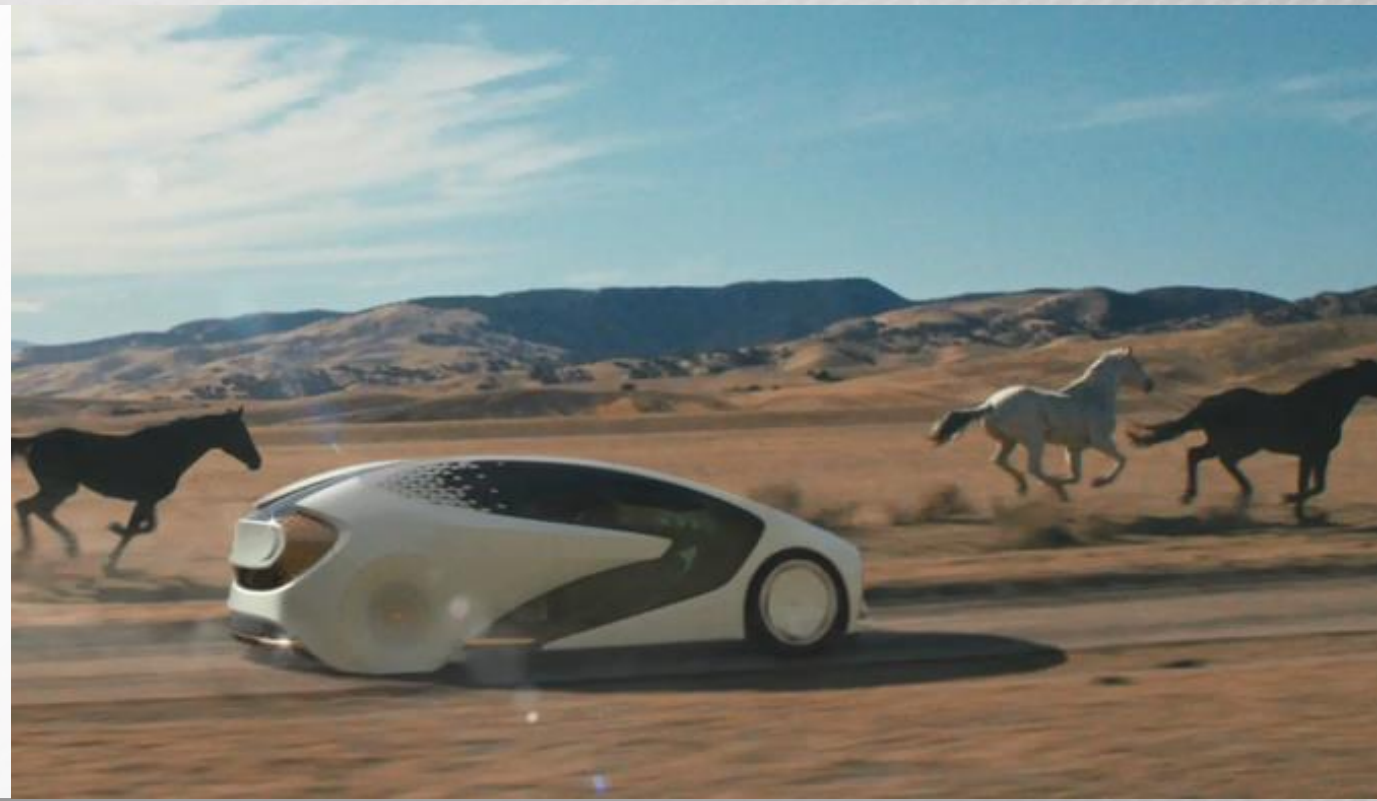


TOYOTA  
CONCEPT-愛i



Toyota Motor Corporation

## *"Aisha"*

The Japanese term for "beloved car"

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Cars are among manufactured goods  
that are preceded by the word **"beloved."**





