

Traffic Safety

Basic Concept regarding Traffic Safety Measures

Toyota is addressing traffic safety through integration of people, cars, and the traffic environment with the aim of completely eliminating traffic casualties. As a part of these efforts, Toyota has been conducting educational activities since the 1960s, targeting people such as drivers and pedestrians, to raise awareness of traffic safety and has been continuously implementing various programs for a wide range of people. Such programs are also being implemented at overseas affiliates in recent years.

Activity Cases

Toyota Traffic Safety Campaign: Carrying Out Traffic Safety Activities in Spring and Autumn Together with Toyota Dealers and affiliated companies

Japan | Toyota Motor Corporation, Toyota dealers and affiliated companies

Overview

Since 1969, Toyota has conducted the Toyota Traffic Safety Campaign every spring and autumn, cooperating with its dealers and affiliated companies and acting in concert with Japan's National Traffic Safety Campaigns. Toyota donates traffic safety picture books and story cards for children entering kindergartens and nursery schools nationwide. These educational materials show children the danger of running into the street, which is one of the major causes of traffic accidents involving young children, and help them learn to cross the street correctly. More recently, in response to the higher rates of road accidents during the late afternoon and early evening, Toyota is encouraging drivers to turn on their headlights early and pedestrians to wear reflectors so they can be more quickly noticed by drivers.



Traffic safety educational materials (picture books and story cards)

Achievements

Number of copies of traffic safety picture books issued in FY2015: Approximately 2.55 million; Cumulative total: Approximately 133.69 million
 Number of sets of traffic safety story cards issued in FY2015: Approximately 48,000; Cumulative total: Approximately 1.47 million



Children with the mascot character "Cuccu" (Toyota Osaka Parts Distributor Co., Ltd.)

Topics

Certificate of Appreciation Received from the Japan Traffic Safety Association

In January 2016, at the 56th Central Convention of the Citizens Movement for Traffic Safety attended by Prince and Princess Akishino, Chairman Takashi Imai of the Japan Traffic Safety Association presented a certificate of appreciation to Toyota President Akio Toyoda. The certificate recognized Toyota's many years of work promoting traffic safety in a

variety of fields, including the production and distribution of traffic safety picture books and story cards designed to help prevent road accidents involving young children. This was the sixth certificate of appreciation received by Toyota, placing it at the highest position among all Japanese corporations in terms of the number of certificates received.



Certificate of appreciation presentation ceremony at the 56th Central Convention of the Citizens Movement for Traffic Safety



Chairman Imai presenting a certificate of appreciation to President Toyoda

[Web http://www.toyota-global.com/sustainability/social_contribution/safety_activities/campaign/](http://www.toyota-global.com/sustainability/social_contribution/safety_activities/campaign/)

Hands-on Traffic Safety Events: Pikkari Reflective Screen and Visual Field Learning Board

Japan | Toyota Motor Corporation

Overview

Aiming to provide traffic-safety education that will take root in communities, Toyota collaborates with local government organizations, private companies, and Toyota dealers nationwide to present hands-on traffic safety events. These events offer hands-on programs using various tools, including the Pikkari Reflective Screen, which allows participants to clearly see the effectiveness of reflective materials and the differences in visibility of different colors, and the Visual Field Learning Board, which underlines the importance of looking both ways when using a crosswalk or driving. Having people of all ages try these tools is improving the traffic safety awareness of the general public.

Achievements

Number of times events were held in FY2015: 6
 Cumulative number of times events were held: 81
 Number of program participants in FY2015: 4,471
 Cumulative number of program participants: Approximately 49,200



Pikkari Reflective Screen



Visual Field Learning Board

Topics

Small Presents Full of Children's Affection

On the Respect for the Aged Day in the autumn of 2015, Toyota held an event for children to craft reflective key chains as gifts for their grandparents at a venue called Tressa Yokohama. The main theme of this program was to improve traffic safety for the elderly during the late afternoon and early evening. To reduce the number of accidents involving elderly pedestrians, the program encouraged drivers to turn on their headlights early and pedestrians to wear reflectors.

At the venue, hands-on events were held to help participants learn about the effectiveness of reflective materials and the blind spots of bicyclists. Many children attended the main event of the program, which was the workshop for crafting reflective key chains.

Upon hearing an explanation about reflective materials and their effectiveness in preventing traffic accidents, the children quickly set out to craft reflective key chains with their own design. Grandparents who received the presents with personal hand-written messages were all smiles.



Kurapika Box for learning about using reflective materials for greater traffic safety



Children presenting their handmade reflective key chains with hearts full of gratitude. Thrilled grandparents receiving the presents.

