

# Mobility Innovation

Joint Press Conference

SoftBank

**TOYOTA**



# Toyota's Mobility Initiatives and Partnership with SoftBank

Toyota Motor Corporation Executive Vice President

Shigeki Tomoyama



# Toyota's Connected Strategy

Three arrows for creating appealing new vehicle features and value.



**Build the Mobility Services Platform (MSPF)**  
for use with vehicles that will all be connected\*

\* For passenger vehicles sold in Japan, the U.S., and Canada by 2020



**Accelerate business innovation within Toyota**  
by promoting the utilization of big data  
while also benefiting the customer and society



**Create new mobility services**  
via tie-ups with various companies

# Status of Toyota's Connected Strategy



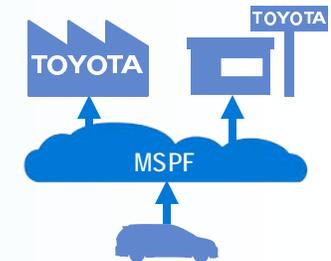
Introduction of connected technologies

- DCM as standard equipment and operation of MSPF in:  
Japan: From Lexus & New gen Crown and Corolla Sport  
U.S.: 2018 MY Camry (from Sep. 2018)
- Start sales of connected products for fleets (SKB, TransLog)



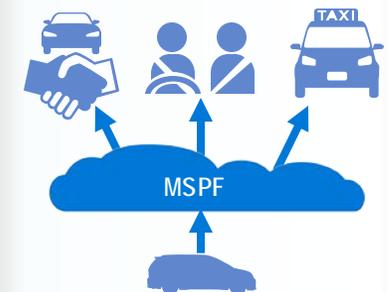
Business innovation

- Begin provision of e-Care Services based on vehicle data and sale of telematics (driving data)-based car insurance
- Begin utilization of big data in internal Toyota design work, quality management, etc.



