

Focus



Toyota Safety Driving Training Program: Vietnam's First Safety Driving Instructors

Vietnam

Toyota Motor Vietnam, Co., Ltd. (TMV)



The traffic environment in Vietnam is severe, and there were approximately 23,000 traffic accidents in 2015, resulting in 8,671 fatalities. In response, Toyota Motor Vietnam (TMV) launched the Toyota Safety Driving Training Program in collaboration with the Traffic Police Bureau of the Vietnamese Ministry of Public Security to train driving instructors.

The Instructor Training Program is the first of its kind in Vietnam. Instructors from Toyota Motor Corporation taught safe driving skills and a safety mindset to eight candidates selected by the Vietnamese police and TMV over an 18-month period. In Vietnam, many drivers do not own cars, and motorcycles are the main transportation. The candidates had few opportunities to drive cars other than during the training, and consequently, they used commercial vehicles for daily practice to gain safe driving skills and achieve the program targets. In addition to technical driving skills, the program imparted a broad range of knowledge and experience-based tools relating to safe driving including the importance of reflective materials and child seats used in Japan, the dangers of drunk driving, and physical changes that occur in conjunction with aging.

All eight of the participants passed the instructor certification test without problem on March 9, 2016. Certificates were presented at a graduation ceremony held on March 11. Deputy Minister of Public Safety Tran Viet Tan, TMC Executive Vice President Nobuyori Kodaira, and other attendees expressed their hopes that the instructors would extend the spirit of traffic safety throughout Vietnam.

Instructors Begin Activities for the Development of a Safer Transportation Society



Veteran specialized instructors with more than 30 years of experience as test drivers and safe driving instructors at TMC conducted training on all aspects of driving from the basics including driving posture and steering to advanced driving skills. They also provided guidance on the importance of understanding automotive structures and mental preparedness regarding safety.

Truong, a TMV employee, participated in the training

I learned many things regarding the prevention of traffic accidents including understanding the behavior of seniors and children, always being considerate, and driving skills. I look forward to teaching the things that I learned to others from the perspective as an instructor.



Web <http://newsroom.toyota.co.jp/en/detail/11515078>

White Road Campaign: Nationwide Rollout of Traffic Safety Education Program for Children

Thailand | Toyota Motor Thailand (TMT)

Overview

TMT has promoted a traffic safety campaign called the White Road Project (implies “safe road” in Thai) since 1988. As part of this campaign, TMT has so far opened White Road Theme Parks where children can enjoy learning about traffic safety, a traffic safety education program that sends mascots to elementary schools nationwide, and a traffic safety campaign targeted at younger generations and new drivers in collaboration with Toyota dealers. TMT’s activities are conducted with the cooperation of Thailand’s Ministry of Education, Royal Thai Police, Ministry of Transport, and other organizations. Its long standing initiatives have been acclaimed by the Thai government.



Traffic safety explanation for students

Achievements

Total number of participating children: 2.469 million
Participation in FY2015: 199,230 people



At White Road Theme Park

[Web http://www.toyota.co.th](http://www.toyota.co.th)

Traffic Safety Educational Activities through Hands-on Events, Social Media and Other Channels

China | Toyota Motor (China) Investment (TMCI)

Overview

The rapid increase in car ownership in China has resulted in congestion, frequent traffic accidents, and other issues, especially in major cities. The need has therefore arisen for an improvement in traffic safety awareness and traffic etiquette among drivers and pedestrians. TMCI has responded since 2005 by organizing hands-on traffic safety events in Beijing, Shanghai, and other major cities. To bring its campaign to the attention of a larger audience, since 2014 TMCI has been creating stories, comic strips, and animated films illustrating simple lessons in traffic safety and traffic etiquette, which it posts on newly-created social networking sites and video-sharing websites. For children, the comic strips are issued in booklet form.

Achievements

Cumulative number of participants: Approximately 30,000
Cumulative number of views of animations: Approximately 240,000
Cumulative number of social network accesses: Approximately 70,000



A participant wearing “drunk goggles,” which simulate intoxication



Children reading picture books

Support for Traffic Safety Activities by Toyota Community Foundation

Australia | Toyota Motor Corporation Australia (TMCA)

Overview

The Toyota Community Foundation (TCF) was established in 2011 by TMCA to consolidate its social contribution activities. As part of its grant activities to support traffic safety, it has been a major partner of the non-profit organization Road Safety Education (RSE). Active since 2001, RSE works to contribute to the advancement of a safe traffic environment and the reduction of traffic accident casualties through initiatives such as practical and highly efficient workshops for teenagers. The workshop emphasizes that new drivers should have the right attitude and behavior in order to drive safely.

