

Toyota Mobility Foundation, Michelin Foundation, Tourisme & Handicaps Unite in a Two-Year Partnership to Advance Accessible Mobility

Paris, Brussels, Clermont-Ferrand, – October 8th, 2025 – In a landmark two-year collaboration, the Toyota Mobility Foundation and the Michelin Corporate Foundation have been giving their support to Tourisme & Handicaps association to promote freedom to move and inclusive mobility through a unified digital platform My Easy Access.

This partnership brings together complementary expertise and a shared vision to expand the reach of accessible mobility solutions across urban environments.

After a first experimentation in Marseille, Tourisme & Handicaps, the French national association dedicated to inclusive tourism, will play a central role in developing the platform in new cities, ensuring the platform's quality, reliability, and alignment with the needs of people with disabilities. The association will continue the development of the application, coordinate data validation, user testing, and partnerships with local stakeholders, ensuring that the platform develops more globally, reflecting real-world accessibility and supporting sustainable urban development.

Solutions for Cities

"Tourisme & Handicaps is proud to lead the operational deployment of My Easy Access in two more pilot cities beyond Marseille. Our mission is to ensure that accessibility is not an afterthought, but a foundation of how cities welcome everyone," said Annette Masson, Présidente de association Tourisme et Handicaps.

The Toyota Mobility Foundation provides solutions developed through a successful project, including an indoor/outdoor wayfinding app tailored for people with disabilities, and a pedestrian and multimodal trip planner that adapts routes based on individual mobility profiles—whether for wheelchair users, seniors, or families with strollers.

"This partnership is a powerful example of how shared vision and collaboration can drive meaningful change. Together, we are building a future where mobility is a right, not a privilege," said Monica Perez Lobo, Director, Toyota Mobility Foundation Europe.

The Michelin Corporate Foundation supports a digital service that helps users identify accessible locations and routes in real time. The platform includes a mobile app, website, and GPS-based mapping, offering verified information on accessible venues, public transport, and events. It empowers users to navigate cities with confidence and autonomy.

"With this service we are creating a movement towards more inclusive cities. Thanks to this partnership, it allows us to scale this impact and make a difference for more accessible mobility to all," said Forrest Patterson, Executive Director Michelin Corporate Foundation.

Collaboration is Key

As a first step, the three partners are combining their solutions to create a unified, user-centered mobility experience in Marseille and two other pilot cities. These cities will serve as testing grounds for the integrated platform in real-world conditions. The goal is to refine the service and evaluate its impact before scaling to additional regions.

This three-way collaboration exemplifies an innovative partnership targeted to public interest and a commitment to inclusivity, aiming to enhance quality of life for millions of people with limited mobility. By unifying for accessibility, the partners are setting a benchmark for future-ready mobility solutions that are scalable, user-centered, and socially impactful.

About Tourisme & Handicaps

Tourisme & Handicaps is a national association that promotes accessible tourism in France. It manages the official “Tourisme & Handicap” label and works with public and private partners to ensure inclusive travel experiences for all.

About Toyota Mobility Foundation

The Toyota Mobility Foundation (Chair Akio Toyoda, hereafter referred to as “TMF”) was established in August 2014 by the 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 Michelin Corporate Foundation

The Michelin Corporate Foundation supports innovative solutions for safer and more accessible mobility for all.