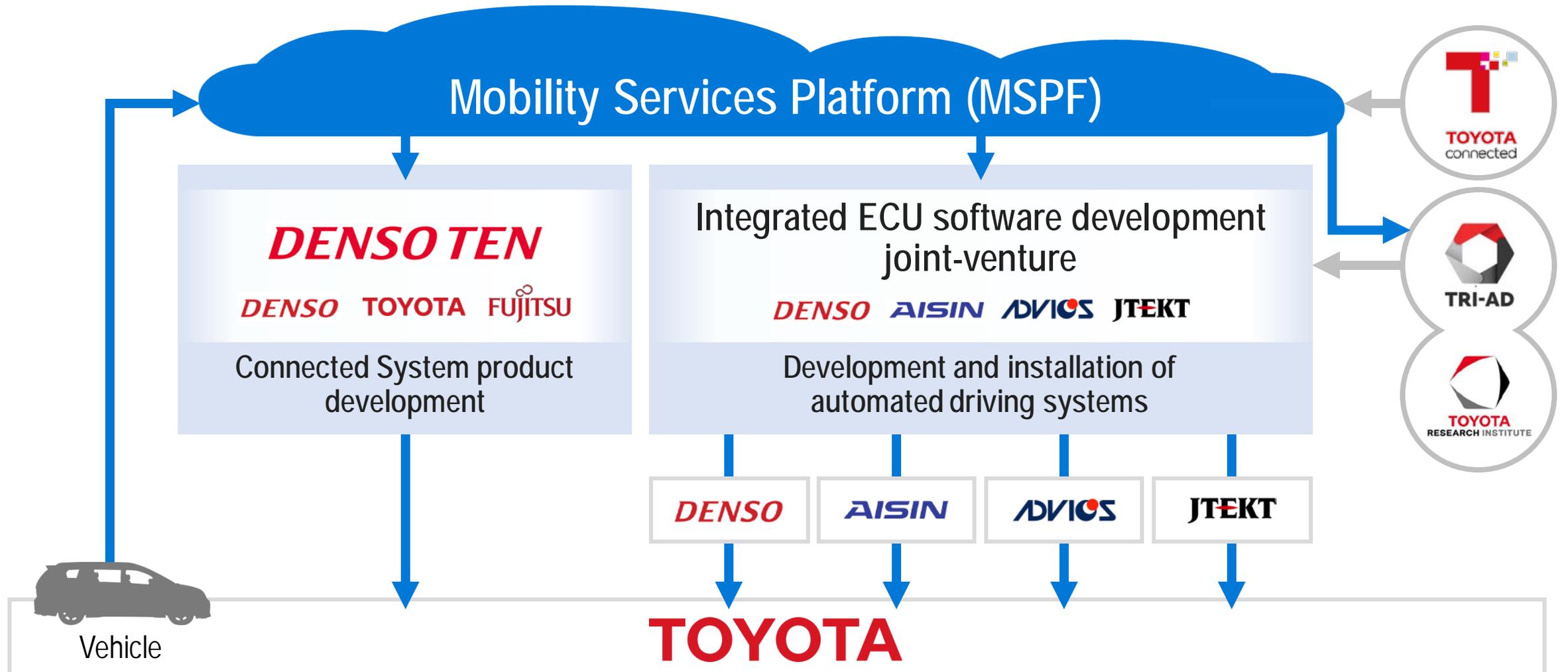
Mobility services

- Roll out car sharing services using SKB: Getaround (U.S.) ; Servco (Hawaii-Toyota U.S. Distributor)
- Provide telematics (driving data)-based car insurance tracking, and maintenance services to Grab (South-East Asia)
- Car sharing trial w/Park24 (Japan) equipped with TransLog
- Develop AI-based dispatch service w/Japanese taxi providers & start field trials of on-demand commuter shuttle service



# Position of Connected Technologies in Group Strategy

Strengthen Toyota group ties, share big data, and update software



# Connected Technologies and Continuous Improvements (*Kaizen*) through TPS

Establish facility for kaizen of connected technologies, provide training for dealers nationwide, and support work-level *kaizen*.



# Initiatives for MaaS (Arrow 3)

Collaborate with various companies as a Mobility Services Platform provider.