Toyota Safety School: Locally Established Traffic Safety Class for Young Children

Japan | Toyota Motor Corporation

Overview

The Toyota Safety School, which takes place every year at the Toyota Kaikan Museum and the Toyota Safety Education Center "mobilitas," invites children to attend from kindergartens and preschools located in Toyota City, Aichi Prefecture, and Toyota facilities in Shizuoka Prefecture. At the Toyota Kaikan Museum, participating children enjoy learning about traffic-safety rules through performances, traffic safety skits, quizzes and other events. At "mobilitas," a dedicated traffic safety facility, full-sized vehicles are used to re-create actual traffic environments to help educate children, along with their guardians, in positive habits such as how to cross at the crossing and the dangers of running into the street. These programs, which are designed to help children think about and develop the ability to notice dangers around them, have become well established as regular traffic safety promotion activities in the region.

Achievements

Cumulative total number of schools participated: 3,652
 Cumulative number of participants: 259,135



Instruction from Arzen (Safety) Man (Toyota Kaikan Museum)



How to cross the street ("mobilitas")

http://www.toyota-global.com/sustainability/social_contribution/safety_activities/safety_school/

Toyota Driver Communication: Safe Driving Seminars Aimed at Raising Traffic Safety Awareness

Japan | Toyota Motor Corporation

Overview

Toyota has its own safe-driving program, which is conducted for drivers among the general public and at companies. The program, which includes actual driving, helps drivers to learn correct driving postures, how a vehicle moves, and how to use safety equipment. The drivers are also instructed about being more aware of their surroundings from a safety viewpoint.

The program was launched in 1987 with the goal of reducing the number of traffic accidents involving young drivers. Since then, both the target age groups and the venues have been extended, with programs now being held year-round at five sites, including Toyota Safety Education Center “mobilitas” (located at Fuji Speedway).

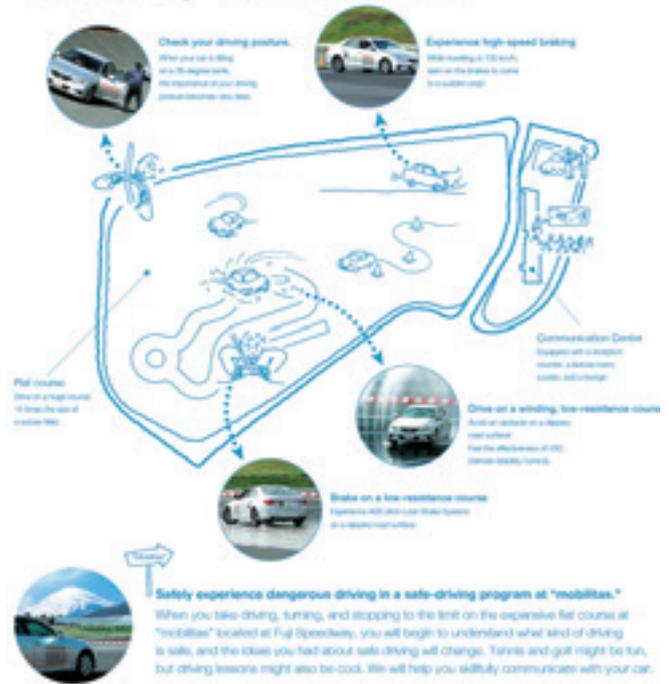
Achievements

Number of program participants in FY2015: Approximately 13,000
 Cumulative number of program participants: Approximately 100,000



Toyota Safety Education Center “mobilitas” The “mobilitas” program allows drivers to experience “dangerous” situations in a safe environment

Let’s try these once.



Topics

Tenth anniversary of the Toyota Safety Education Center “mobilitas”

The Center, which opened in April 2005 at Fuji Speedway, features a variety of facilities for practicing a wide variety of safe driving techniques, including a 100,000-m² flat course, the largest of its kind in Japan, a 35-degree bank, and low-resistance courses (slippery road surfaces). The “mobilitas” marked its 10th anniversary in 2015.

Focus



Exciting Traffic Safety Club: Learning Traffic Safety Rules in Fun Shows Featuring Superheroes

Japan | Toyota Motor Hokkaido, Inc.

With the goal of raising the level of traffic safety awareness in the region, Toyota Motor Hokkaido has been holding the Toyota Hokkaido Exciting Traffic Safety Club, a traffic safety class, since FY2014 at kindergartens in Tomakomai City where the company is headquartered. The program uses a show format featuring two superheroes, Tomamoru Rider, the original mascot of the program, and Tomachop, the official mascot of Tomakomai City. The program teaches children in a fun way about the danger of running into the street and the meaning of traffic signals. At the end of the program, all the children practice correctly using a crosswalk.



Tomamoru Rider teaching children how to safely use a crosswalk