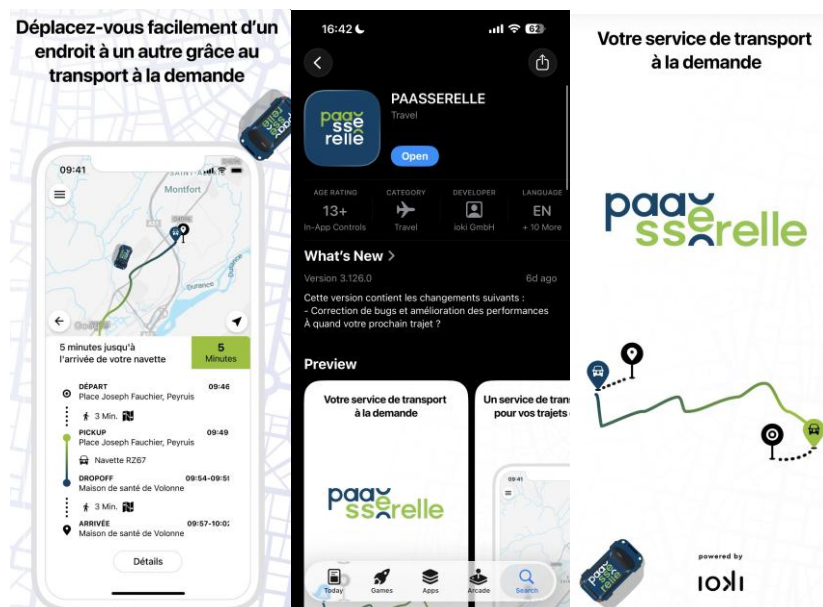


## Toyota Mobility Foundation and CoLab for Silver Hub Report Strong Interim Results for Rural Senior Mobility Initiative in Provence Alpes Agglomération

**CHATEAU-ARNOUX–SAINT-AUBAN, France (June 25, 2026)** Toyota Mobility Foundation (TMF), together with its collaborators Macif and CEA through the CoLab for Silver Hub, announced today the interim results of Phase 2 of the PAAsserelle initiative, an innovative on-demand shuttle service designed to reduce mobility barriers and social isolation among older adults in the Moyenne Durance area of southern France.

Combining accessible transport with a focus on preventive health and social participation, the initiative is showing encouraging early results. In the communes where the service operates, trips have grown steadily by 14%, and the number of active users has risen by 60% over the past six months. With 69% of users being seniors, 40% of trips made for personal purposes, and 20% supporting access to healthcare and essential services, the initiative is demonstrating that it addresses a critical need and helps reduce isolation among rural elderly populations. These early results highlight the potential of cross-sector collaboration to deliver meaningful, scalable solutions for rural communities.



### Responding to a National Challenge

France faces important mobility and healthcare access challenges. Around 15 million people experience mobility precarity, while 87% of the country is classified as medically underserved, meaning that an estimated 6 million people do not currently have access to a

primary care doctor. These challenges are particularly visible in rural areas, where older residents may face limited and sometimes fragmented public transport options. This can make it more difficult to access healthcare, essential services, and social activities, highlighting the need for continued innovation to strengthen connectivity and wellbeing.

In response, the Hub CoLab for Silver, a cross-sector collaboration bringing together TMF, Macif, and CEA, in partnership with Provence Alpes Agglomération (PAA) and the Regional Health Agency (ARS PACA), developed PAAsserelle, an inclusive, electric, door-to-door shuttle service that rethinks rural mobility through a user-centered lens.

The initiative stands out not only for the service itself, but also for the model behind it: a holistic, shared approach that brings together transport, public health, and social inclusion within a single framework. Co-designed with local communities, the model is already showing strong potential as a scalable and replicable response to the challenges facing ageing rural populations.



### **PAAsserelle: Accessible, Affordable, and Already Delivering Results**

Launched June 2025 across eight municipalities in the Moyenne Durance area, PAAsserelle provides door-to-door transport via an electric, wheelchair-accessible shuttle for a flat fare of two Euros per trip and free for the holders of *la carte inclusion invalidité*.

The service can be booked by app, website, or phone and operates Monday to Friday from 9am to 12pm and 2 to 5pm, reflecting the everyday mobility needs of residents.

After nearly a year of operation, the results confirm the relevance and impact of the scheme:

- Nearly 1,600 trips completed, connecting residents to medical care, shops, and public services
- 470 people registered for the service, reflecting strong and growing local uptake
- 69% of users are seniors, validating the service's alignment with its target population
- 40% of trips are for personal purposes, with 20% supporting essential needs such as daily provisions or healthcare access—demonstrating the service's role in reducing social isolation in participating communities, a highly encouraging interim result.

While PAAsserelle was primarily designed to serve seniors, it is increasingly being adopted by a broader segment of the community, including students, parents, and young adults without a driver's license, demonstrating its value as an effective complement to public transport for inclusive mobility in rural areas.



### **Co-Designed with Local Stakeholders, Built for Long-Term Scale**

The PAAsserelle model has been developed and continuously refined through close collaboration with residents, public authorities, and healthcare stakeholders. Every component of the service, from pricing and operating hours to booking channels and vehicle accessibility, has been shaped by direct input from the communities it is designed to support.

This co-design methodology, which lies at the heart of the Hub CoLab for Silver approach, reinforces both the initiative's early credibility and its longer-term scalability. While the proof of concept remains in progress, the interim findings already point to a robust framework that could be adapted for other rural territories facing comparable demographic and mobility challenges.

Beyond improving mobility, PAAsserelle is designed to support preventive health by helping older residents access medical services more easily and reducing the risk of delayed or forgone care. In doing so, the initiative contributes not only to improved health outcomes, but also to stronger social participation and greater community connection.

## Looking Ahead

Following the encouraging interim results from Phase 2, the CoLab for Silver Hub teams have committed to completing the current proof-of-concept phase through December 2026. Over this period, the joint effort will continue to strengthen the PAAsserelle service, deepen its integration with local health ecosystems, and further consolidate the evidence base needed to support long-term sustainability and future scale-up.

## 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 the CoLab for Silver Hub

The CoLab for Silver Hub is a cross-sector collaborative platform co-created by Toyota Mobility Foundation, Macif, and CEA, in partnership with Provence Alpes Agglomération and the Regional Health Agency (ARS PACA). It designs, funds, and tests innovative mobility and social inclusion solutions for ageing rural populations, combining public and private expertise with a shared ambition to build a replicable, sustainable HUB model by 2028.

## About Macif

Macif is a mutual insurer that protects its 6.45 million members and clients every day with simple, practical insurance products in property, health & protection, and savings & finance. Macif recorded revenue of nearly €8 billion in 2025. Managing over 19 million contracts, it has more than 12,000 employees—all based in France—across a network of over 450 in-

person and telephone service points. Macif was voted the French People's Favorite Brand in the Insurance Company category in 2026. Macif is an Aéma Groupe brand.

### **About CEA**

Within CEA, identified by Reuters/Clarivate as the most innovative public research organization in Europe, the Technology Research Division (DRT) drives technological innovation to improve the competitiveness of French companies. DRT institutes develop generic technologies covering a wide range of industrial applications, serving companies of all sizes.

Key figures: 4,500 people, 600 industrial partners, 100+ start-ups created, and 600 patent filings per year.

### **About Provence Alpes Agglomération**

Provence Alpes Agglomération is the intercommunal authority operating the PAAsserelle service across the Moyenne Durance area. As the public anchor of the CoLab for Silver Hub, PAA brings local governance, operational expertise, and deep knowledge of the territory's mobility needs.