

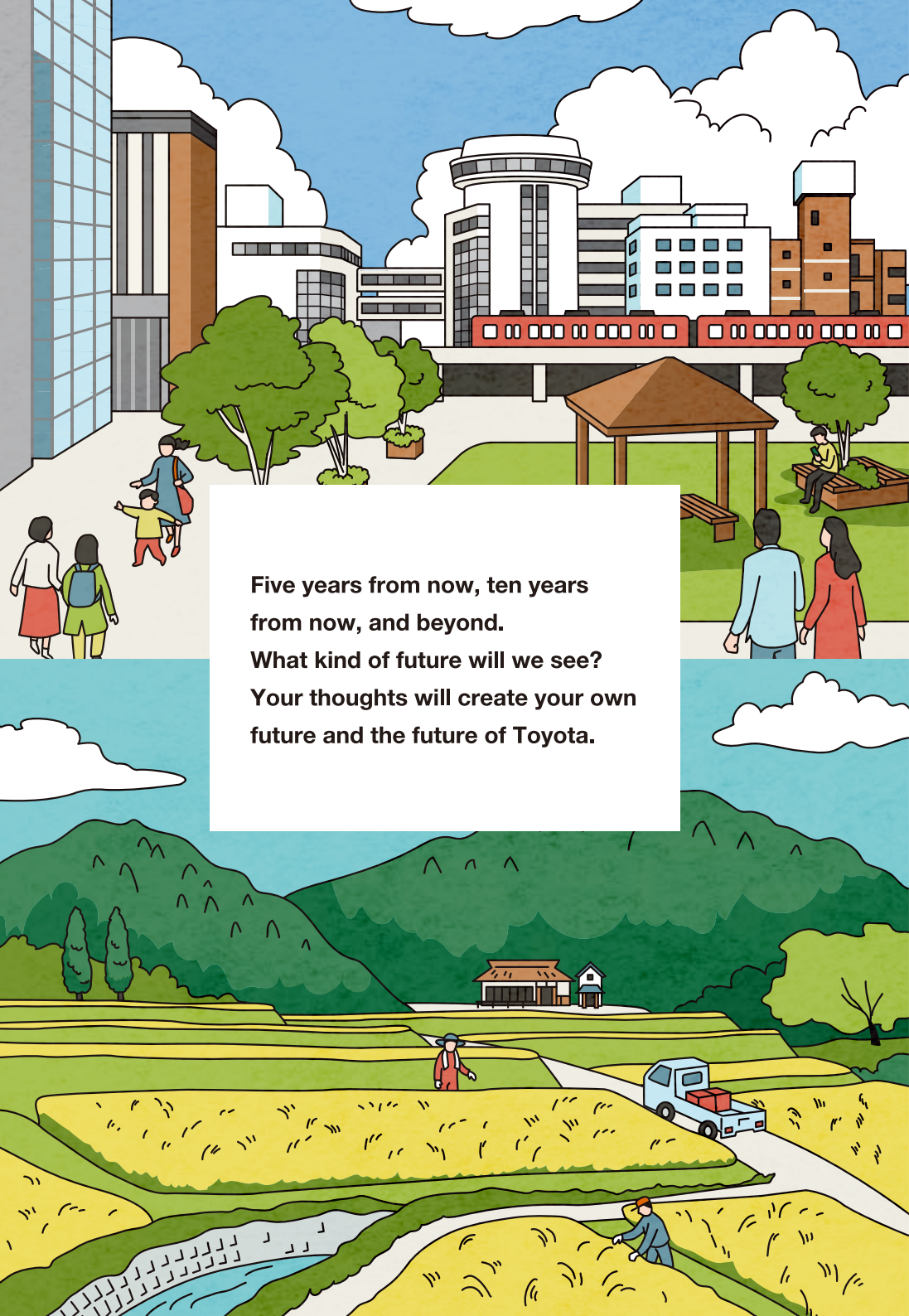


Let's create our city together.

Toyota Future Book

The 9th Toyota City Comprehensive Plan

Future Concept /
Future Realization Strategy 2030



**Five years from now, ten years from now, and beyond.
What kind of future will we see?
Your thoughts will create your own future and the future of Toyota.**

We will create our future together

**Toyota, a city that is connected,
creative, and enjoyable to live in**

The nature, history, and culture that have been passed down from the past are treasures that have enriched our city. We want to preserve each of them and increase the number of new treasures to create a future full of smiles together. The Future Outlook Diagram includes these thoughts.