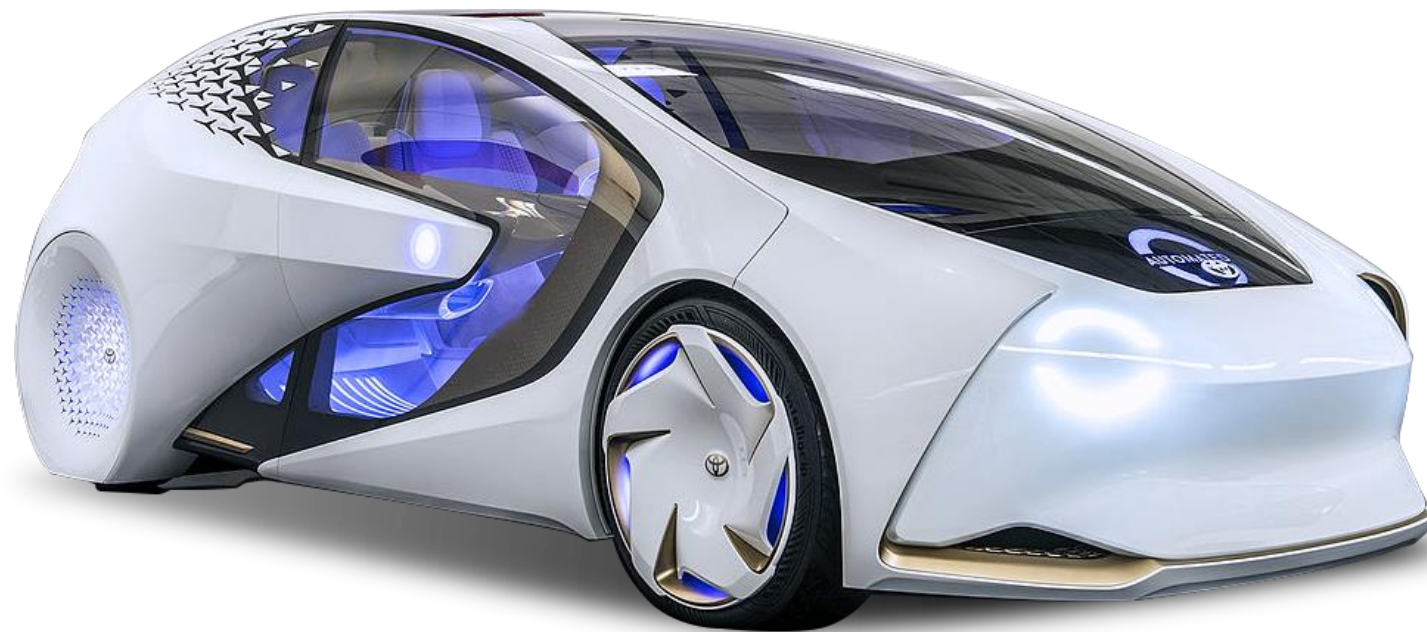




Create ***aisha*** of a new era  
by making use of AI technologies



More than a machine, a partner





Propose a new form of ***aisha***

# Learn : sticking close and understanding people



## Protect : safety and security

Understanding people  
×  
automated driving

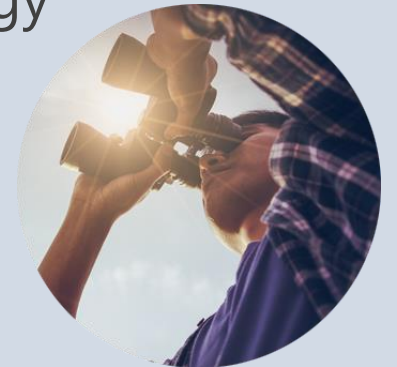
Understands driver's intent and condition, and cooperates to support safe driving



## Inspire : new fun to drive

Understanding people  
×  
Agent technology

Agent understands the driver better than anyone else and suggests new experiences





TOYOTA  
CONCEPT-愛i

Vehicle overview



# Features

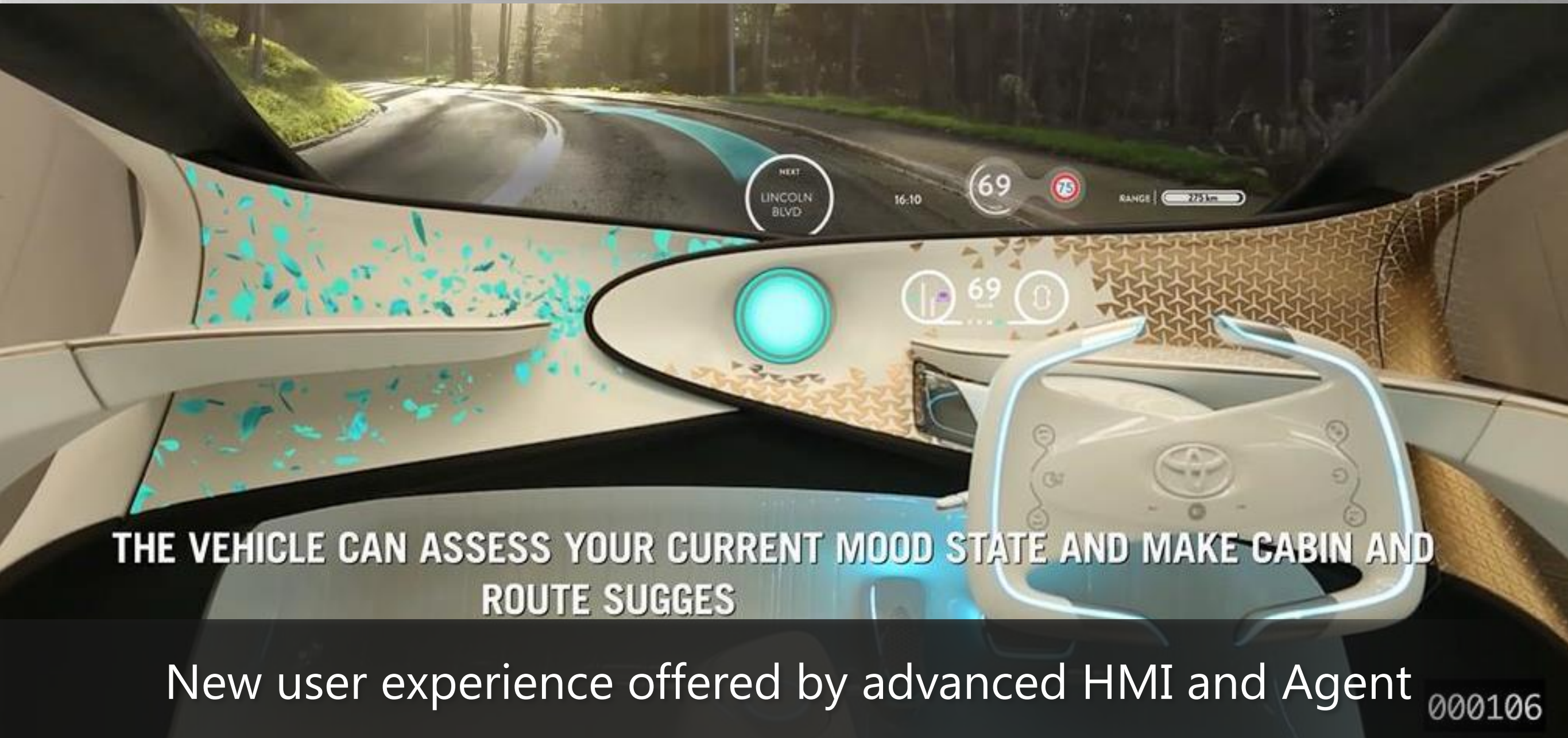
- 1 . Futuristic exterior / interior design
- 2 . Agent which understands people
- 3 . Highly safe automated driving combined with Agent





Futuristic and seamless silhouette makes use of the benefits of EVs





THE VEHICLE CAN ASSESS YOUR CURRENT MOOD STATE AND MAKE CABIN AND ROUTE SUGGES

New user experience offered by advanced HMI and Agent

000106



# Learn : sticking close and understanding people

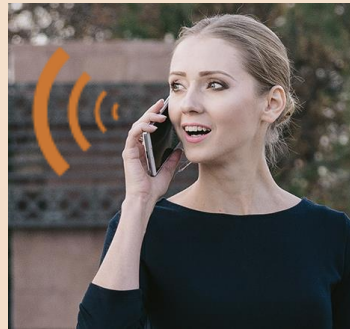
Emotion recognition  
& alertness level estimation