Achievements

Every year more than 50,000 high school students take part in a one-day hands-on experience program.



The one-day experience program



Students checking for tire wear

[Web http://www.rse.org.au/](http://www.rse.org.au/)

Driving Schools Opened in Collaboration with Dealers

India | Toyota Kirloskar Motor (TKM)

Overview

TKM is collaborating with dealers to open a series of Toyota Driving Schools in India to promote compliance with traffic regulations, traffic safety, and eco-driving. The schools offer two programs designed to enable participants to drive with confidence in a safe and enjoyable manner. The Start Program helps beginners get accustomed to driving, while the Smart Program allows experienced drivers to refine their skills. A unique feature of this program is that overall evaluation and feedback are provided at each stage of the training.

Achievements

Our plan is to establish 50 driving schools across India by 2020. We have launched four driving schools in India as of May 2016 (Kochi, Lucknow, Hyderabad, Chennai). As of May 2016, 487 students were registered and 344 students had completed the course.



Simulator using a real car



Toyota Driving School logo

Safe Driving Education for Airport Taxi Drivers

India | Toyota Kirloskar Motor (TKM)

Overview

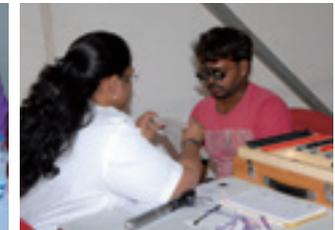
Every year in January, India holds a Road Safety Week in which a wide variety of educational activities take place nationwide. As part of this program, TKM held training sessions on providing basic safety driving training for airport taxi drivers. Health checkups and eye tests were also offered. Drivers requiring further testing were referred to hospitals and those found to have eyesight problems were issued eyeglasses free of charge.

Achievements

2015: Number of drivers receiving health checkups:1,280
Number of drivers receiving free eyeglasses: 306
Number of drivers referred to hospitals: 4
Cumulative totals (Jan 2015 & Jan 2016)
Number of drivers receiving health checkups: 2,580
Number of drivers receiving free eyeglasses: 631;
Number of drivers referred to hospitals: 8



Taxi drivers taking blood tests



Eye tests in progress

[Web http://www.toyotabharat.com](http://www.toyotabharat.com)

Traffic Safety Education for Children

Cambodia | Toyota (Cambodia) Co., Ltd. (TCAM)

Overview

Traffic accidents have become a hot concern in Cambodia. Seeing such tragedies, TCAM carefully considered how to help reduce the number of traffic accidents. In August and September 2014, TCAM organized a traffic safety program at the biggest shopping mall in the city, providing children with lectures from traffic safety specialists, animated films, an explanation of road signs from the traffic police, and games. In October 2015, TCAM continued carrying out this activity to spread more awareness to schoolchildren in Siem Reap and Battambang provinces. The main content of the program in these provinces mostly consisted of playing games to find out how to act on the road after the lecture.

Achievements

Number of events held in FY2014: 2;
Cumulative participants: 120
Number of events held in FY2015: 2;
Cumulative participants: 330



Children enjoying traffic games at a shopping mall



Students practicing traffic safety at school in Battambang

Activities to Raise Children’s Traffic Safety Awareness

Turkey | Toyota Motor Manufacturing Turkey (TMMT)

Overview

To raise children’s traffic safety awareness through early childhood education, TMMT has participated since 2005 in the National Traffic Safety Week event in Sakarya Province, where TMMT is headquartered.

A children’s painting contest with a traffic safety theme has been helping raise children’s traffic safety awareness and nurturing their creativity. Actively conducted by employee volunteers, TMMT has also been holding a Traffic Safety School since 2010, using animated films to teach second graders about traffic rules and proper seatbelt use. The class also includes a hands-on program where students experienced nighttime visibility.

Achievements

Total number of participants: More than 7,000



Children learning how to cross roads



Children learning road signs through games

TeenDrive365: Promoting Traffic Safety Education for Teens

United States | Toyota Motor North America (TMNA)

Overview

Automobile crashes are the leading cause of death for teenagers in the United States. The first year a teenager gets their driver’s license is the most dangerous. Based on these facts, TMNA created TeenDrive365, a driving safety initiative that encourages teenagers to learn safe driving with the help of their families. TD365.com provides various resources and tools to spark discussion between teenagers and their parents. The Video challenge encourages teenagers to create a video to promote safe driving. Viewers can learn the dangers that can occur during driving, and acquire the knowledge and skills necessary to avoid crashes.

