

The City of Jyväskylä, TOYOTA GAZOO Racing World Rally Team, Toyota Mobility Foundation Established New Organization to Promote Jyväskylä's City Planning Project

Jyväskylä, Finland (January 22, 2024) - The City of Jyväskylä*, Toyota GAZOO Racing World Rally Team (TGR-WRT), and Toyota Mobility Foundation (TMF), established a new foundation "Central Finland Mobility Foundation" (Cefmof) to realize the mutual goal to achieve a carbon neutral, sustainable and diversified society through community development in harmony with people and nature on January 19, 2024. This decision is based on the Letter of Intent created on August 3, 2023.

* A city with a population of 146,000 located in the Lake District in central Finland where many students reside, and which plays a central role in Finland in the areas of sports, business, education, and culture.



Outline

Name	Central Finland Mobility Foundation (Cefmof)
Objective of Establishment and Main Activities	<p>Objective of Establishment</p> <p>Promote urban development where people and nature can co-exist in harmony through realizing a carbon-neutral and sustainable society</p> <p>Main Activities</p> <ul style="list-style-type: none"> • Study and implement measures for carbon neutrality • Provide citizens with information on available transportation, road conditions, etc. during the harsh winter season, etc.
Location	Within the City of Jyväskylä
Founders Board Members Secretariats	<p>Founders</p> <p>City of Jyväskylä, TGR-WRT, TMF</p> <p>Board Members</p> <p>Chairman Timo Koivisto (Mayor of Jyväskylä)</p> <p>Board Member Yuichiro Haruna (CEO, TGR-WRT)</p> <p>Board Member Shigeru Hayakawa (Deputy Chairman, TMF)</p> <p>Secretariats</p> <p>Executive Director Haruka Arai</p> <p>Deputy Executive Director Lauri Perämäki</p>
Basic Capital	EUR 60,000 (Each founder to contribute EUR 20,000each)
Website	https://cefmaf.org/

Timo Koivisto (Mayor of Jyväskylä):

"It's great that with the Letter of Intent signed in summer 2023, we now have a formal structure for our cooperation. The city is honored that Toyota has chosen Jyväskylä as one of its partners in building a carbon neutral future. The City of Jyväskylä is currently working to ensure that the construction of the TGR-WRT Technical Center gets underway as quickly as possible."

Yuichiro Haruna (CEO, TGR-WRT):

"I am very pleased a big step forward through the establishment of Cefmof. This is one of the ways to realize TGR-WRT Chairman Akio Toyoda's ideal of creating a new trend of carbon neutrality in motorsports, and we have already received endorsements and inquiries from companies in Finland and abroad. We look forward to Cefmof's growth in cooperation with the city of Jyväskylä and the start of construction of the TGR-WRT Technical Center."

Shigeru Hayakawa (Deputy Chairman, TMF):

"I am very pleased have established Cefmof after the signing of the Lol, to promote carbon-neutral urban development in Jyväskylä together with the City of Jyväskylä and TGR-WRT. To start off, we will support the creation of a better mobility during the harsh winter months and promote initiatives aimed at harmonizing people and nature."

About the 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.

The project supports the following SDGs



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