Expression



Body language



Tone

Estimation of the individual's preferences

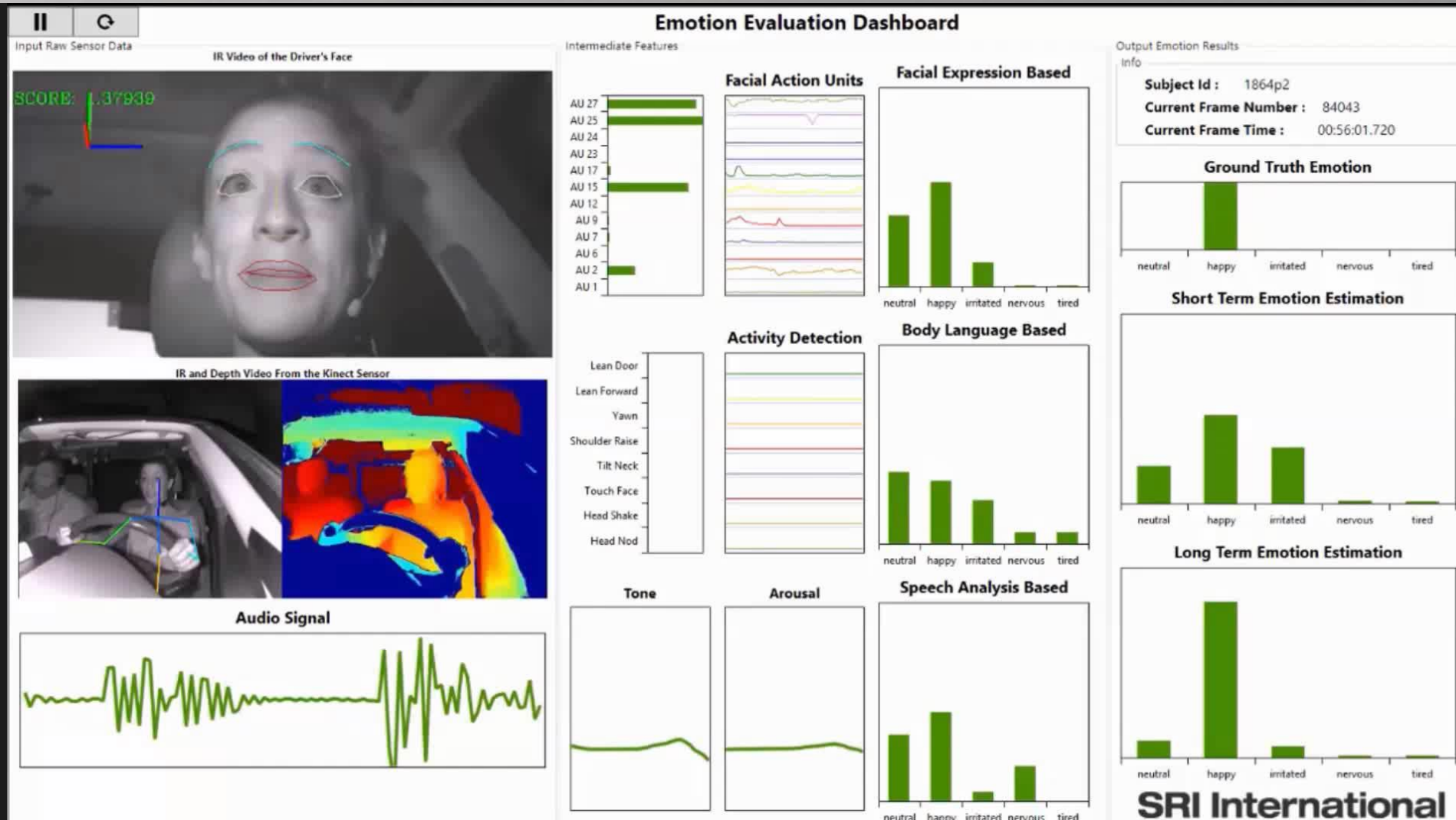


Facebook

Twitter

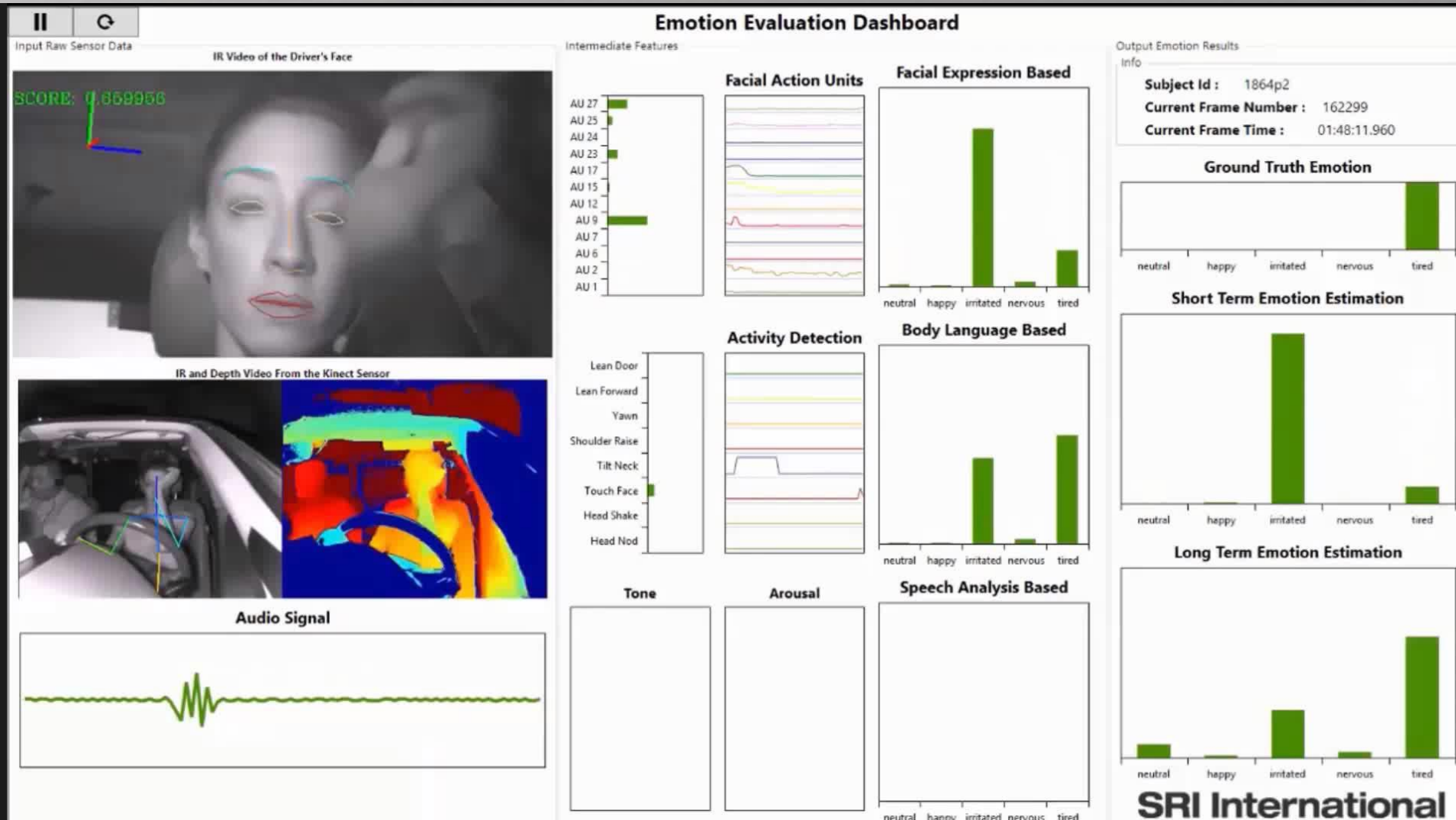
GPS

## Agent that "understands people"

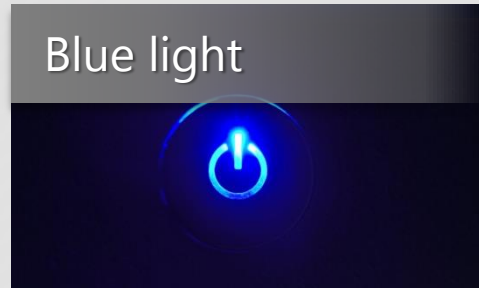
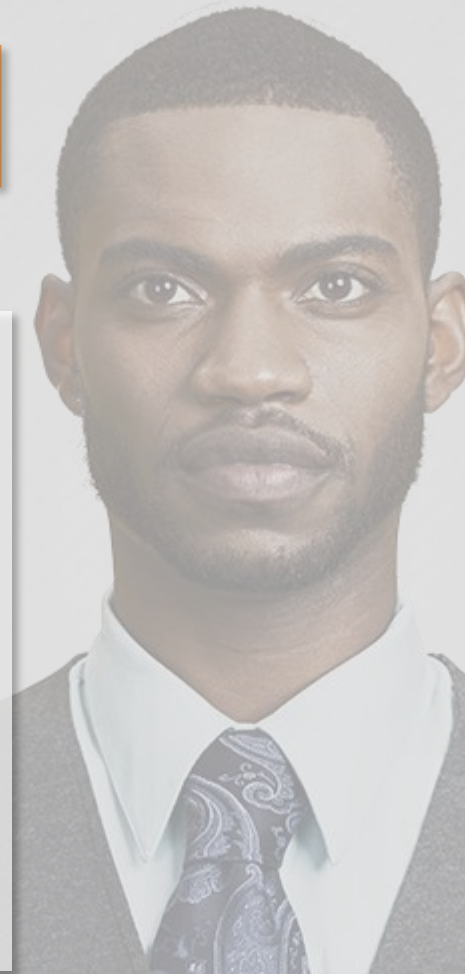


Emotion recognition & alertness level estimation





Emotion recognition & alertness level estimation



Breathing induction  
support from seat



Alpha waves



Seat A/C



Lavender



Feedback to five senses



## Information in the world in general



## Personal information



## Accumulates behavioral history of an individual

I believe **Ichiro** is the best **batter** in **MLB** history. He has recorded more than 3000 **hits** to date!

