

Model Mobility Community Established in Japan to Serve Aging Populations

Tokyo, Japan, March 29, 2016—People today are living longer than ever before. As they age, getting around to accomplish everyday tasks like grocery shopping or visiting the doctor becomes more complicated. Mobility is not as simple as it once was.

Many communities in semi-mountainous areas of Japan experience not only aging, but also decreasing populations as younger generations move to cities. Members of these communities face mobility restrictions daily. Concerns that this may negatively impact their health and increase the financial burden of nursing costs are emerging.

This is why the Toyota Mobility Foundation (TMF) is working to establish a model mobility community in Toyota City in Aichi Prefecture. The Asuke Mobility Project (named after the district in which the community will be established) is the fourth assistance project for TMF, and its second project in Japan.

With funding of approximately 360 million yen (approximately 3.2 million U.S. dollars) for joint research over the next three years, TMF will partner with Nagoya University and local communities to provide healthier and more active lifestyles so the residents of these areas can enjoy the freedom of mobility.

Nagoya University's Institute of Innovation for Future Society has launched the Center of Innovation (COI) to build a mobility society in Asuke so the elderly may continue to maintain an active and mobile lifestyle within the community. The project will provide diverse modes of transportation from private car and taxi sharing to ultra-small electric vehicles. There will be community events held to encourage regular outings, and residents will be able to schedule rides to these and other events through a tablet-based reservation system. The project will also include a health monitoring service for the elderly. Finally, there is a strong emphasis on the continued operation of the project after funding ends.

TMF Chairman and Toyota Motor Corporation President Akio Toyoda said, "We hope TMF's support of these local efforts will revitalize the community by helping the residents in semi-mountainous areas all over Japan, including Asuke, to experience the freedom of mobility."

Overview of the Project

Project Name	Asuke Mobility Project
Partner	Nagoya University
Cooperative Organizations	Tokyo University, Asuke Hospital, Toyota City Government, etc.
Project Period	Three years
Project Budget	360 million Japanese yen (approximately 3.2 million U.S. dollars)
Main Activities	<ul style="list-style-type: none">- Establish a community support system (various modes of transportation, initiatives to increase the frequency of outings, health monitoring services for the elderly)- Introduce and modify ultra-small vehicles suited for use in semi-mountainous areas



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, governments, 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.

About the Center of Innovation (COI)

COI is one of the programs established by the Japan Science and Technology Agency (JST) to develop new innovation for public use. Through this program, JST provides intensive support for industry-academia collaborative R&D, and the creation of COI sites. The selected 18 core sites across the country, including Nagoya University, are now promoting research activities.