Integrated Safety

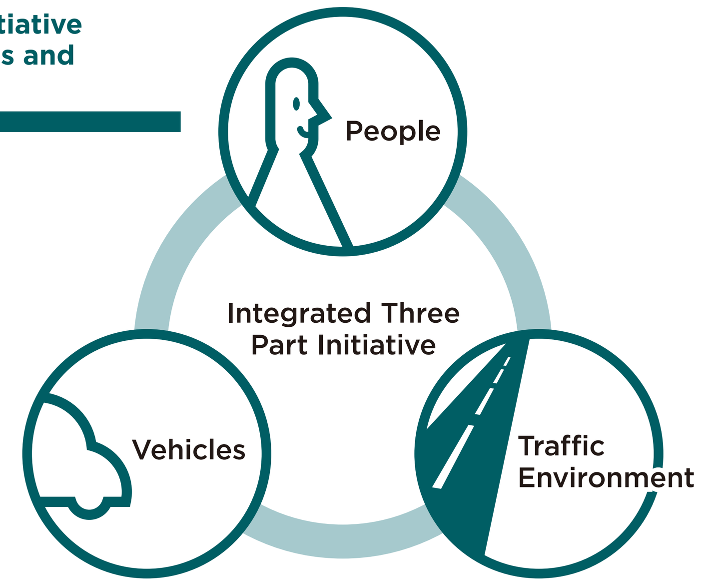
Toyota's Active Safety Technology History and Future

TOYOTA

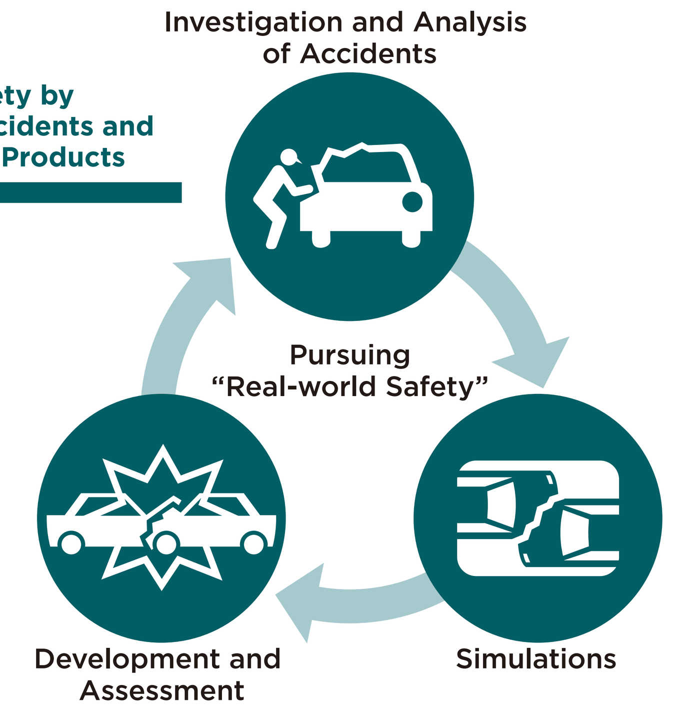
Initiatives for Improving Traffic Safety

To achieve Toyota's ultimate goal of Zero Traffic Casualties, developing safe vehicles is of course important, but it is also essential to educate drivers and pedestrians regarding traffic safety and to create a safe traffic environment. Toward achieving a safe mobility society, Toyota believes it is important to promote an Integrated Three Part Initiative, involving people, vehicles, and the traffic environment, as well as to pursue "Real-world Safety" by learning from accidents and incorporating that knowledge into vehicle development. Toyota has also defined its Integrated Safety Management Concept as the basic philosophy behind technologies for achieving Zero Traffic Casualties, and is moving forward with developing such technologies.

Integrated Three Part Initiative involving People, Vehicles and the Traffic Environment



Pursuing Real-world Safety by Learning from Actual Accidents and Reflecting the Results in Products



Integrated Safety Management Concept

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