Achievements

Number of video contest participants: Over 1,500

Number of website viewers : 432,049



Safe Driving Video Contests

[Web http://www.toyota.com/teendrive365/index.html](http://www.toyota.com/teendrive365/index.html)

Toyota and You Kids: Road Safety Education for Kids

Argentina | Toyota Argentina S.A. (TASA)

Overview

TASA has been conducting road safety activities as part of its CSR initiatives to support the development of local communities. “Toyota and You Kids” is a program for children aged five to nine years old to support their education in road safety. They can learn road signs and traffic signals through fun games, listen to instructive talks aimed at children, and play in a road safety theme park. The knowledge acquired through the program with their families is used in the children’s everyday actions.

TASA will support the development of local communities through this program.

Achievements

Participants in 8th program: 1,360 schoolchildren in Baradero

Participants in 9th program: 1,050 children in Zárate

Participants in 10th program: 960 children in Campana

Cumulative participants: 11,500 children.



Kids learning road safety while playing at the theme park

Focus

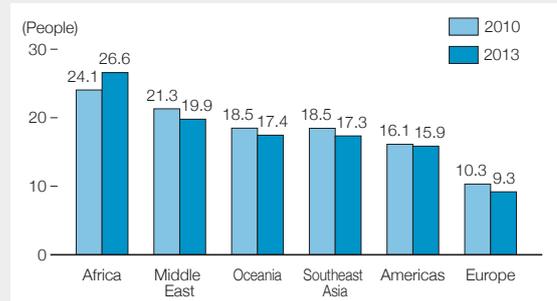


Traffic Safety Education in Africa Where Issues Are Becoming Critical

According to a 2013 World Health Organization (WHO) report, the number of traffic accident fatalities has been rising in Africa even as the numbers have been declining in other regions of the world. There are so many traffic accident fatalities in Africa that they account for one-fourth of the global total, and measures are being taken in African countries to reduce accidents.

Toyota began supporting the Global Road Safety Partnership (GRSP) in 2004, and since then has continuously works to address key traffic issues including ensuring the safety of pedestrians in emerging nations, encouraging seatbelt use, and traffic safety education for children. Local Toyota distributors also conduct a variety of educational programs such as traffic safety campaigns in collaboration with regional governments, police and other organizations.

Fatalities per 100,000 People by Region



- The GRSP, established by the World Bank in 1999, is the most authoritative NGO addressing traffic safety issues in developing countries. It acts as a central pillar for promoting the United Nations Decade of Action for Road Safety 2011–2020.
- The GRSP has an annual budget of more than 7 million US dollars and is active in 36 emerging nations with a focus on building partnerships with a variety of organizations in the traffic safety sector.
- The GRSP has 31 members including international organizations (WHO, Asian Development Bank), civil society members (FIA foundation, Bloomberg Philanthropies), and companies (Shell, Nestlé).

Case Study 1: Safe Way Right Way Campaign in Uganda

Toyota Uganda Limited has been working to reduce traffic accidents on Uganda’s highways as a member of the Safe Way Right Way Campaign steering committee.

In 2014, Toyota Uganda donated four speed monitoring laser cameras necessary for the traffic safety campaign to the Ministry of Works and Transport. The minister stated that the cameras were “extremely effective.” A school zone campaign has also been launched in eastern Uganda. Toyota Uganda currently plans to set strategic targets for reducing the expected number of traffic accidents and to conduct a traffic safety campaign over the next three years.



A briefing at the speed control campaign opening ceremony

Case Study 2: Traffic Safety Partnership in Zambia

To support local traffic safety programs, Toyota Zambia Ltd. donates funds to the Global Road Safety Partnership Zambia (GRSPZ) through the Road Transport and Safety Agency. The funds were used to print traffic safety kits including a Traffic Safety Partnership Guide for Schools, Traffic Safety Toolkit for Members of Parliament, Traffic Safety Guide for Citizens, and Driver’s Handbook.



Presentation ceremony for Toyota Zambia’s donation to the GRSPZ

Case Study 3: Traffic Safety Campaign in Malawi

Toyota Malawi conducted a traffic safety campaign at Nansengwe Primary School in Blantyre District in collaboration with the South Malawi Police and the Malawi National Road Safety Council, which is under the authority of the National Roads Authority, in March 2014.

The traffic safety campaign, which was intended to raise awareness of traffic safety through a radio program, brought attention to the Road Traffic Law, the use of vehicles suitable for operation on roads, attentiveness by drivers, as well as giving heads-up to pedestrians and children going to and from school on roads. The campaign was conducted for three months.

Toyota Malawi also donated road crossing kits, megaphones, PCs, and other items to Nansengwe Primary School and built a pedestrian crossing.



A traffic safety kit donated to the Nansengwe Primary School