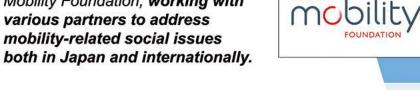
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2024

**Diminishing Rate of Accident Reduction Recently** 

to Achieve Ultimate Goal of "ZERO"



● 損保ジャパン

**一** 

2014: Toyota Mobility Foundation



AISIN







TOYOTA

TTRI

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2019: Tateshina Meeting



Tateshina Meeting is held near Shoko-ji Temple as a platform for sharing aspirations and promoting collaboration toward realizing zero accident casualties. Companies gathered beyond automotive industry such as finance, telecommunications etc.

2024: "Toward ZERO-**Accident Society**"

2020



NTT and Toyota agreed to a joint initiative in the fields of mobility, artificial intelligence (AI), and telecommunications to achieve a ZERO-Accident

**ZERO Fatalities ZERO Accidents** 

**Traffic Accidents** 

Pedestrian-

Frontal

Japan

(Accidents/10,0000 vehicles)

2015

Collision: 2%

to-Vehicle: 13%

**Accidents Data Analysis** 

(2023) <

**Accidents** 

that cannot

be avoided

by onboard

2024

systems

2020

New Initiatives to Achieve "ZERO"