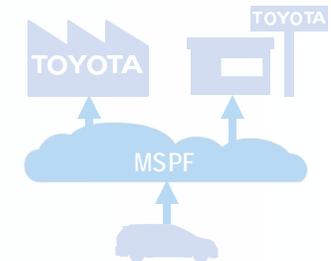
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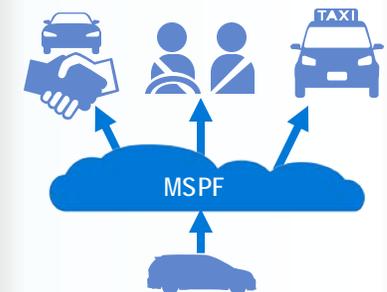
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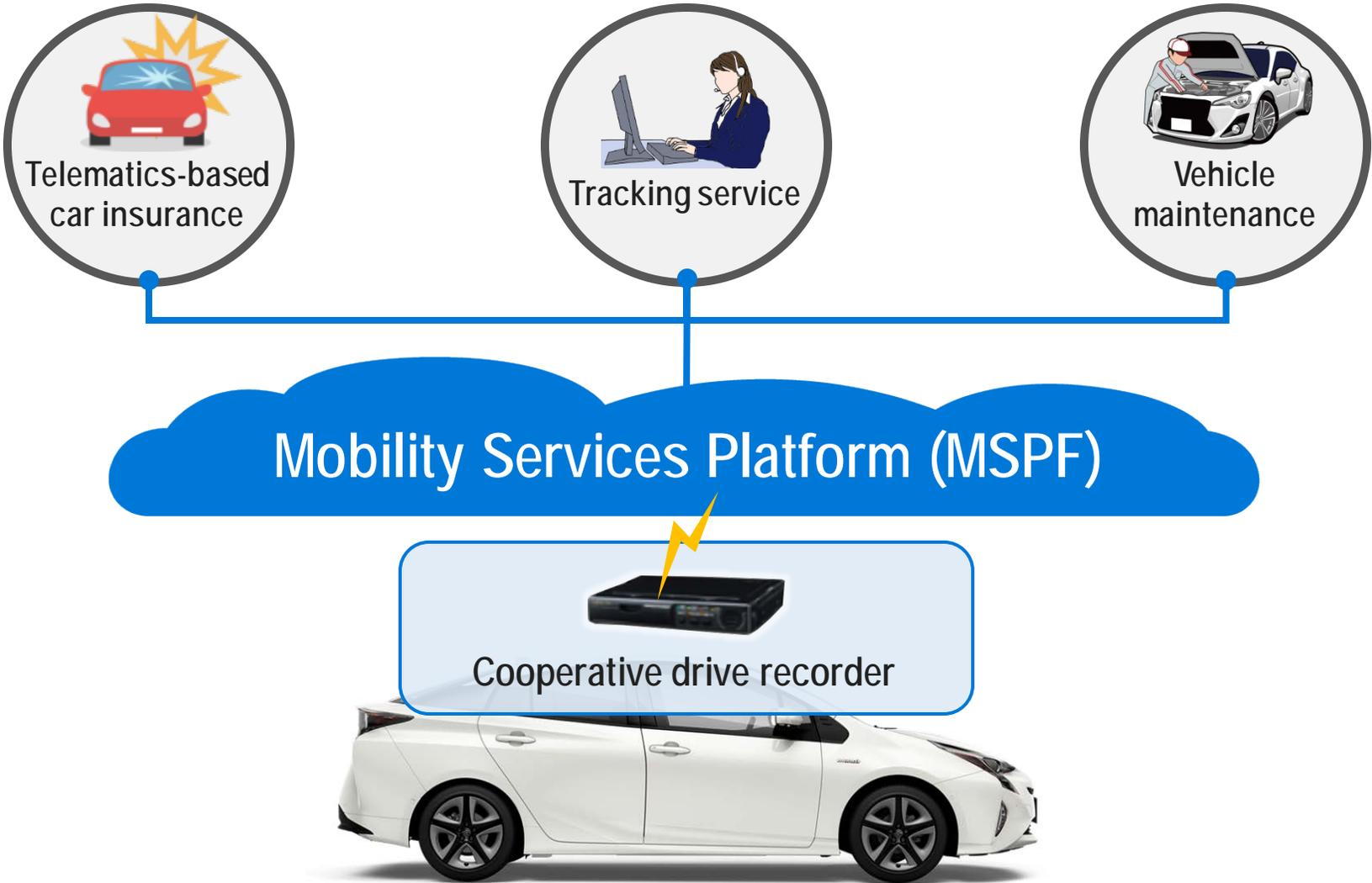
# Collaboration with Carsharing

Carsharing business model using a smart key box (SKB) to lock and unlock the vehicle doors and start the engine via a smart phone app.



# Collaboration with Grab

Provision of telematics (driving data)-based car insurance, tracking services, vehicle maintenance services, and the like.