Let's think about a "connected, creative, and enjoyable life" for you together.

Let's open
the Future
Outlook Diagram



Future Outlook Diagram for Toyota

The diagram illustrates a vision of a sustainable and inclusive future. It features a central cityscape with a river, a bridge, and a stadium. Various circular callouts highlight different aspects of Toyota's future outlook:

- Family in a car:** A family of four is shown inside a car, suggesting a focus on family-oriented vehicles.
- Person in a wheelchair:** A person is shown using a wheelchair, indicating a commitment to accessibility and mobility for all.
- Person using a laptop:** A person is shown working on a laptop, representing digital connectivity and smart mobility solutions.
- Person using a smartphone:** A person is shown using a smartphone, highlighting the integration of mobile technology in transportation.
- Person using a robot arm:** A person is shown interacting with a robot arm, symbolizing automation and advanced manufacturing.
- Person using a drone:** A person is shown using a drone, representing innovative aerial mobility and logistics.
- Person using a car:** Multiple callouts show people using various types of cars, from compact urban vehicles to larger family cars, emphasizing a wide range of mobility options.

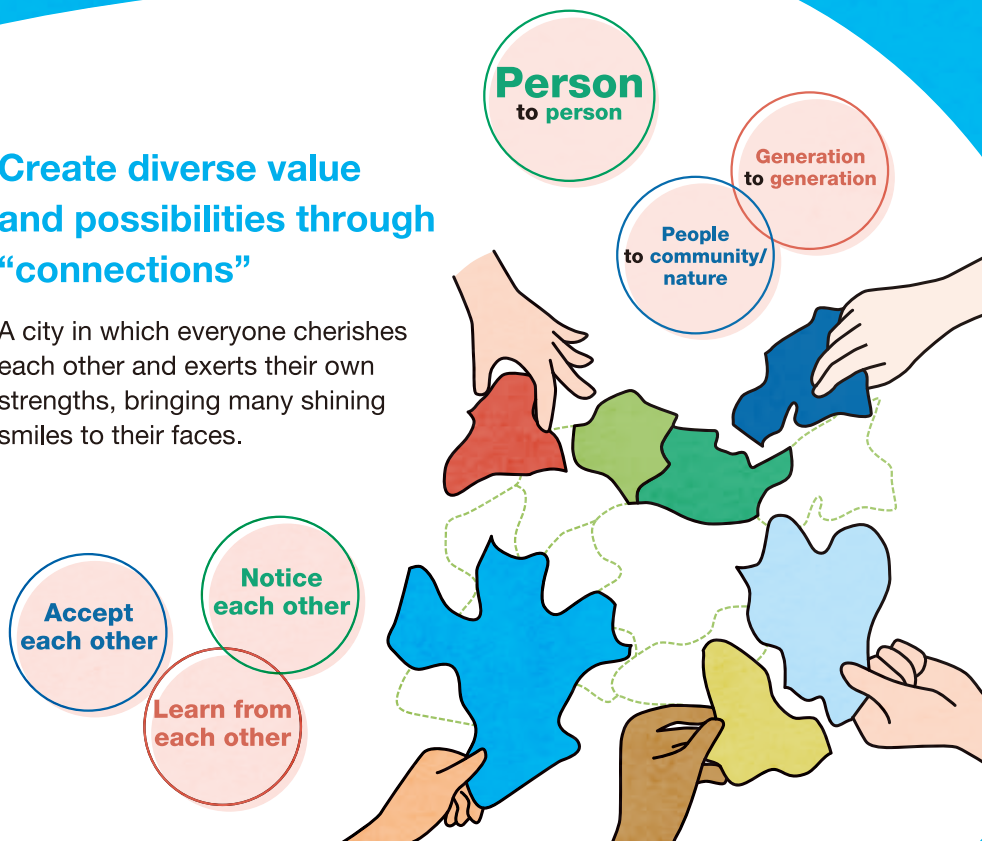
The overall scene is bright and optimistic, with a color palette dominated by greens, blues, and yellows, suggesting a clean, sustainable, and vibrant future.

What Toyota, a city that is connected, creative, and enjoyable to live in, wants to cherish

Each one of us is a central player in creating the future of Toyota.
Let's cultivate an exciting future with everyone moving forward one step at a time in our own way.

