



The Bangkok Metropolitan Administration and Toyota Mobility Foundation showcase the TRUST (Thailand Road Users Safety through Technology) Project, at the International Mayors Forum 2025

Toyota City, Japan – 16 October, 2025 – **The Bangkok Metropolitan Administration (BMA)** and **Toyota Mobility Foundation (TMF)** reaffirmed their global leadership in sustainable urban development and mobility by actively engaging at the International Mayors Forum (IMF) 2025 hosted in Toyota City, Japan from 14 to 16 October, under the theme “Actions Today for a Resilient Future – Localizing the SDGs and Advancing the Pact for the Future.”

Bangkok, the vibrant capital city of Thailand, continues to experience rapid growth, along with dynamic economic and cultural transformation. However, this expansion has also led to challenges in road safety, with the city facing a high level of traffic accidents. Addressing road safety is therefore essential to building a resilient and livable city for all. Through a pioneering initiative leveraging data-driven methodologies and technology to reduce accidents and enhance road safety in Thailand, the BMA has been working tirelessly to seek more appropriate ways of abating traffic accidents and impacts to lives of its residents.

Launched in April 2025, the TRUST (**Thailand Road Users Safety through Technology**) Project, was designed by TMF as a multi-sectoral collaboration with the BMA and other partners such as the Asian Institute of Technology (AIT), UN Human Settlements Programme (UN-Habitat), Toyota Motor Thailand (TMT) and Thai Road Accident Victims Protection Company (RVP). TRUST is aimed at improving road safety through data-driven analysis and a scientific approach to problem solving. TRUST leverages AI based analytics, vehicle probe data, CCTV data, and other data sources to analyze driving behavior, identify high-risk zones, and uncover root causes of accidents, ultimately enabling more targeted and effective countermeasures.

At the IMF 2025 conference, Mr. Sayan Thasanakosol, Director of the Traffic Engineering Office emphasized, “Road safety is a crucial issue in Bangkok, and we need to take decisive action to reduce accidents to save lives. Beyond policies, we are also enhancing infrastructure, improving pedestrian crossings, and leveraging technology for better traffic enforcement. Creating a culture of road safety requires cooperation from all parties, including government authorities, drivers, vehicle and mobility providers, and pedestrians. Together through partnerships such as TRUST, we can make Bangkok a safer and more livable city for all.”



Figure 1: Photo at International Mayors Forum

TMF aims to explore new approaches to improve road safety by leveraging advanced data and technology. In collaboration with the Asian Institute of Technology (AIT), TMF conducted the first phase of the project in Chachoengsao province, utilizing data from Toyota vehicles equipped with vehicle probe data. The insights and practical countermeasures identified in this phase will be enhanced with additional datasets and technologies in the second phase, currently underway in the Chatuchak District in Bangkok.

At the IMF 2025 conference, Mr. Kenichi Yagi, Program Director of TMF, presented the history and concept of the TRUST Project. As he had helped to elaborate, the project originated from the “Tateshina Meeting” in cooperation with numerous companies and organizations involved in mobility, where Thailand was selected by the Overseas Sub-Committee as a prioritized pilot location, having now evolved to be the TRUST Project.

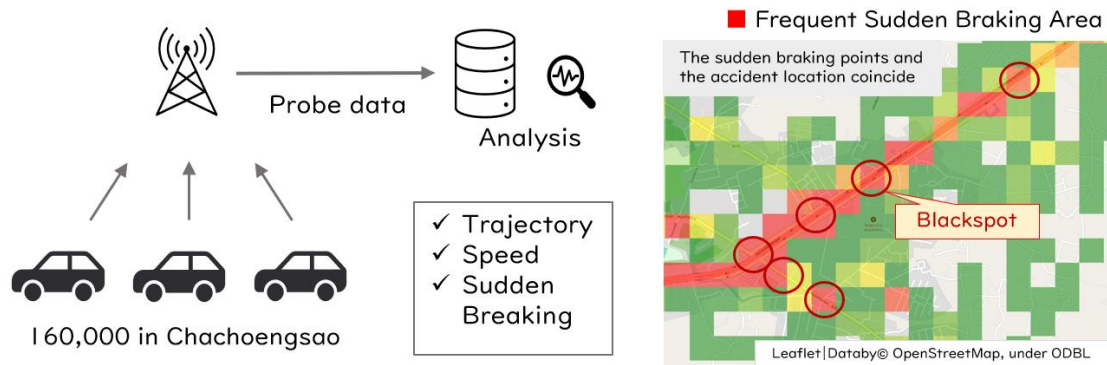


Figure.2: Vehicle probe data analysis

The detailed study will take place in Chatuchak District, an area with a relatively higher accident rate in Bangkok due to its status as a major economic hub with heavy traffic movement. The project is expected to run for up to 24 months. If successful, the knowledge and methodologies developed through this pilot can be scaled and applied to other provinces across Thailand.

About the TRUST Project

Evolving from the insightful discussions of Global Mobility leaders at the Tateshina Meeting in Japan, strategizing on road safety issues, the TRUST Project in Bangkok uses AI-driven analytics, vehicle probe data, CCTV footage, and accident records to identify high-risk accident zones and unsafe driving behaviors with focus on the prioritized focus areas of behavior, infrastructure and vehicular technology. The project is a joint initiative of TMF, BMA, Toyota Motor Thailand (TMT), UN-Habitat, AIT, and Thai RVP. Through this initiative, TMF, BMA and its partners aim to create a scalable model for road safety that can be piloted in Bangkok and replicated across Thailand to be shared globally.

About Toyota Mobility Foundation

[Toyota Mobility Foundation](#) (Chair Akio Toyoda) was established in August 2014 by Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota's ongoing 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 that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world. "TMF aims to create a truly mobile society that will help people live better lives no matter where they are," said Chair, Akio Toyoda.

About IMF 2025

IMF 2025 brings together mayors and officials of government entities from around the world to advance the SDGs in cities, towns and urban areas, organized by the UN Department of Economic and Social Affairs (UN DESA), in partnership with UN Centre for Regional Development (UNCRD) and the UN Office for Sustainable Development (UNOSD), co-organized by Toyota City, in collaboration with UN-Habitat.