

Olympic Games, Paralympic Games and Special Olympics

Competing in sports brings about “courage” and “inspiration.” The Olympic and Paralympic Games possess a “power” that enriches people and society through various activities that are centered on sports. Toyota shares the vision and philosophy that the Olympic and Paralympic Games strive to achieve, and entered into agreements to become an “Official Worldwide Olympic Partner” of the International Olympic Committee (IOC) and an “Official Worldwide Paralympic Partner” of the International Paralympic Committee (IPC) in 2015. By providing various activities and sustainable mobility, Toyota hopes to help create a better world, peaceful and equal society.

In addition, Toyota entered into an agreement to become a “National Partner” with the Special Olympics Nippon Foundation (SON) in January 2016. In November 2017, Toyota entered into an agreement with Special Olympics (SO) International to become a Global Partner beginning in 2018, and has been supporting SO’s activities and national tournaments which help people with intellectual disabilities to participate in sports.

● Olympic and Paralympic Games Initiative

What Toyota Is Aiming for as a Partner

The agreement runs through the Olympic and Paralympic Games Tokyo 2020 and to the end of 2024 in the mobility category.

Through the Olympic Games and Paralympic Games, Toyota is aiming to achieve “Ever-better MOBILITY FOR ALL,” “Ever-better SOCIETY” and “Ever-better TOYOTA.” Toward the realization of a society in which everyone can participate and strive, Toyota will take initiatives in mobility, sports, and social issues.



Initiatives in the Mobility Field

Toyota will provide mobility that will bring a smile to everyone involved in the Olympic and Paralympic Games. At the Olympic and Paralympic Games Tokyo 2020, Toyota will showcase forms of mobility that incorporate its latest and most advanced technologies, as well as future of social and transportation systems. Additionally, Toyota aims to provide safe, secure, and comfortable mobility to everyone, including people with disabilities and visitors from overseas.

Mobility Initiatives

Theme	Major Initiatives
Sustainability	<ul style="list-style-type: none"> Lead the way toward a future hydrogen-based society by providing ultimate zero-emission vehicles as official event vehicles Adopt the latest safety equipment toward realizing a zero-traffic-accident society
MOBILITY FOR ALL	<ul style="list-style-type: none"> Strive to develop future fully autonomous driving technologies to demonstrate the ultimate “MOBILITY FOR ALL” Utilize the e-Palette, an BEV specialized for mobility service, to help shuttle athletes in and around the Olympic Village Ensure unrestricted and comfortable mobility for all people including those with disabilities, the elderly, and people accompanied by children, Toyota will provide enhanced accessible mobility such as the Welcab
Smooth operation management of event vehicles	<ul style="list-style-type: none"> Utilize Toyota’s logistics expertise, represented by the Toyota Production System, as well as advanced information and communication technology (ICT) to help ensure safe, secure, and smooth transportation at the event
Contribution to the most innovative event in history	<ul style="list-style-type: none"> Propose a future in which robots and humans harmoniously coexist, by pursuing two-pronged approach of developing practical robots useful to people and robots that bring amusement to people



e-Palette Concept



MIRAI

Editorial Policy Contents Overview of Toyota Motor Corporation		Corporate Principles/CSR Structure		Society	Environment		Governance		CSR Data		
Initiatives for Improving Traffic Safety	Customer First and Quality First Measures	Creating an Affluent Society	Social Contribution Activities	Respect for Human Rights	Collaboration with Business Partners	Employees	Safety and Health	Human Resources Development	Diversity and Inclusion	Creating Attractive Workplaces	Stakeholder Engagement

Initiatives in the Sports Field

Toyota has been active in corporate sports and engaged in long term and multi support for athletes since its founding in 1937. The main objectives are to promote company unity, higher motivation among employees, and developing better businesspeople. In the area of sponsoring athletes without disabilities, Toyota is focusing its support on existing sports clubs. Additionally, after becoming a Paralympic partner, Toyota is providing support to athletes with disabilities by co-sponsoring Boccia and wheelchair basketball leagues.

More than 50 Team Toyota athletes from 20 countries competed at the Olympic and Paralympic Winter Games PyeongChang 2018 held in PyeongChang in South Korea. Team Toyota athletes consisted of Toyota employees, as well as athletes selected from around the world who shared Toyota's philosophy and core values—be a natural challenger, represent the *kaizen* (continuous improvement) spirit and be a team player, etc. To show their support for Team Toyota athletes who share these core values, many employees participated in cheering for the athletes and public viewing events. In addition to hiring these athletes as employees, Toyota is helping the development of equipment for athletes with Toyota's specialty in *monozukuri* (manufacturing). The sit-ski used by Taiki Morii, silver medalist at the PyeongChang 2018 Paralympic Winter Games held in PyeongChang, was developed jointly by Toyota and Nissin Medical Industries. This ski was around 15% lighter than existing models but achieved approximately three times the rigidity.