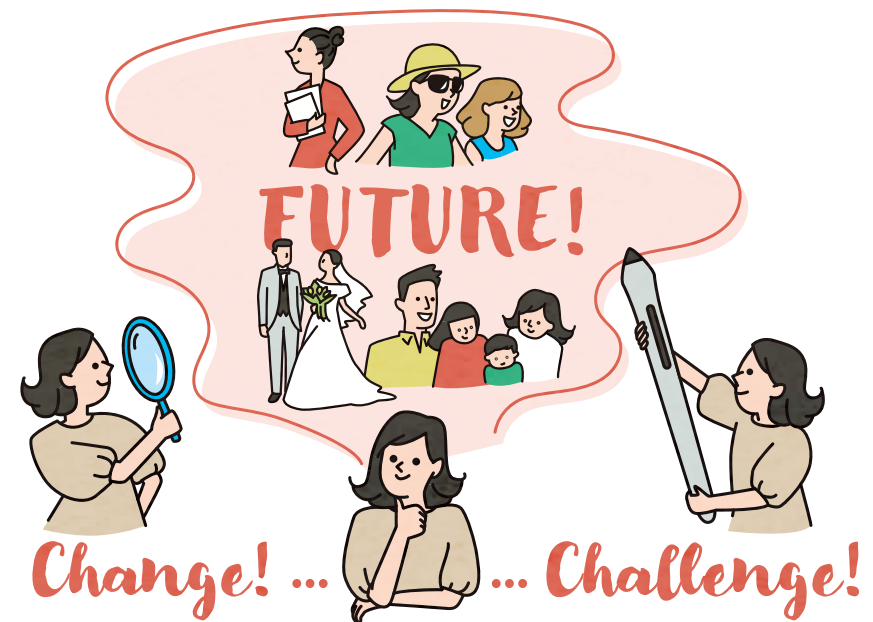
Create diverse value and possibilities through "connections"

A city in which everyone cherishes each other and exerts their own strengths, bringing many shining smiles to their faces.



Continue to change flexibly through "changes" and "challenges"

A city with a rich spirit that builds upon each and every change for the better and new step forward taken.



point

Make **changes**
without being constrained by tradition

point

Take on **challenges**
in your own way

point

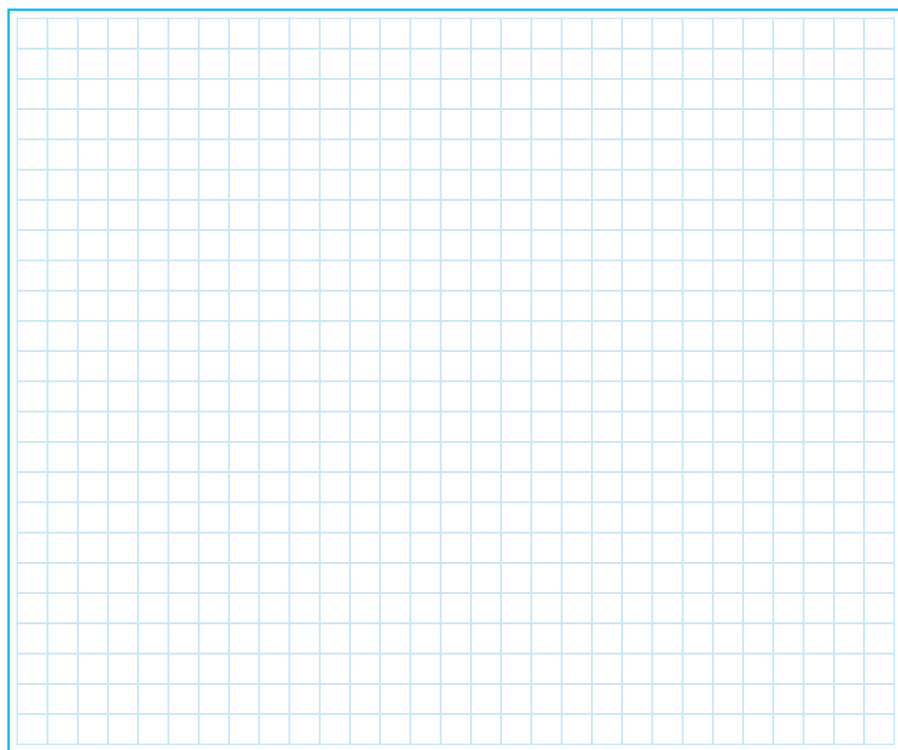
Continue
things that are good

What does “a city that is connected, creative, and enjoyable to live in” mean to you?

What kind future do you want to aim for?