Understands that the piece is about baseball, and keeps count

## Estimation of individual's preference

## Estimation



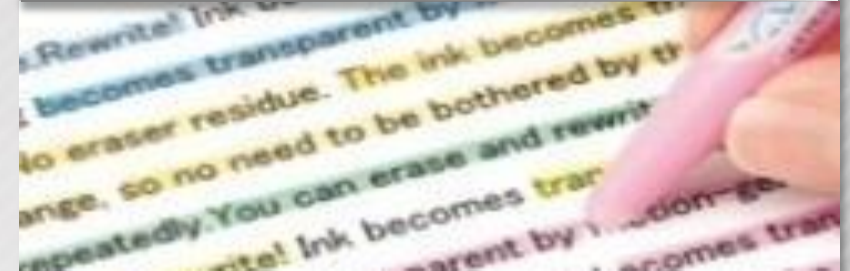
Preference

## Recognition



Emotion

## Summarizing



Free conversation

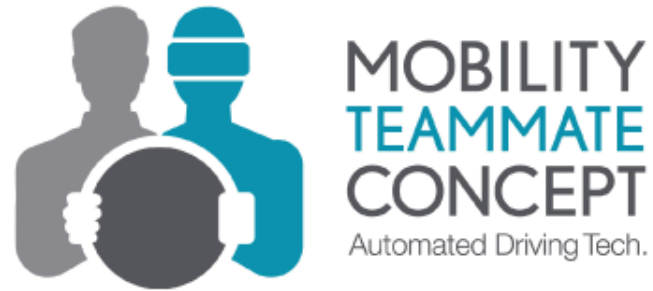
## Conversation control

- ◆ Offers interesting topics based on mood
- ◆ Interactive free conversation



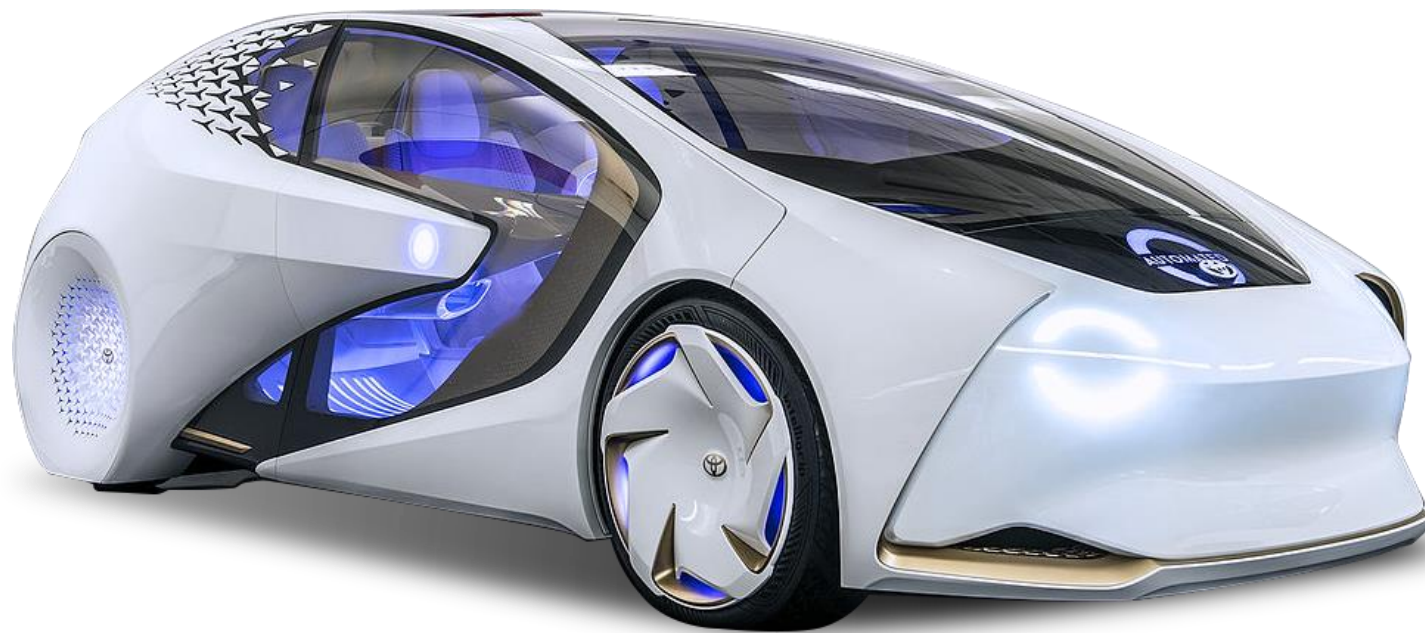
Agent's conversation control