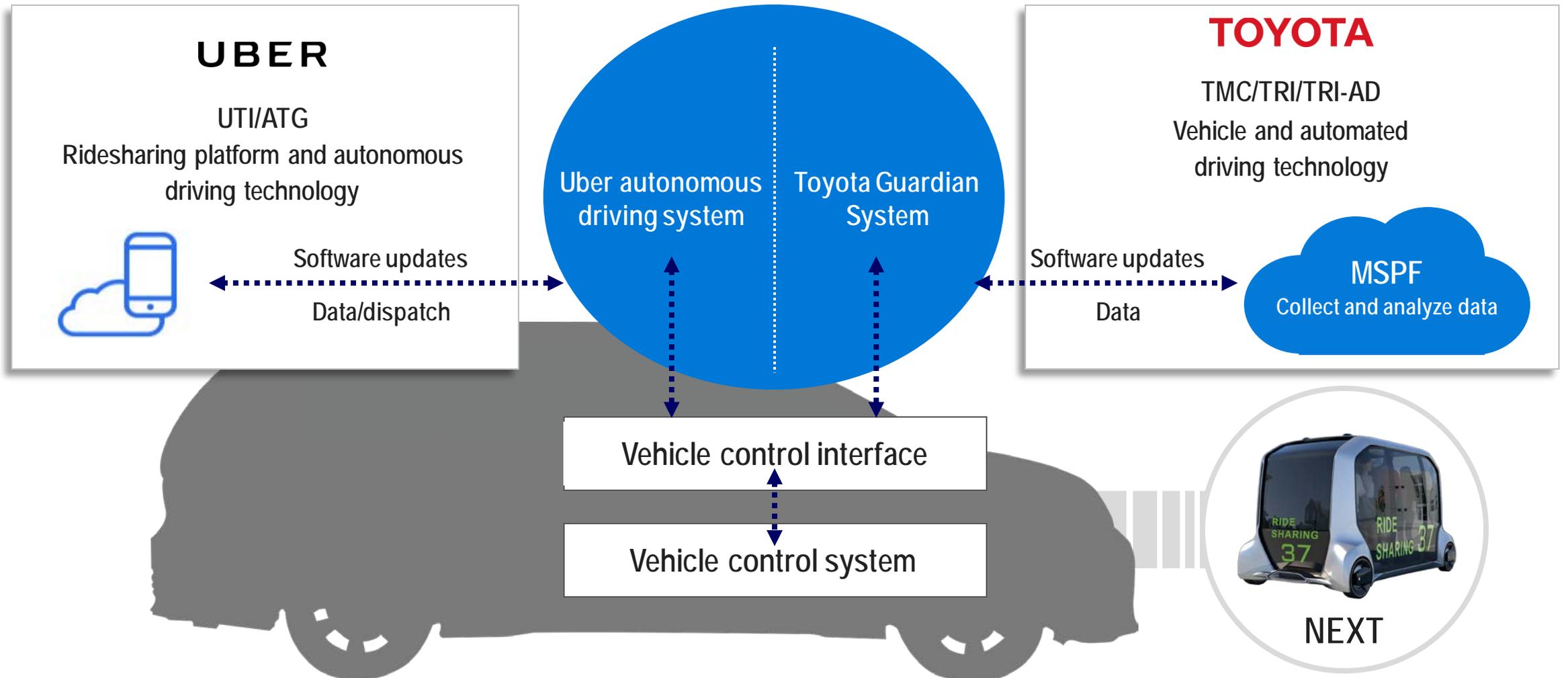
# Transformation into Mobility Company

Unveiling of the e-Palette Concept at CES 2018



# Collaboration with Uber

We are jointly developing dedicated automated MaaS vehicles for introduction in Uber's ridesharing service network from 2021.



# Collaboration with Japanese Taxi Providers

We are developing an AI-based taxi-dispatch system that predicts customer demand, and testing an on-demand commuter shuttle service.