Express freely the kind of life you want to lead, the kind of city that will excite you, and your other desires for Toyota in the future with words and pictures.

Future in years



I like a city that enables us to have fun with a variety of people by traveling back and forth between the countryside and city.

I want it to be a friendly city where everyone, from children to the elderly, smiles and is full of life.

Comfortable every day with the latest technology. Well prepared for disasters so we can feel safe even in the case of an emergency. I'd like to live in such a city!

Let's create them together!

5 kinds of futures

Create dreams and hopes together for the future of children

1 Children will be able to choose diverse ways of living in the future

2 Anyone can live with peace of mind in their own way with everyone connected to each other

Create a city connected to the future together

3 Continuously develop as an industrial hub city

4 Promote the formation of an urban environment with a vision for the future

5 Take on the challenge of realizing a decarbonized society

Now!
Let's see!





Children will be able to choose diverse ways of living in the future



Toward a city where individuality and potential grow greatly

Nature, history, culture, art, sports, manufacturing, and people who are enthusiastic and enjoy an active life regardless of their age... Children who encounter the diverse charms of Toyota and learn from each other. They cultivate their own futures with excitement.

Voice

01

I'm glad that there are many "teachers" in our community. When I grow up, I want to teach sports to children!



Voice

03

I want to like Toyota more by learning a lot about the history and culture of our community.



We hope
our future
will be like this

Voice

02

I can experience manufacturing, agriculture, and a variety of other jobs, and it broadens my dreams for the future!

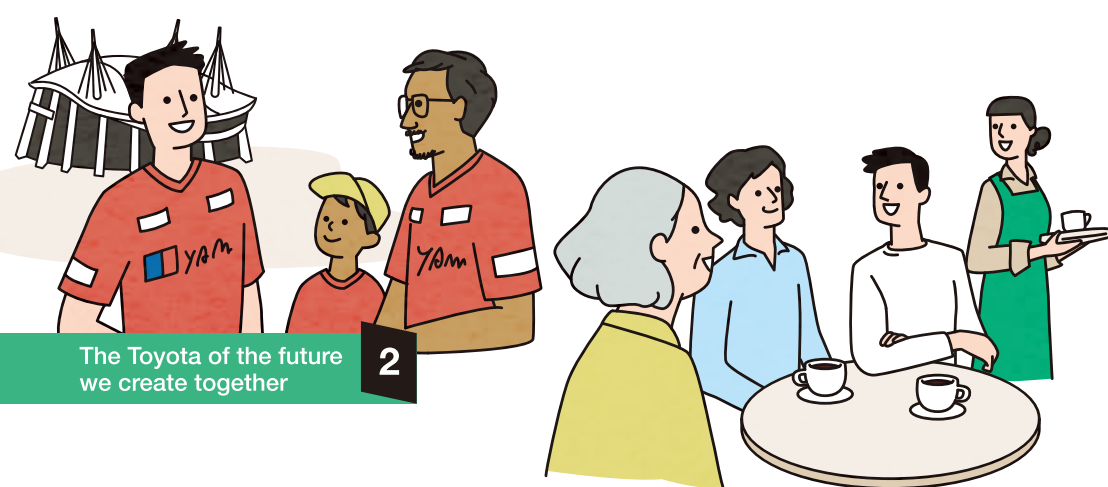


PICK UP Example of a challenge

Toyota Community Club Activities

We will create opportunities for a variety of activities by utilizing the local resources in Toyota City and connections with a variety of people so that children can easily enjoy sports and cultural and artistic activities.





The Toyota of the future
we create together

2

Anyone can
live with peace of mind in
their own way with everyone
connected to each other



7

Toward a friendly city where all the people support each other

People living in the community live together, interacting with each other from a comfortable distance and holding their hands out to each other in times of trouble. Such warm “connections” support the safety and fulfilling daily life of each person and connect hope to the future.

Voice

01

We would like to be able to raise our children with peace of mind in accordance with our workstyle and lifestyle.

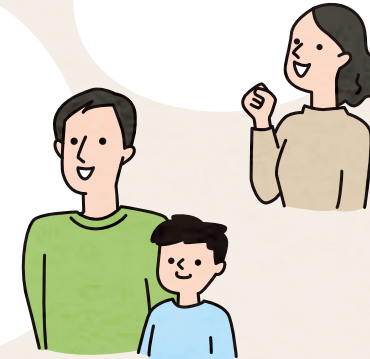


We hope
our future
will be like this

Voice

02

I hope there will be lots of places for children in the community. It would be reassuring if we could support each other.



