

Toyota Mobility Foundation Launches Program in Da Nang, Vietnam

The Foundation's Second Program Will Address Emerging Transportation Issues in Rapidly Growing Mid-sized City

Tokyo, Japan June 9, 2015 – Toyota Mobility Foundation (TMF) today announced its second program, which will launch in Da Nang, Vietnam to address emerging transportation issues in the rapidly growing mid-size city.

The announcement follows news earlier in April, 2015 from TMF regarding the launch of its first pilot program in Bangkok, Thailand. Both programs reflect the Foundation's philosophy of combining Toyota's knowledge with the expertise of partners to enable more people around the globe to move safely, efficiently and enjoyably.

"Toyota Mobility Foundation develops innovative solutions that address a full range of mobility challenges facing communities around the globe by sharing our knowledge," said Akio Toyoda, Chairman of the Board of TMF and President of Toyota Motor Corporation. "As Da Nang adapts to its rapid population and economic growth, we – together with our partners including Da Nang city government – aims to build a more joyful mobile society."

TMF will partner with the local government in Da Nang to develop a sustainable transportation system that meets projected population growth estimates and mobility needs. In the early stages of motorization, Da Nang is considered an entrance to the Indochina East-West Economic Corridor, which links Vietnam, Laos, Thailand and Myanmar. The project, which will take approximately three years to complete (July 2015 – March 2018) and a 2.9-million U.S. dollar (approximately 350-million Japanese yen) investment, will address future urban plans and emerging transportation challenges by focusing on three areas:

- Introducing a community bus service to transport people within the governmental, educational and commercial district;
- Establishing a park and ride program; and
- Promoting shuttle buses to connect residential areas with the governmental, educational and commercial district.

Established in August 2014, TMF partners with non-profit organizations, research institutions and other organizations to apply Toyota's technological, safety and environmental expertise to mobility issues around the world. This includes addressing urban transportation challenges, expanding personal mobility for all people and inspiring the next generation of mobility solutions.

###

Contact:

Miki Arai, Program Manager
Toyota Mobility Foundation
info-DaNang@toyota-mf.org
+81 3 3817 9960