## AI-based taxi dispatch

- Demand prediction
- Driving routes that make taxis easier to find for customers



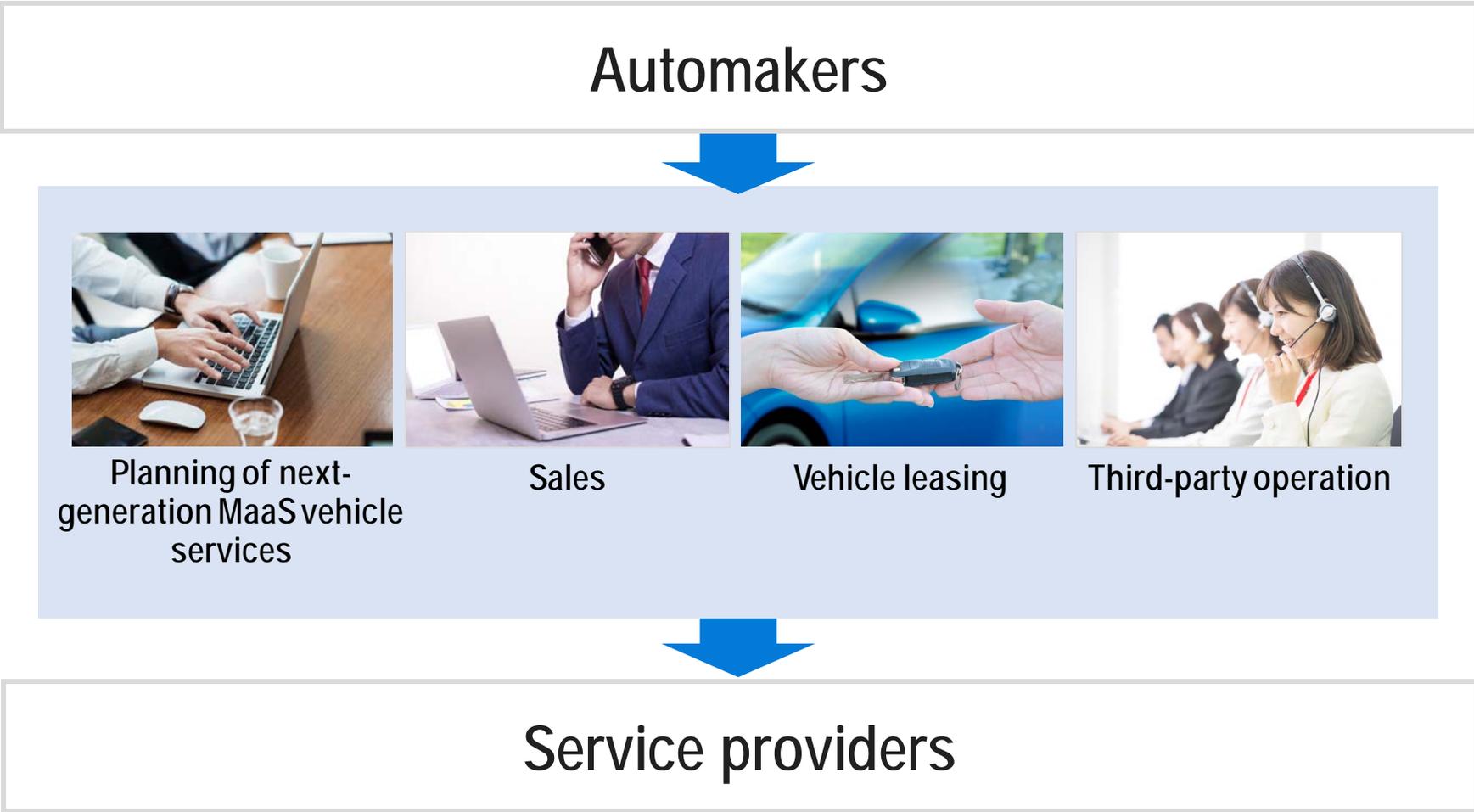
## On-demand commuter shuttles

- Demand-based door-to-door transportation



# Importance of Third-Party Business Collaborations

Toward the popularization of Autono-MaaS business



# Establish MONET Technologies

Automakers

**MONET**

MONET TECHNOLOGIES INC.

SoftBank



Planning of next-generation MaaS vehicle services



Sales



Vehicle leasing



Third-party operation

TOYOTA

Service providers



 SoftBank

Information Revolution - Happiness for everyone

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Mobility For All