Voice

03

I would like there to be many loose connections in the community and for everyone to be able to live in their own way with something to live for.

PICK UP Example of a challenge

Create a city where you can raise children with peace of mind

We are promoting efforts to support child-raising with all our strength, including enhancement of child-raising support bases where children can play safely and child care support, creation of opportunities for parents to interact with each other, and free medical care and school lunches unique to the city.



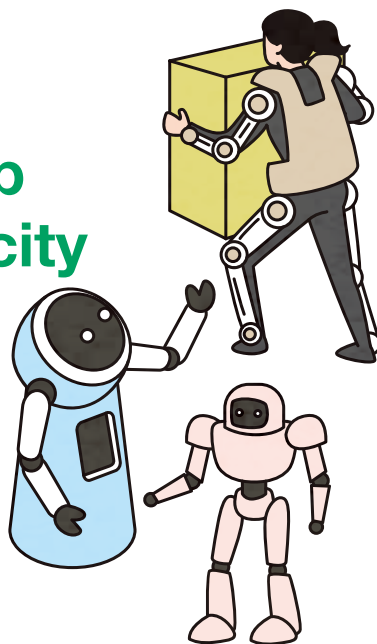
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The Toyota of the future
we create together

3

Continuously develop as an industrial hub city



Toward a city where every individual shines and diversified industries grow

Toyota has a wide range of industries, such as manufacturing, including automobiles; new energy fields, including hydrogen; agriculture; and forestry. We will continue to be a vibrant industrial city aimed at a future in which people will take on the challenge of developing products and technologies and new businesses and people working in the city can demonstrate their abilities in their own ways.

Voice

01

I want to take on the challenge of developing new products and technologies and feel job satisfaction and fulfillment every day!



We hope
our future
will be like this

Voice

02

I want to produce delicious agricultural products in Toyota City by introducing the latest technologies, such as ICT and robots!



Voice

03

I would like to be able to select from various workstyles regardless of sex, age, nationality, disability, or other such factors.



