

## **Toyota Media Tour 2015 Tokyo Motor Show**

i-ROAD

Toyota Motor Corporation

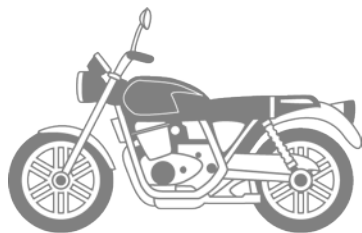
Toyota is using advanced technology to develop next-generation personal mobility solutions. We believe compact electric vehicles seating one or two people are perfect for last-mile travel in urban areas.

Vehicles like the i-Road can help reduce the environmental impact and energy consumption associated with mobility, while improving the convenience of short-distance travel, making getting around easier and more fun than ever.



### Motorcycle

Ease of use of a motorcycle



### Compact Car

Car-like comfort and stability



TOYOTA  
i-ROAD

## Anticipated Users

Urban commuters



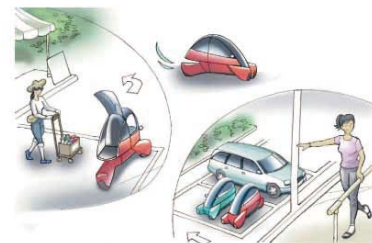
Mothers with children



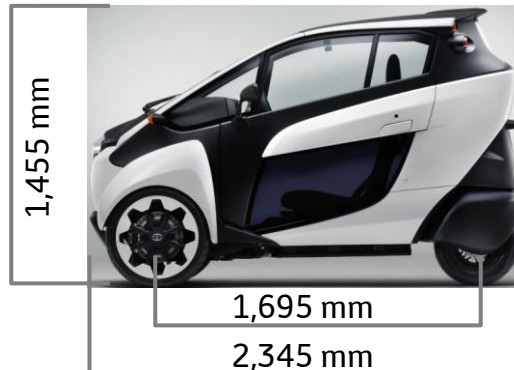
Young people



Active seniors



### 3. Dimensions



Scooter



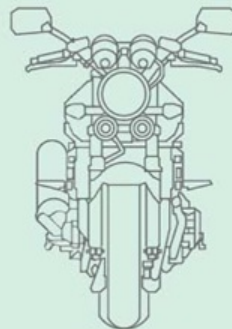
700mm

i-Road



870mm

Large  
motorcycle



890mm

Mini-Vehicle



1,475mm

## 4. Advantages and Benefits

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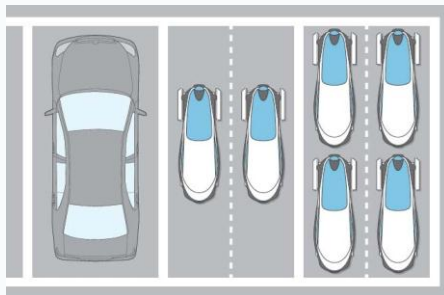
### Convenient, fun and exhilarating

Exhilarating and novel  
driving thanks to Active  
Lean System



### Ultra-compact with outstanding maneuverability

Easy to park  
in small spaces;  
operates on the edge  
of the road without  
getting in the way



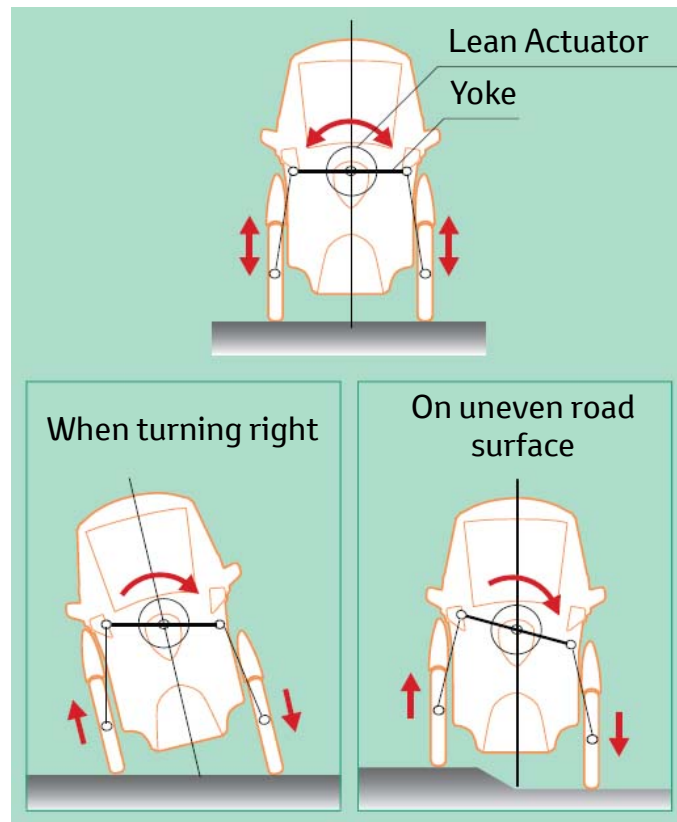
### High-comfort enclosed cabin

All-weather use;  
no helmet needed!



### Environment- friendly electric vehicle

### Illustration of mechanism



When turning left



## 6. The Beauty of the i-Road

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The i-Road is an intermediary vehicle positioned between walking and existing modes of transportation such as cars and motorcycles. It reduces the environmental burdens associated with daily life while improving the convenience of short-distance travel.

In addition to its excellent environmental performance, it is attracting attention as a fun new means of transportation within communities for its compact body and pedestrian-friendly nature.



## 7. i-Road Project

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Toyota is working on a variety of initiatives aiming to bring the i-Road to as many cities as possible as a practical vehicle for everyday use.