Highly safe automated driving combined with Agent

Learn, grow, love



A partner that grows with people



TOYOTA  
CONCEPT-愛i RIDE

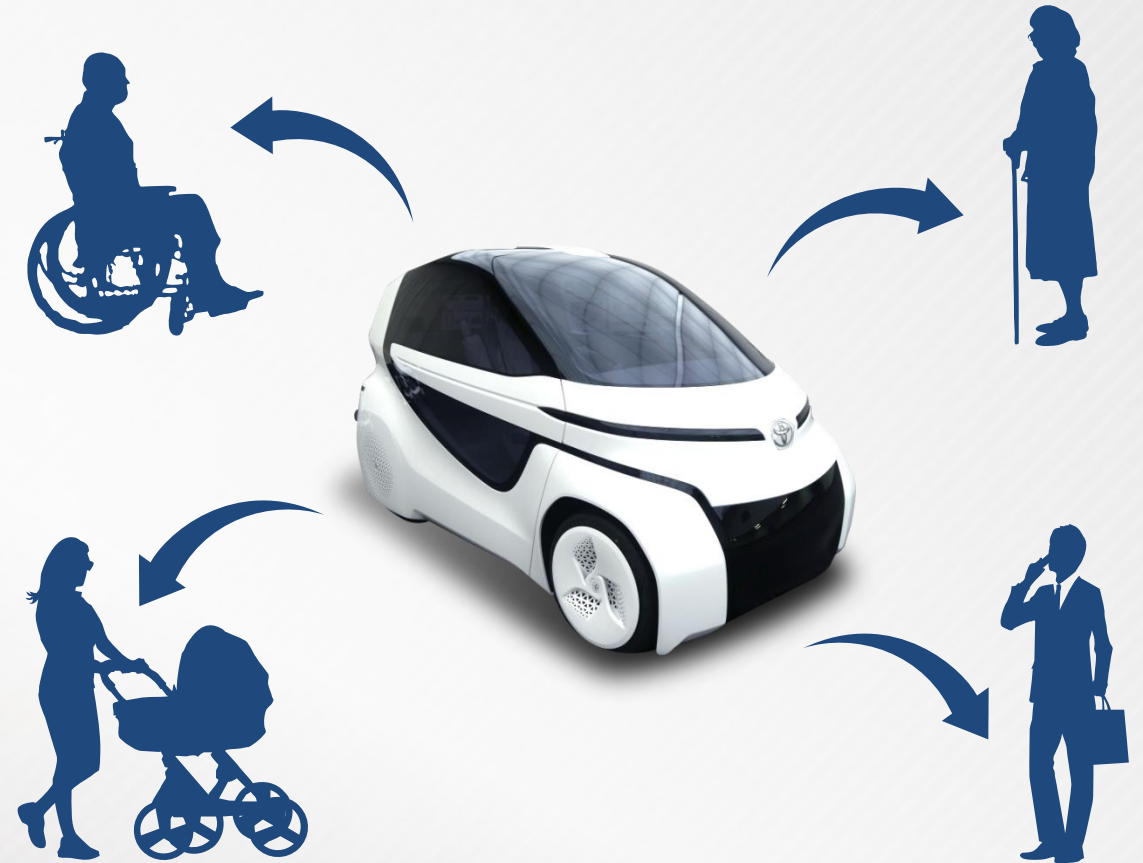
Vehicle overview



Highly universal



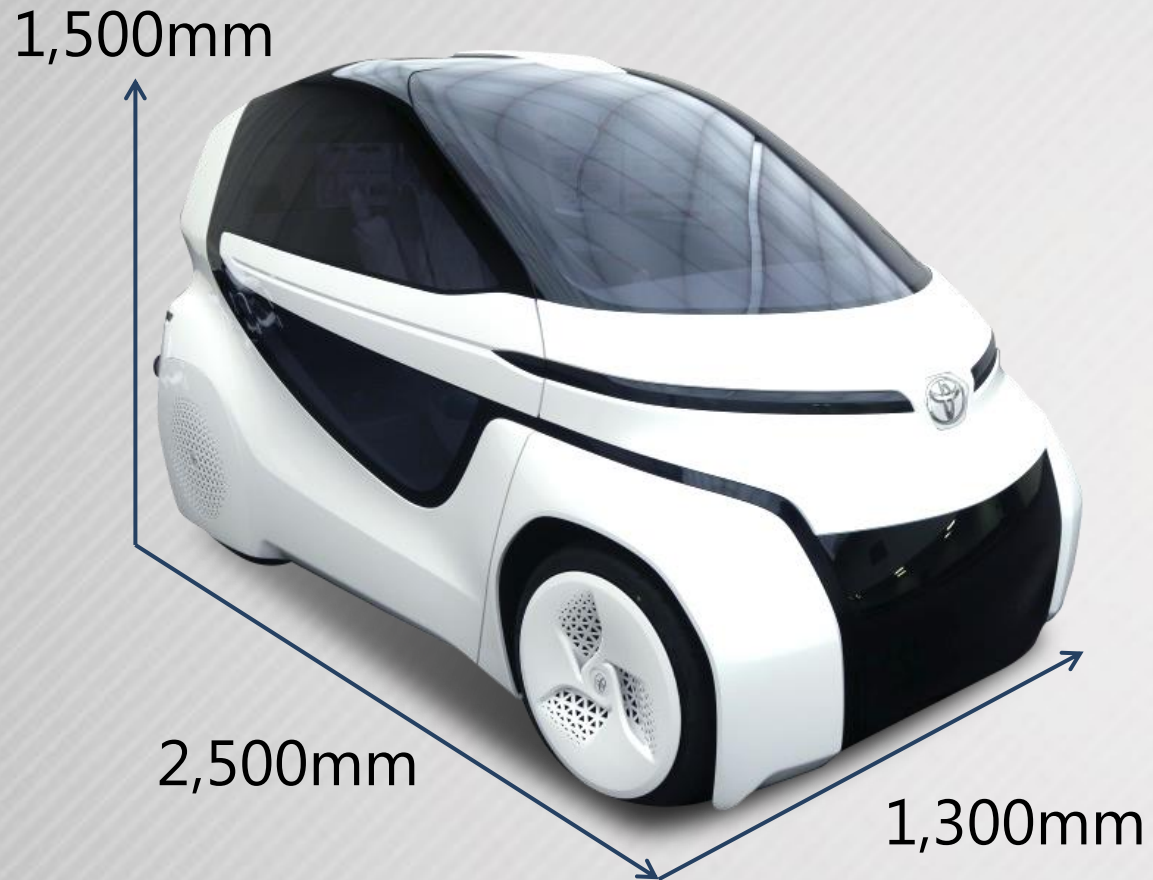
Application to shared mobility



User-friendly mobility within the city



## Highly universal

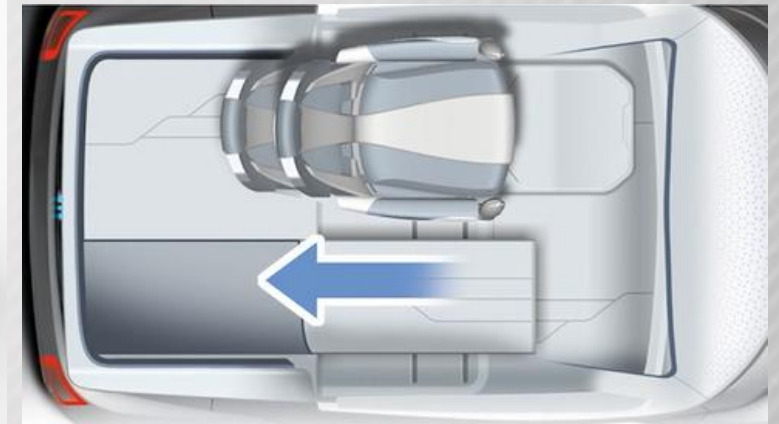
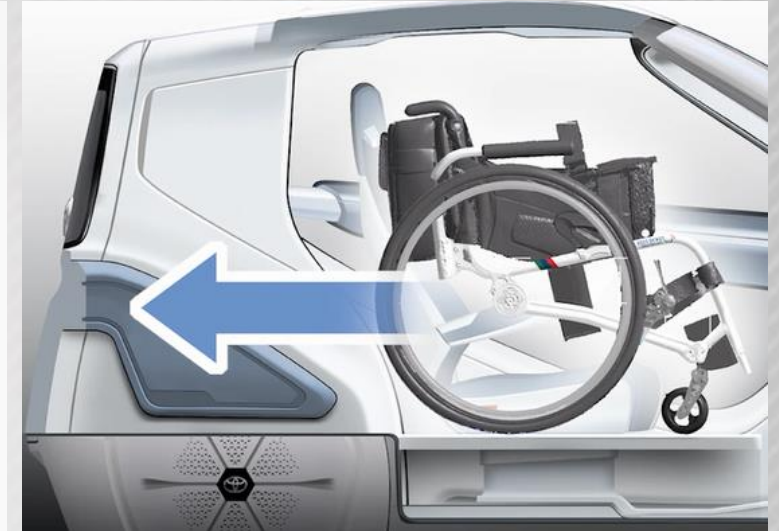