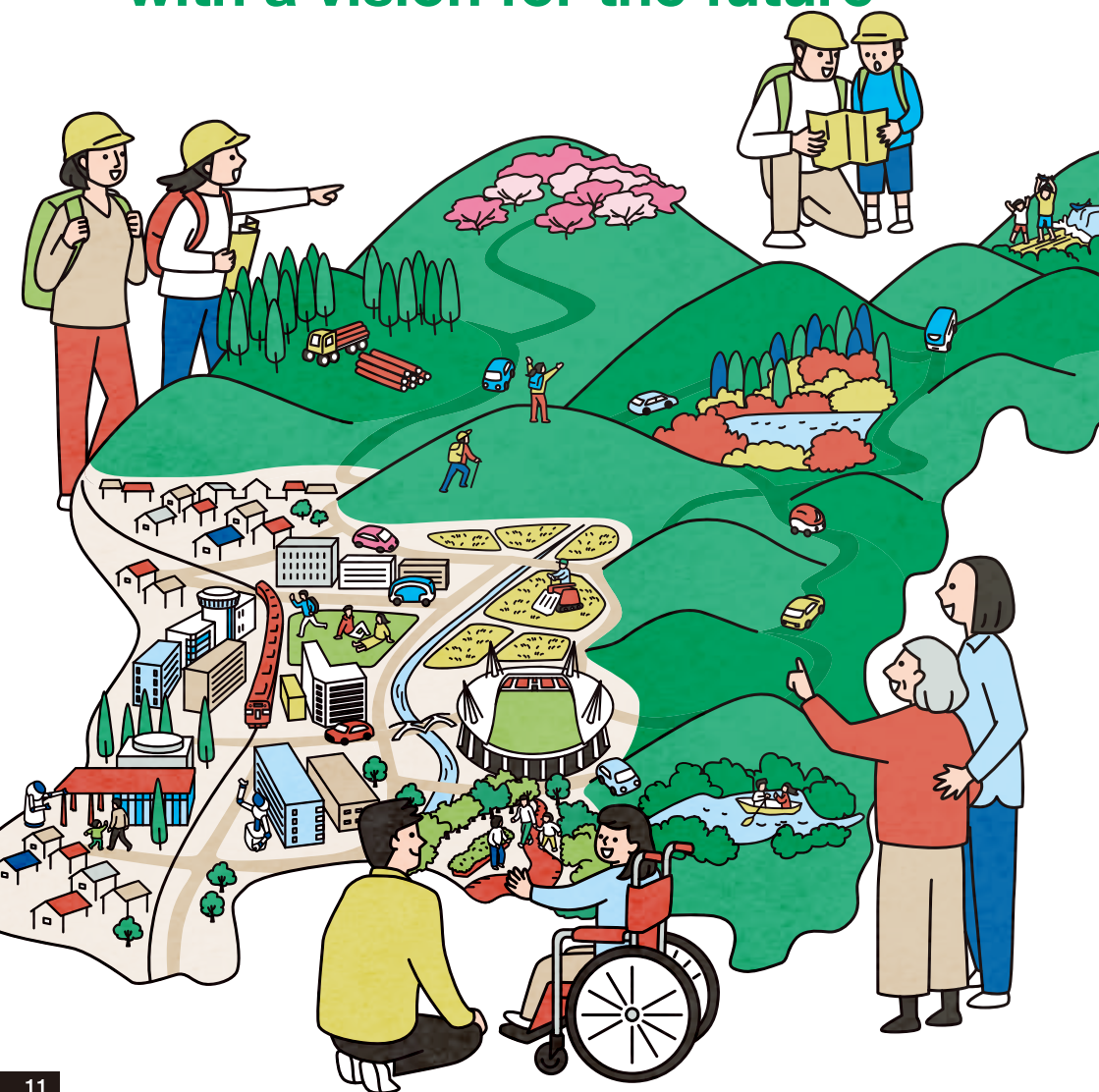
PICK UP Example of a challenge

Support for Women Starting a Business in Toyota Project

To support female entrepreneurs and women who aim to start a business, we provide training programs including business contests, exchange meetings, start-up plan preparation courses, and individual consultations. We encourage them to build their careers in their own way.



Promote the formation of an urban environment with a vision for the future



Toward a safe and secure city where you can live comfortably

Toyota has diverse charms, with urban areas and mountain village areas coexisting together. It is connected to traffic and information networks, and people actively interact with each other. This rich environment has been built over a long period of time. We will promote city development that enables everyone to live comfortably and measures for disaster prevention and mitigation to pass our hometown down to future generations.

Voice

01

I'd be happy to be able
to choose between both
city life and country life.



We hope
our future
will be like this

Voice

02

I hope that the methods of
using the public facilities
around us change with the
times so that the city will be
more charming.



Voice

03

I would feel reassured if
efforts are made to
protect our lives and
livelihoods from disasters
and community networks
are stable.



PICK UP Example of a challenge

100 years of forest management

We aim to preserve our forests, which account for approx. 70% of the city area, to pass them on to the next generation as rich environments, resources, and culture. In particular, we are working on forest management that emphasizes the water source cultivation and landslide prevention functions of forests.



Take on the challenge of realizing a decarbonized society



Toward a city that inherits a rich environment

Now, all the people of the world are aiming for a decarbonized society. It is not just the efforts of professionals that are needed to realize it. If each of us takes one action after another according to what we are able to do in our daily lives, those actions will eventually transform into a great force that brings about smiles in the future..

Voice

01

I want to have fun while working on composting kitchen waste and recycling various resources.



We hope
our future
will be like this

Voice

02

I hope that "comfortable living that leads to decarbonization" utilizing new technologies will become the norm!



Voice

03

I'd be proud if Toyota City promoted efforts to utilize hydrogen and became a city that leads the world.



PICK UP Example of a challenge

Toyota Zero Carbon Action

Civil activities toward the realization of a zero-carbon city are carried out. We promote environmentally friendly actions that can be taken in daily life, such as power saving, the 3Rs (reduce, reuse, recycle), and reduction of food waste, to reduce CO₂ emissions.



Let's create the Toyota of the future together

My Action!

What you notice, consider, and do now is a gift to the future.

What will you start with?

Think about actions for the future.



Let's consider your actions to realize the future you depicted on page 3!

Action! /

What you can do **now**

What you have already started doing and what you can do right now.

What **challenges** you want to take on

What you have not started doing yet but want to start doing because you are interested in it.

Toyota, a city that is connected, creative, and enjoyable to live in

The 9th Toyota City Comprehensive Plan Concept Book

“Toyota Future Book”

Issued: March 2025

Issued by: Toyota City

Edited by: Planning Section, Planning and Policy Department, Toyota City

The full version of “The 9th Toyota City Comprehensive Plan” can be viewed on the website of Toyota City.



A city that is connected, creative, and enjoyable to live in