Shoma Uno, silver medalist



Taiki Morii, silver medalist

Detailed information: *Annual Report 2018* (p. 45) [Web https://www.toyota-global.com/investors/ir_library/annual/](https://www.toyota-global.com/investors/ir_library/annual/)

Challenge of Solving Social Issues

Since its founding, Toyota has always considered social contribution to be important. With the participation in the Olympic and Paralympic Games, Toyota's global affiliates, regional headquarters, regions and plants have been taking steps to address the social issues. Specifically, Toyota in cooperation with Olympic and Paralympic Committees and athletes in various countries has begun to hold events designed to expand opportunities for people with disabilities to participate in sports. Toyota also works with Paralympic athletes in supporting activities to eradicate prejudice against people with disabilities and educate children through sports.

Transportation Network Utilizing Assisted Mobility Vehicles in Semi-mountainous Areas—Regionally Supported Community Buses

With the hope of providing all people with the freedom of mobility, Toyota provides assisted mobility vehicles that support the elderly, people with physical disabilities and caregivers, in order to help establish mobility in communities faced with inadequate transportation infrastructure.

In Yokote City, Akita Prefecture, demonstration test for a mini-bus driven by residents was carried out from November 2017 to March 2018.

In this demonstration test, local paid volunteers of 60 years or older drove a community bus on days when a privately operated bus service was not running. The drivers picked up residents at their homes, drove them to their desired destinations and then took them back home. The vehicle used was Weljoin, an assisted mobility vehicle donated by Toyota.

Users' comments included "I don't have to walk carrying heavy bags anymore" and "The vehicle is very comfortable to ride in and easy to get in and out of." Volunteer drivers found this experience very positive because of the appreciation expressed by the residents. Based on the test results, Yokote City began a mini-bus test operation in April 2018 utilizing the Weljoin used in the demonstration test, and plans to shift to full-fledged operation in October 2018.

[Creating an Affluent Society p. 33](#)



Local residents walking on a road with snow piled higher than their heads



The Weljoin playing an active role in transporting local residents

● **Special Olympics Initiative**

The Special Olympics (SO) is an international sports organization supporting people with intellectual disabilities to take part in society, providing various sports training opportunities, and holding events and competitions that give them opportunities to demonstrate their abilities.

The Special Olympics provides training and athletic competition, giving athletes continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with other athletes, their families, and the community. Agreeing with this mission, Toyota is providing a variety of types of support, such as vehicles and volunteers, in order to help realize a society rich in diversity.

Toyota Enters into an Agreement to Become a Global Partner and a Global Unified Sports Partner

In November 2017, Toyota entered into an agreement with Special Olympics International to become a Global Gold Partner (starting in 2018). In addition, Toyota has agreed to support Special Olympics Unified Sports, which joins people with and without intellectual disabilities on the same team. Toyota was inspired by a simple principle: training together and playing together is a quick path to friendship and understanding. Beginning in 2018, Toyota will be supporting Special Olympics Unified Sports programming primarily in Japan and the United States.

On the occasion of Toyota becoming a Global Partner, President Toyoda, who has played sports since his student days, said, "I believe in the power of sports where people with various characters can come together and compete for the same goal. This leads to creating a society where people have respect for each other. Unified Sports further achieves this goal. Working together with everyone involved with Special Olympics, we would like to contribute to building recognition of the appeal of Special Olympics to as many people as possible."



Signing ceremony



Signing ceremony

Major Events and Overview

Event	Implementation	Overview
Special Olympics Day	November 2017	A Special Olympics Day event was held at an official B League (top league in men's professional basketball) game played by the Alvark Tokyo team. Before the game, PR events for Special Olympics activities and Unified Sports were held, including a unified basketball demonstration match.
Unified Basketball Festa	May 2018	Held at the National Olympics Memorial Youth Center. Twelve teams competed and 17 members from Toyota participated as volunteers.
Third national unified soccer games (Special Olympics Japan)	June 2018	Held in J-GREEN Sakai, continuing to the 2nd Games held in December 2017, 20 members from Toyota participated as volunteers. Team Fukushima, which participated in the Unified Cup in July 2018, also joined the Games.
Special Olympics Unified Cup in Chicago	July 2018	In celebration of the 50th anniversary of the Special Olympics, a football (soccer) tournament will be held in Chicago, birthplace of the Special Olympics. From Japan, Team Fukushima participated supported by Nagoya Grampus.
Summer National Games in Aichi (Special Olympics Japan)	September 2018	National games are held once every four years. Thirteen games were held at various sites within Aichi Prefecture, with a record 400 organizing staff participating from Toyota.
Special Olympics World Summer Games	March 2019	Held once every four years, the next Games will take place in Abu Dhabi, United Arab Emirates. Athletes who competed in the national games in Aichi will participate.



Special Olympics Day



Unified Basketball Festa



Unified Soccer Games in Osaka



Unified Soccer Cup