User-friendly operation for wheelchair users



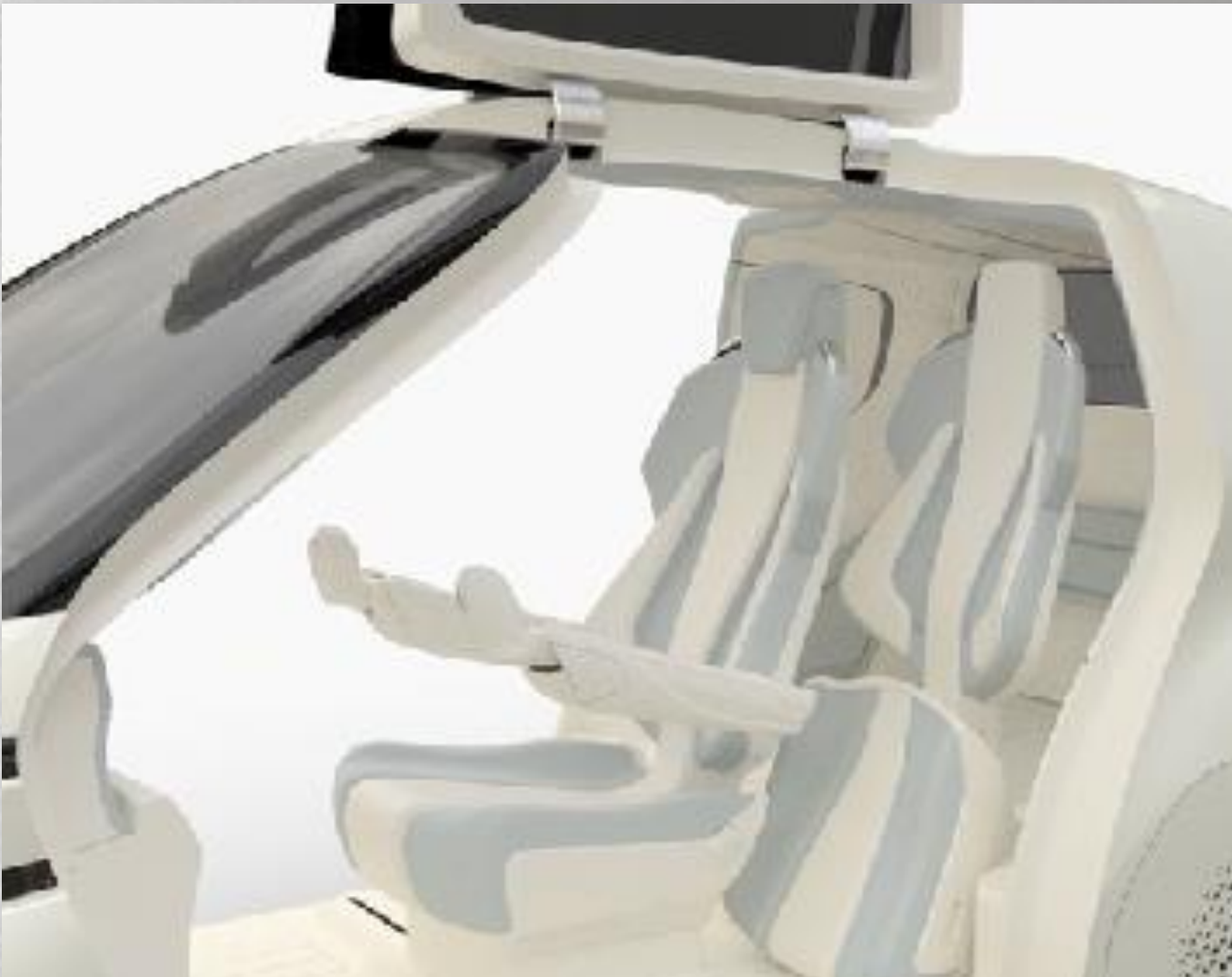
To date :

- Heavy
- Clothes get dirty



User-friendly operation for wheelchair users





User-friendly operation for wheelchair users



Safe and secure operability





New user-car relationships

TOYOTA  
CONCEPT-愛i WALK

Vehicle overview





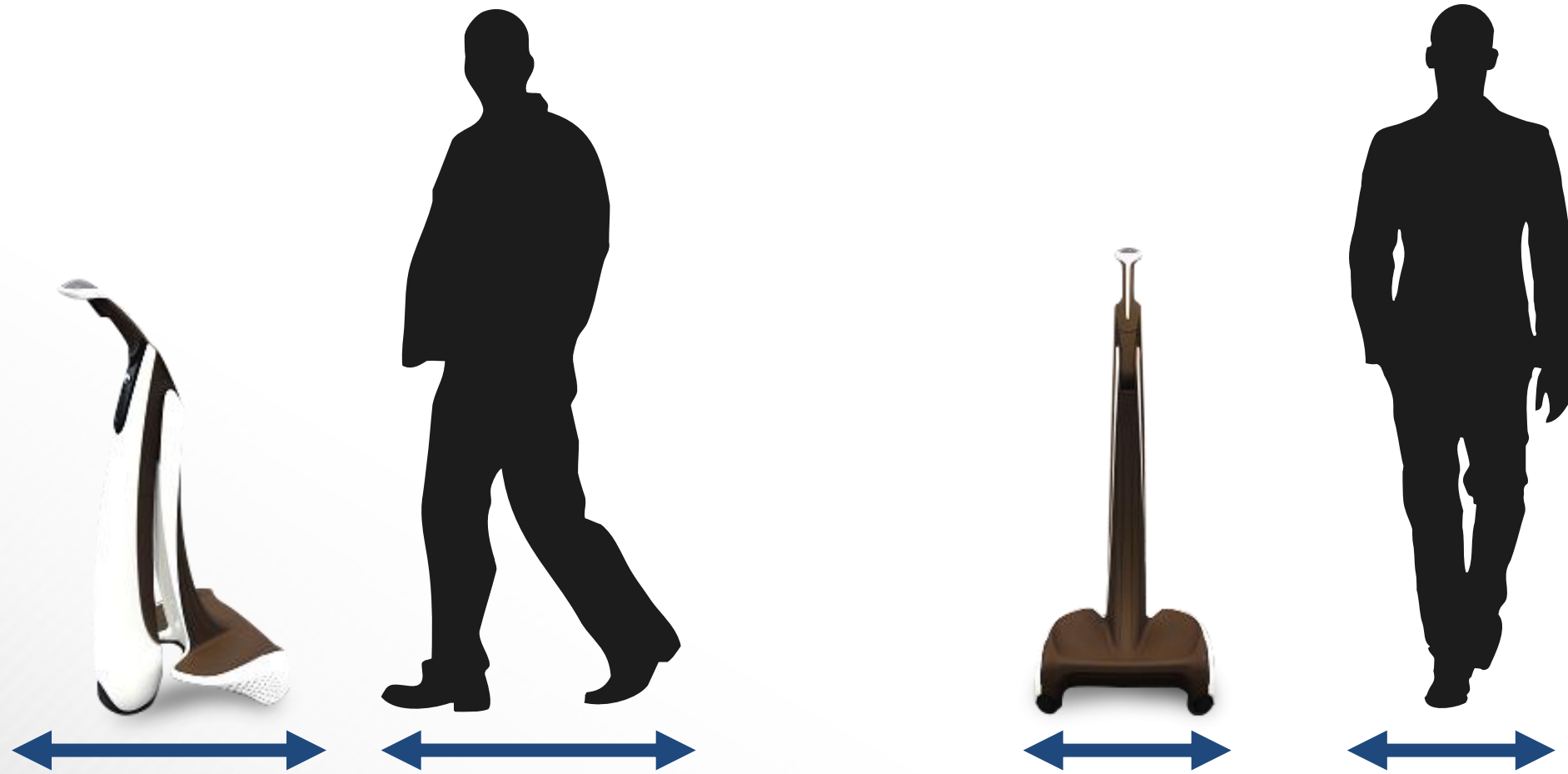


Mobility fitting in with walking areas  
and increasing user's range with safety and security



