

June 7, 2023

## Aiming to Realize an Ever-Better Mobility Society, Toyota Mobility Foundation Selects 12 Teams for 2023 to Work on Activities in the “Mobility for ALL” Category of its Idea Contest

In March of this year, Toyota Mobility Foundation (TMF) accepted applications for new ideas for fiscal 2023 and selected 12 teams to work on activities in the “Mobility for ALL – Bringing the Potential of Mobility to Everyone” category of its Make a Move Project, an idea contest aiming to realize the practical implementation of ideas and solutions in society.



Contest website: <https://mobility-contest.jp/department1-2023/>

In the “Mobility for ALL - Bringing the Potential of Mobility to Everyone” category of this contest, which started in 2022, ideas were publicly solicited for solving mobility issues at race circuits and traveling to and from them, as well as for enabling everyone, regardless of disability, to enjoy motorsports. The 12 teams were selected from among the applications received based on the perspectives of relevant parties, the innovativeness of the proposals, and the opinions of outside experts. The 12 teams passing this initial screening process are awarded grants (up to 20 million yen per project) to facilitate activities geared toward realizing the practical implementation of their ideas in society.

The 12 teams selected for this year and the eight finalists from fiscal 2022 will conduct verification tests at Japanese Endurance Race Super Taikyu to be held at Mobility Resort Motegi on September 2-3, 2023.

To have more people participate and work together on the project, this year’s verification testing will be conducted not only by the teams but also by people with disabilities and outside experts, as we aim to further expand the community in which the teams compete with and help each other.

Selected Teams	Initiative Details
QD Laser, Inc.	Using laser retinal imaging, create an experience that allows people with low vision to enjoy car races through camera photography
Japan Data Science Consortium Co. Ltd.	Create an immersive spectator experience for people with visual impairments through feedback from related social media content
Sode-en Co., Ltd.	Demonstrate the creation of a safe and enjoyable environment through an app that smartly connects people in need and supporters
DOT INC. (South Korea)	Create a new spectator experience for the visually impaired using Dot Pad, a display that converts information into tactile graphics
Toyota Motor Corporation	Provide a realistic driving experience for people with disabilities through technology that allows actual cars to be driven via remote control
NuEyes Technologies (US)	Realize an inclusive spectator experience that all can enjoy by adding information, AR, and navigation functions to smart glasses for people with low vision
Panasonic Corporation Business Development Center	Using smart glasses, support the autonomous movement of people with low vision in the unfamiliar environment of a race circuit
Humonii	Demonstrate the operation of a semi-automatic wheelchair for people with lower limb disabilities that provides a new sensation as they skillfully maneuver it as if it were a part of their body
HERALBONY Co., Ltd.	Create opportunities for children with autism spectrum disorders and hyperesthesia to participate in events by providing them with a space where they can take a break
mairu tech Inc.	Demonstrate a new system that matches users and welfare taxis by visualizing welfare taxi schedules
Motion Lib, Inc.	Using “Real Haptics®” sensory transmission technology, create new experiences that have a realistic “feel,” such as remotely shaking hands with people

Lighthouse Tech LLC (Switzerland)	Provide mobility assistance with eyewear frames for the visually impaired that combine fashion with obstacle-detection functionality
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Reference: 2022 Contest Overview (<https://mobility-contest.jp/department1/>)

Since its founding, the Toyota Motor Corporation has conducted its business activities with the aim of creating a prosperous society through automobiles while respecting all stakeholders, including customers, business partners, employees, and the local communities in which it operates. Accordingly, TMF was established in August 2014 to conduct activities that benefit the public good.

Aiming to realize a mobility society in which everyone can move about freely, TMF is working to solve mobility issues around the world through a diverse range of projects. Going forward, the Toyota Group, working in cooperation with various partners and utilizing the technologies and knowhow it has cultivated through its business activities, will continue to promote undertakings that are aligned with the UN Sustainable Development Goals (SDGs) while contributing to the realization of a society where people can lead rich and fulfilling lives.

The project supports the following SDGs.



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