

Toyota Mobility Foundation and Partners Conclude a Collaboration Agreement with the Okinawa Prefectural Police Headquarters to Reduce Accidents in Okinawa

Okinawa, Japan (6 February 2023) - Toyota Mobility Foundation (TMF), together with its partners, has recently concluded a collaboration agreement with the Okinawa Prefectural Police Headquarters for verification testing to support safe driving for rental car users in Okinawa Prefecture.

Accidents caused by tourists driving rental cars have become a regional issue in Okinawa Prefecture. To promote safe driving and tourism, TMF started pilot initiatives in December 2021, working together with TOYOTA Rent a Car Okinawa, Yazaki Corporation, and JTB Corporation. The testing incorporates a combination of measures, including pre-departure information via interactive videos, alerts in high-accident locations via an onboard app, driving assessments, and coupon incentives. To date, TMF and its partners have been able to confirm a marked change in customer behavior, including a sharp decline in speeding, sudden starts, and abrupt acceleration/deceleration. Additionally, since last year, Toyota Motor Corporation, the University of the Ryukyus, and School of Engineering the University of Tokyo have participated in the project, and the use of Toyota's driving data is being utilized.

Through the agreement with the Okinawa Prefectural Police Headquarters, TMF aims to reduce traffic accidents involving ordinary vehicles and rental cars in Okinawa Prefecture by collaborating with industry, academia, and government. Efforts will include identifying potential danger spots based on traffic accident data and vehicle data. Additionally, we will also work to reduce traffic congestion, which is one of the causes of traffic accidents and will expand testing as an effort to contribute to the promotion of tourism.

Collaboration Agreement Members



To achieve traffic safety, it is important to have "Integrated Three Part Initiatives" of People, as in educational activities for drivers and pedestrians; Vehicles, as in the development of safe vehicles; and Traffic Environment improvements, such as the installation of traffic signals and road maintenance.

In addition to a full range of educational tools and activities coordinated with relevant organizations, all aimed at "people," TMF is promoting efforts to realize a "society with zero fatalities and injuries from traffic accidents" by combining existing technologies and adopting new technologies and perspectives.

About Toyota Mobility Foundation

The Toyota Mobility Foundation (TMF) was established in August 2014 by the Toyota Motor Corporation (TMC) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores TMC's on-going 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 are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

SDG Targets related to the activity featured in this article:



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