

Toyota Mobility Foundation begins activities in Toyooka City in Japan and HYOGO TOYOTA provides transportation services at the Toyooka Theater Festival

Toyooka City, Japan (30 August 2019) – The Toyota Mobility Foundation (TMF) begins mobility activities to improve transportation for local residents and tourists to support the revitalization of the local Toyooka economy.

As many cities across Japan, Toyooka City faces mobility challenges caused by a declining birthrate, aging, and decreasing population. To address these issues, Toyooka City has started programs to revitalize the community with culture and art.

One of these programs, the Toyooka Theater Festival, will be take place in 2020. The Toyooka Theater Festival “No.0” (※1) will be held in preparation for the coming year on September 6-8, 2019.

As part of the preparation, TMF will collaborate with KDDI CORPORATION, ZENTAN BUS CO., LTD., and HYOGO TOYOTA to test the following activities through the end of November: bus location visualization, free ultra-compact EV rentals, and local resident transportation.

Upon verifying the effect of the activities, TMF will continue working to create a better, more mobile cities through connecting with local governments, public transport agencies, local communities, and the automotive industry. Likewise, TMF will also contribute to the achievement of the United Nation’s Sustainable Development Goals (SDGs) through these initiatives(※2).

Overview of Activities

(1) Bus location visualization

To provide real time locations of buses to the Theater Festival venue, the vehicle management system “Cariot” will be installed by Flect Co. Ltd. To the ZENTAN BUS Co. Ltd buses. .

During the Theater Festival, KDDI will provide digital signage at 3 locations: the Kinosaki International Art Center, the Kinosaki Onsen Tourist Information Center, and the ZENTAN BUS Izushi office. There will also be a mobile site that displays real-time bus location as well.

After the Theater Festival, the digital signage will be relocated to public places, such as Toyooka civic plazas.

The implementation period will be from September 6 through the end of November.

(2) Free ultra-compact EV rentals

To provide mobility to popular tourist spots and increase opportunities for additional populations such as older adults, TMF will place 15 ultra-compact EVs at 3 locations: in front of Toyooka Station, the Kinosaki-Onsen Station, and the ZENTAN BUS Izushi office. The EVs are suitable for short-distance travel.

Hyogo Toyota will provide maintenance service on those vehicles in order to ensure safety.

The implementation period will be from September 6 through the end of November.

(3) Local resident transportation

To encourage local residents to participate in the Theater Festival, Hyogo Toyota Motor will provide a free transportation service operating from the following five locations: Kinosaki, Izushi, History Museum, Kinosaki Marine World, and the Hyogo TOYOTA Toyooka office.

The implementation period will be from September 6-8.

About the Toyota Mobility Foundation

The Toyota Mobility Foundation was established in August 2014 to support the development of a more mobile society. The Foundation aims to support strong mobility systems while eliminating disparities in mobility. It utilizes Toyota's expertise in technology, safety, and the environment, working in partnership with universities, government, non-profit organizations, research institutions and other organizations to address mobility issues around the world. Programs include resolving urban transportation problems, expanding the utilization of personal mobility, and developing solutions for next generation mobility.

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(※1) Toyooka Theater Festival "No.0" (<https://toyooka-theaterfestival.tumblr.com/>)

An art event where various performances are performed mainly in theatrical arts such as theater and dance. Four performances will be held, including "Tokyo Note (international version)" a masterpiece of Oriza Hiraoka, the Toyooka Theater Festival Director.

Toyooka City plans to evolve this theater festival in conjunction with city development plan.

The Toyooka Theater Festival will be held in full scale in 2020, and the Theater Festival "No.0" held in 2019 will be an opportunity to uncover problems to be resolved.

(※2) Contribution to the Sustainable Development Goals

Through these activities, we aim to contribute to SDGs #11 and #17. They are respectively as follows: making cities and human settlements inclusive, safe, resilient and sustainable and strengthening the means of implementation and revitalizing the global partnership for sustainable development.

