

Toyota Mobility Foundation, City of Jyväskylä, Finland, and TOYOTA GAZOO Racing World Rally Team Sign Letter of Intent for a Partnership for City Planning Project

Jyväskylä, Finland (August 3, 2023) - Today, Toyota Mobility Foundation (TMF), the City of Jyväskylä¹ and TOYOTA GAZOO Racing World Rally Team (TGR-WRT)² signed a Letter of Intent to build a partnership for creating a model for well-being through harmony between people and nature, with the aim of achieving carbon neutral, sustainable and diversified society.

The signing ceremony of the Letter of Intent was held in the presence of Mr. Timo Koivisto, Mayor of Jyväskylä, Mr. Yuichiro Haruna, CEO of TGR-WRT, Mr. Akio Toyoda, Chairman of TMF, and Mr. Shigeru Hayakawa, Deputy Chairman of TMF. The parties confirmed the collaboration and cooperation to promote the city planning project in the city of Jyväskylä.



From Left: Mr. Hayakawa, TMF Deputy Chairman, Mr. Toyoda, TMF Chairman, Mr. Koivisto, Mayor of Jyväskylä and Mr. Haruna, TGR-WRT CEO

Upon carefully listening to the requests and opinions of the city of Jyväskylä and its local community, the parties will start discussions on measures to provide diverse means of mobility in the short term and measures to contribute to the realization of a carbon neutral and sustainable society in the medium to long term.

¹ A city with a population of 146,000 located in the Lake District in central Finland where many students reside, and which plays a central role in Finland in the areas of sports, business, education, and culture.

² The new TGR-WRT Development Center aims to reduce CO2 emissions from TGR-WRT's WRC related activities by introducing wooden buildings, forest conservation, private power generation facilities and mobility using hydrogen.

Quotes:**Timo Koivisto (Mayor of Jyväskylä)**

“This is a great day for our growing city. For Jyväskylä this partnership opens up new opportunities where the pursuit of sustainable development, a carbon-neutral future and data-driven mobility is concerned. In terms of its size, location and institutions of higher education, its competence base, Jyväskylä is an ideal partner as regards the development of future solutions. We are also genuinely proud of the fact that one of the world’s largest car manufacturers, Toyota, is strengthening its presence in our city.”

Yuichiro Haruna (CEO of TGR-WRT)

“Jyväskylä has been home to TGR-WRT for the past eight years and a big part of the success we have achieved. In realizing our new TGR-WRT Development Center here in Jyväskylä, we also want to be a good neighbor to the local community. Through the guidance of our Chairman, Akio Toyoda, we began discussion with the City of Jyväskylä and TMF to explore ideas in support of positive community development. With the signing of this LOI today, we start working together to plan, develop and realize these goals.”

Shigeru Hayakawa (Deputy Chairman of Board Directors of TMF)

“TMF is very much honored to have been given the opportunity to participate in the Community Development Project here at Jyväskylä, where our World Rally Team is located. It is our priority to listen very carefully to the City’s intention, to contribute to create a community that harmonizes very well with people and nature. We sincerely hope to work together and realize the project that best fits with the characteristics of the City of Jyväskylä, the capital of sports, the culture and art, full of beautiful lakes and forests, and many promising students.”

About the Toyota Mobility Foundation

The Toyota Mobility Foundation (TMF) was established in August 2014 by the Toyota Motor Corporation (TMC) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores TMC’s on-going commitment to continuous improvement and respect for people. It utilizes Toyota’s expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

The project supports the following SDGs:



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