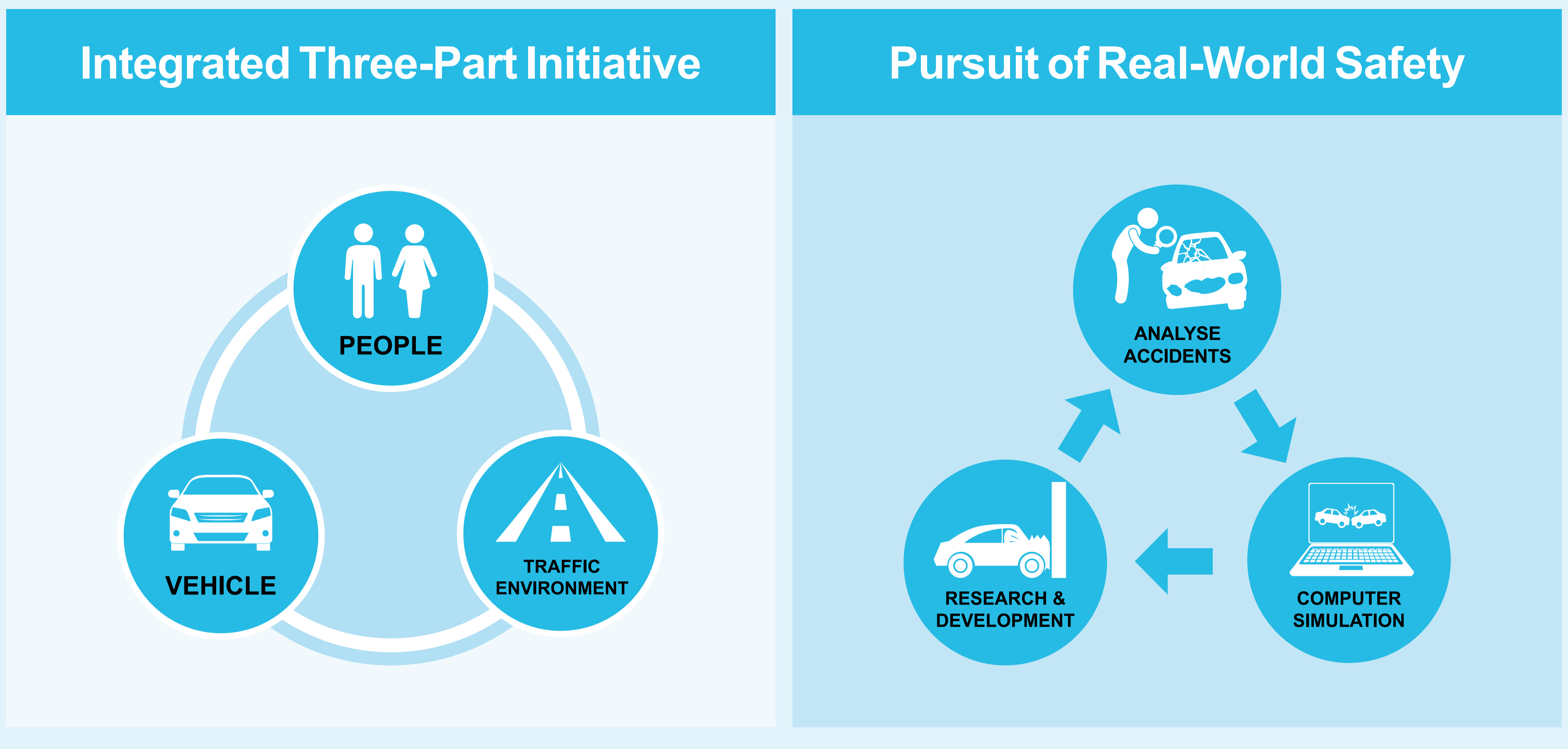


Zero Casualties from Traffic Accidents

TOYOTA'S ULTIMATE AIM

To achieve this, our approach is to promote an “Integrated Three-part Initiative” consisting of vehicle, people and traffic environment, and to continue our pursuit of “real-world safety” by learning from accidents and incorporating that knowledge into vehicle development.



INTEGRATED SAFETY MANAGEMENT CONCEPT

