


ENGLISH



TOYOTA WOVEN CITY

Feb. 2024 Edition

An aerial, grayscale view of a modern, green city. The city features wide, paved walkways, numerous trees, and modern buildings with large windows. People are seen walking and driving in small, futuristic-looking vehicles. The overall atmosphere is one of a well-planned, sustainable urban environment.

**Woven City–
A mechanism for exploring
well-being that benefits others**

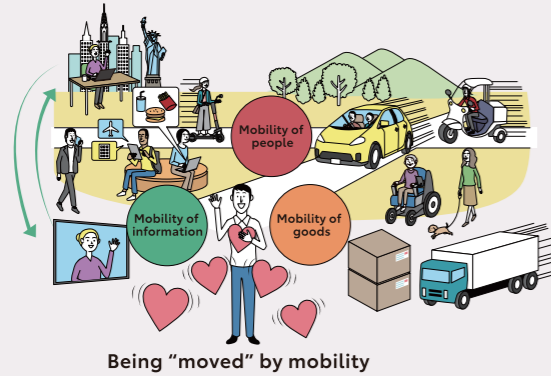
At the heart of the Toyota Group is a young man who wanted to help his mother live a better life. Sakichi Toyoda invented the automatic power loom in 1890's to make his mother's weaving work easier. His commitment to taking action for the sake of others' happiness is the core of the philosophy that has driven Toyota for decades and continues to propel us forward. Caring for others has been important as we evolved from a loom manufacturer to a car maker, and is critical to our transformation into a mobility company. Today his legacy is dedicated to improving the overall quality of life on the planet. Motivated to deliver the freedom and joy of movement to everyone – Mobility for all. We've replaced outdated transportation concepts with a new set of mobility principles and dynamic approaches that allow us to invent a mechanism to generate well-being that goes far beyond what has been possible until now. Woven City is an important model of our efforts to benefit all humanity and make well-being accessible to all. Unlike hypothetical theory, fantasy, or science fiction, we are working with partners to build a real-life test course for mobility. There we will pilot experiments and develop innovations that can propel society forward and form the future fabric of life. The innovations we make today, and through the endless evolution of Woven City going forward, will expand the possibilities of mobility. We hope you're as excited about our ever-evolving city and the future as we are!

TOYOTA WOVEN CITY

An exploratory mechanism for **expanding mobility** and well-being to **build the future fabric of life**

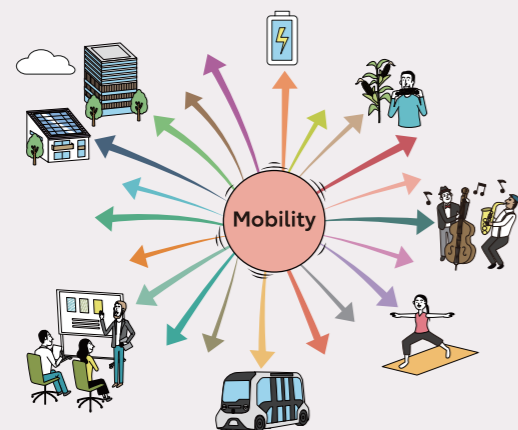
Mobility: A new way of thinking

A global shift in transportation thinking has occurred and Toyota has fully embraced its transformation into a mobility company. Dedicated to contributing to a thriving society, we are enhancing the many ways that people, goods, and information move on the planet. By improving the safety and efficiency of daily experiences like getting where we need to go, receiving packages, and virtually connecting with others, our goal is to enable greater global harmony by fostering everyday joy and satisfaction thereby making the goal of well-being for all a reality.



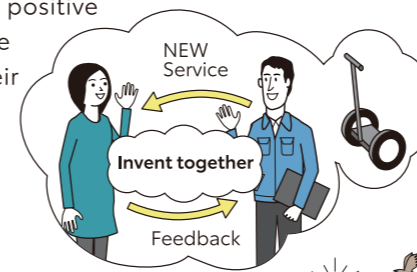
Exploring new possibilities in the mobility of information, goods, and people

For us at Toyota, Woven City is a living laboratory for exploring ways to expand how mobility can enrich humanity. Our researchers will test ideas related to the mobility of information, goods, and people in fields such as food and agriculture, energy, healthcare, education, entertainment, and more. Through these experiments, we plan to develop ideas that move and inspire people and refine them before integrating them into the daily living of the future.



A city of innovation where everyone is an inventor

Despite coming from broad and diverse backgrounds, everyone living in Woven City is an inventor. Some are employees of Toyota and partner companies, some are independent developers, and others are ordinary residents, from children to senior citizens. In Woven City, to qualify to be an inventor you only need a desire to make a positive difference in the lives of others. The constructive input from all of these inventors, inspired by their personal experiences, helps build a strong foundation for a future of societal well-being.



About Woven City 01

A real-world proving ground for new ideas

Inventors are constantly tackling multiple aspects of a new idea; What's the best execution? How will it perform in practice? In Woven City, inventors test their ideas in a full-scale urban environment flowing with real life, not from behind a desk. Finally, incremental improvements can be made based on real-time feedback reflected in the real world.



About Woven City 02

An environment that nurtures innovation and accelerates development

All inventors eventually hit a wall—a point that is difficult to get past without outside help. From knowledge-sharing to business startup and expansion assistance, a wide range of material and digital resources are provided to the inventors in Woven City. By taking advantage of this support, inventors can rapidly develop ideas for inventions inspired by the situations they come across in their daily lives.



Weaving the future with the threads of our past

For Toyota, Woven City is not only a bold leap forward but a tribute to what has come before. This site in the city of Susono in Shizuoka Prefecture, Japan was once home to the Higashi Fuji Plant, where Toyota led Japan's motorization and manufactured many of its iconic cars from 1967 to 2020. Woven City is an unprecedented opportunity for Toyota to build on this exceptional legacy and develop life-enriching ideas for the future.



An endlessly evolving city

Construction on Phase 1 is scheduled for completion in 2024, and preparations will be made for the start of some initial trials in 2025. From that starting point, this "endlessly evolving city" will continue making strides and improvements into the future.



Conceptual Art for Phase One



WOVENCITY Website



WOVENCITY Facebook



Woven by Toyota Website



All designs and infrastructural elements in this leaflet are provisional and may differ from what is actually built.