Move through walking areas safely and freely





Detect danger, actively give an alert and automatically avoid



Easy for anyone to operate



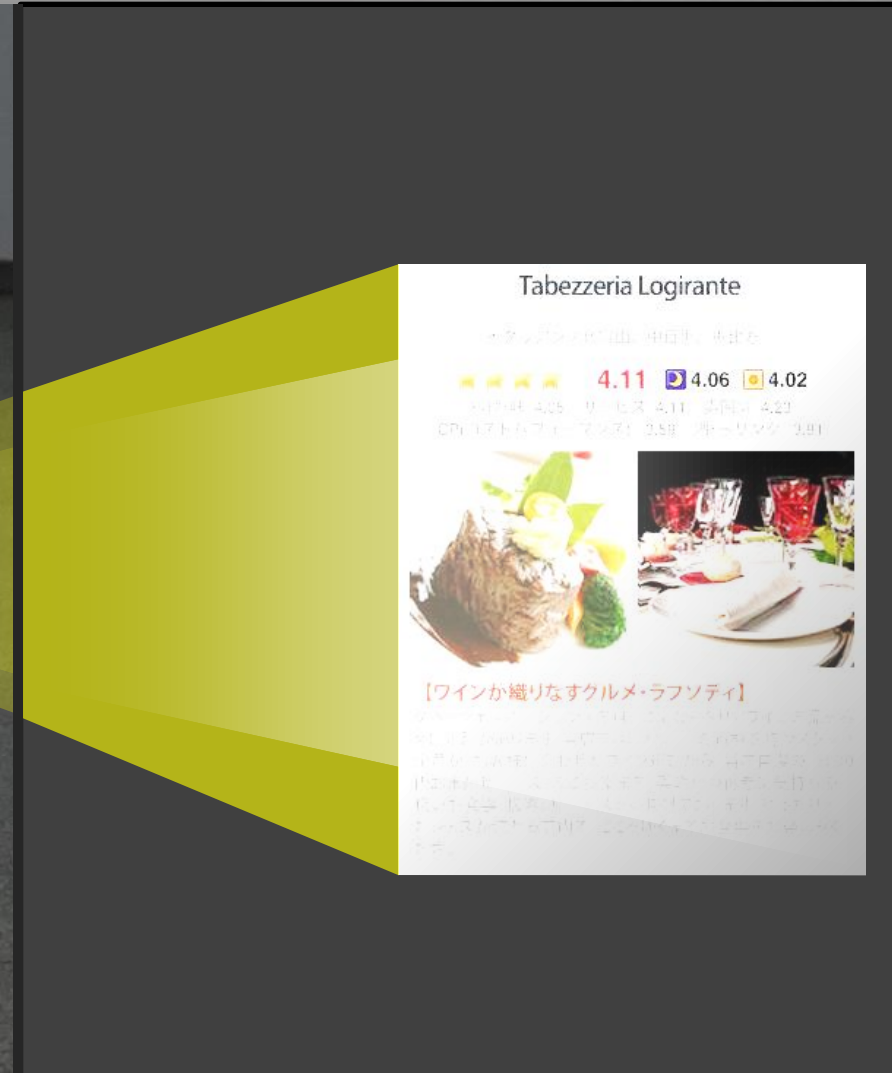
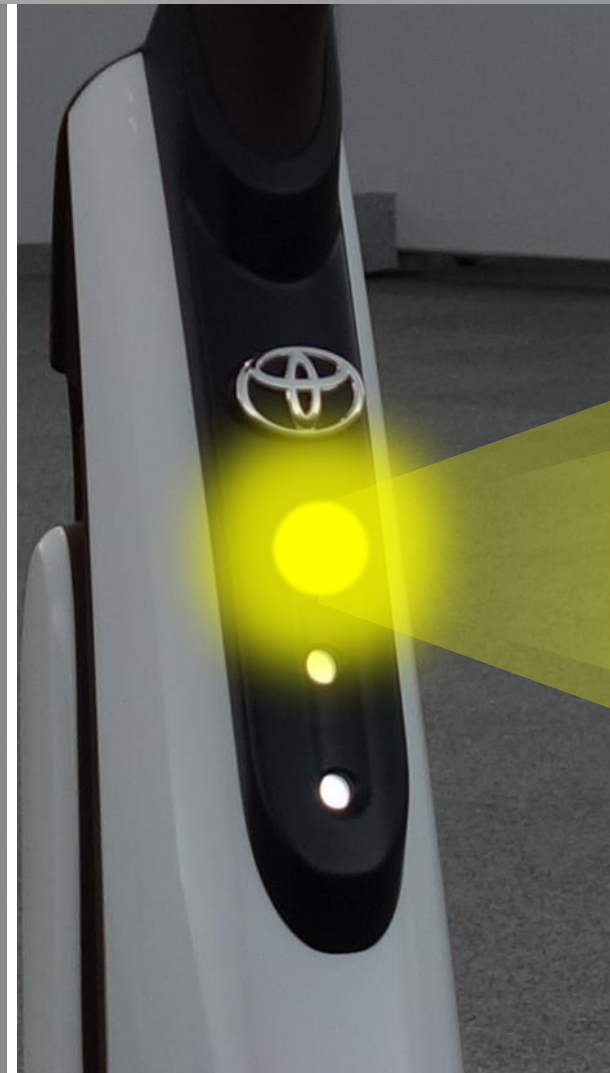


Move through walking areas safely and freely



Detect danger, actively give an alert and automatically avoid





# New user-vehicle relationships

Video