Project Name	Details	Term	Location	Format
<b>Open Road Project</b>	Working with the general public as well as specialist companies, the aim is the creation of free movement within urban landscapes, and not just toward the development of the project, but also in the development of new services.	Roughly one year, starting in July 2015	Tokyo, Japan	Individual use
<b>Times Car Plus &amp; Ha:mo trial program</b>	Trial car sharing service combining the i-Road and Toyota's Ha:mo optimized urban transport system with Park24's Times Car Plus service, which allows members to use share cars at any time of day or night.	April to September 2015 (first phase)	Tokyo, Japan	Sharing project
<b>Cité lib by Ha:mo</b>	A new type of urban mobility service based on ultra-compact electric vehicles.	Roughly three years, starting in October 2014	Grenoble, France	Sharing project
<b>Toyota City Verification Project</b>	Next-gen urban traffic system verification project. Offering multimodal navigation alongside Ha:mo RIDE, an ultra-compact EV sharing service.  Putting the i-Road on public streets for the first time in the world.	2012 – 2014	Toyota City, Japan	Sharing project



## 8. Open Road Project

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In order to provide freedom of movement for users living in urban areas, development will not be confined to existing products and services, but will target new services and new experiences in mobility.



Planning and development will not take place within Toyota alone, but in conjunction with a range of organizations and people, from the general public to specialist companies, **collaborating with stakeholders who share our vision** to achieve unprecedented freedom of mobility within cities.



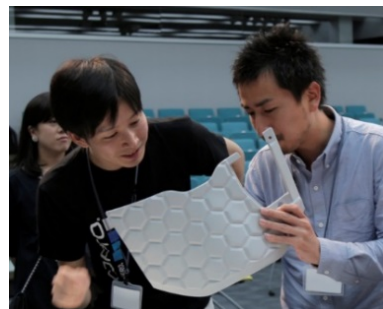
### Parking in Small Spaces

Capitalizing on pre-existing merits that cities have to offer without unnecessary construction.



### Road Kitchen

Highly-personalized, designable 3D-printed vehicle parts.



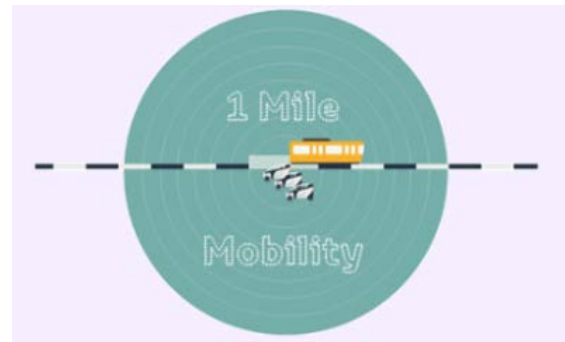
### Sharing Progress/Networking

In addition to regular updates on the latest project information and development process; online and event-based stakeholder interaction.



More about Open Road Project at: <http://openroad-project.com/en/>

A vehicle that satisfies the various challenges facing sustainable urban development.



Addressing traffic congestion and lack of parking spaces  
⇒ Last-mile mobility

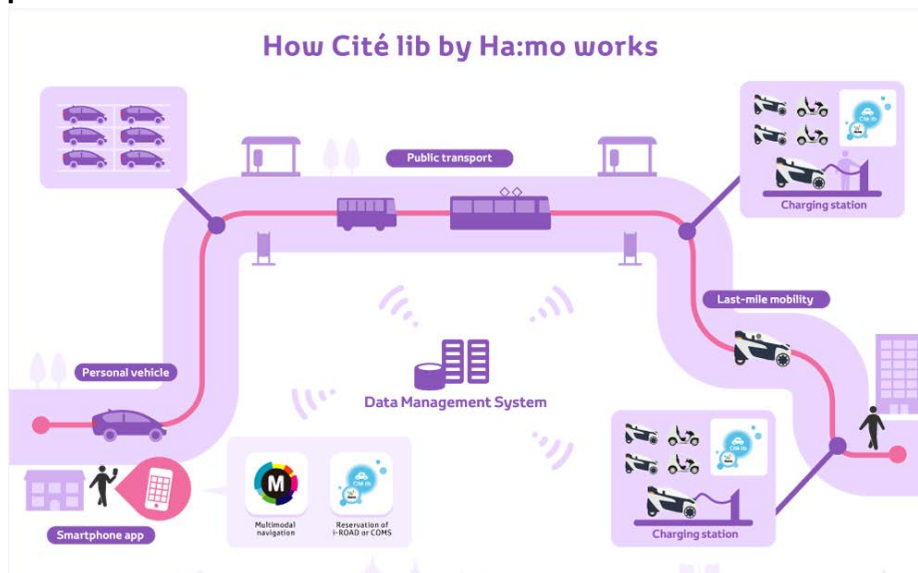


Sustainable urban development via low carbon emissions  
⇒ Low/zero CO<sub>2</sub> vehicles including EVs

## 10. Cité lib by Ha:mo

Innovative ongoing urban transport trial in Grenoble, France.

Starting October 2014, Toyota, along with a variety of partners and the City of Grenoble, is participating in a three-year trial of Cité lib by Ha:mo, a car sharing system featuring ultra-compact EVs. The trial aims to make movement within the city remarkably smooth while reducing traffic congestion. Altogether 70 i-Road and COMS vehicles have been provided.



## 10. Cité lib by Ha:mo

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Cité lib by Ha:mo is perfect for people who need a short-distance vehicle for—for example, when shopping or heading out for lunch. It's more flexible than public transportation, and more comfortable and convenient than a bicycle. The i-Road offers a unique driving feeling and is very popular with children, who are excited to get in the rear seat. The mere sight of an i-Road gets them excited!