

Steadfast Commitment & Actions Toward Ultimate Goal of "ZERO"

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



2014: Toyota Mobility Foundation

Toyota established the Toyota Mobility Foundation, **working with various partners to address mobility-related social issues both in Japan and internationally.**



1995: Collision-Safety Body (GOA)

(GOA: Global Outstanding Assessment)



• Rader Cruise Control (RCC)

2000: HELPNET

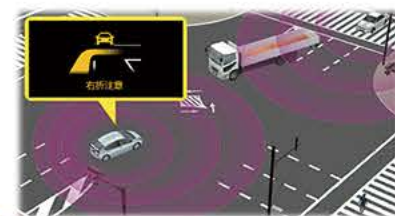


- Pre-Collision System (PCS)
- Lane Keeping Assist (LKA)

2015: Toyota Safety Sense



2015: ITS Connect



2019: Tateshina Meeting



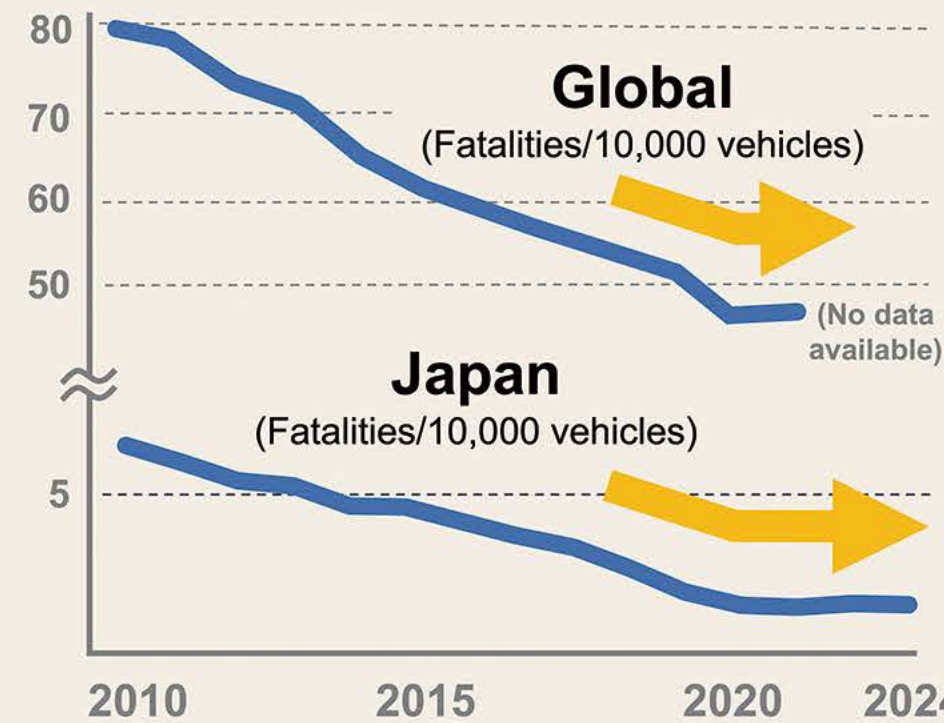
Tateshina Meeting is held near Shoko-ji Temple as a platform for sharing aspirations and promoting collaboration toward realizing zero accident casualties. Companies gathered beyond automotive industry such as finance, telecommunications etc.

2024: "Toward ZERO-Accident Society"

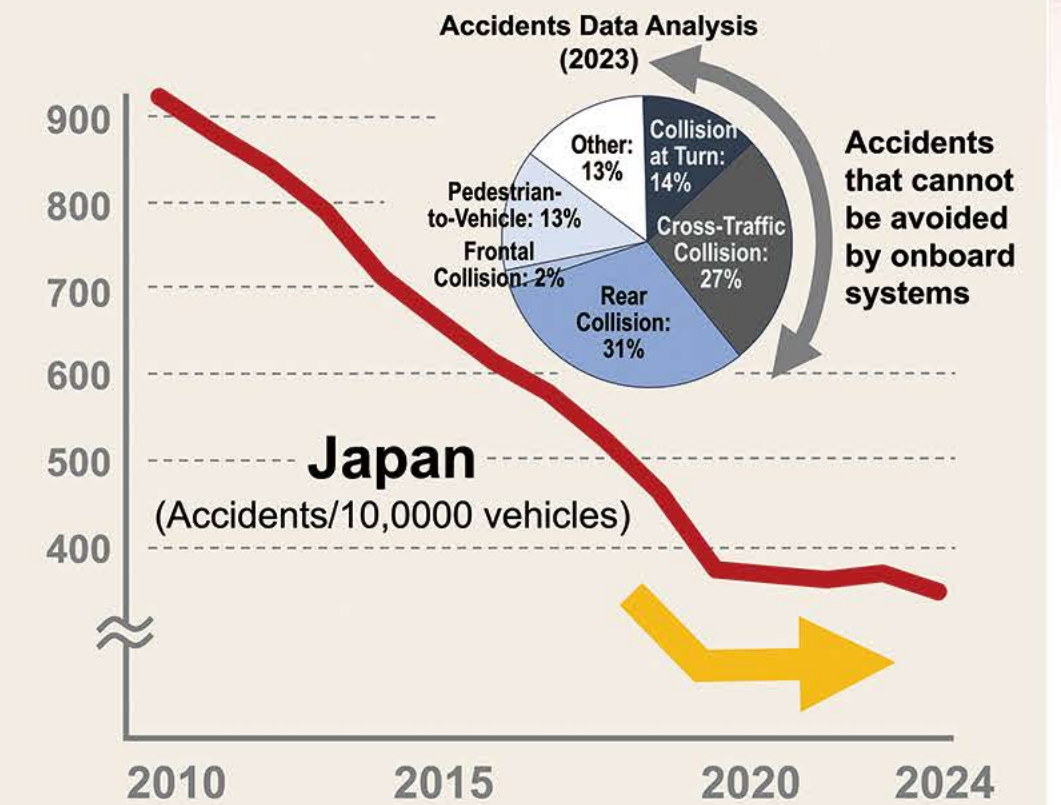


NTT and Toyota agreed to a joint initiative in the fields of mobility, artificial intelligence (AI), and telecommunications to achieve a ZERO-Accident Society.

Traffic Fatalities



Traffic Accidents



Diminishing Rate of Accident Reduction Recently

Further Improvement Required to Achieve Ultimate Goal of "ZERO"

ZERO Fatalities

ZERO Accidents

Collaboration Beyond Automotive Industry

New Initiatives to Achieve "ZERO"