

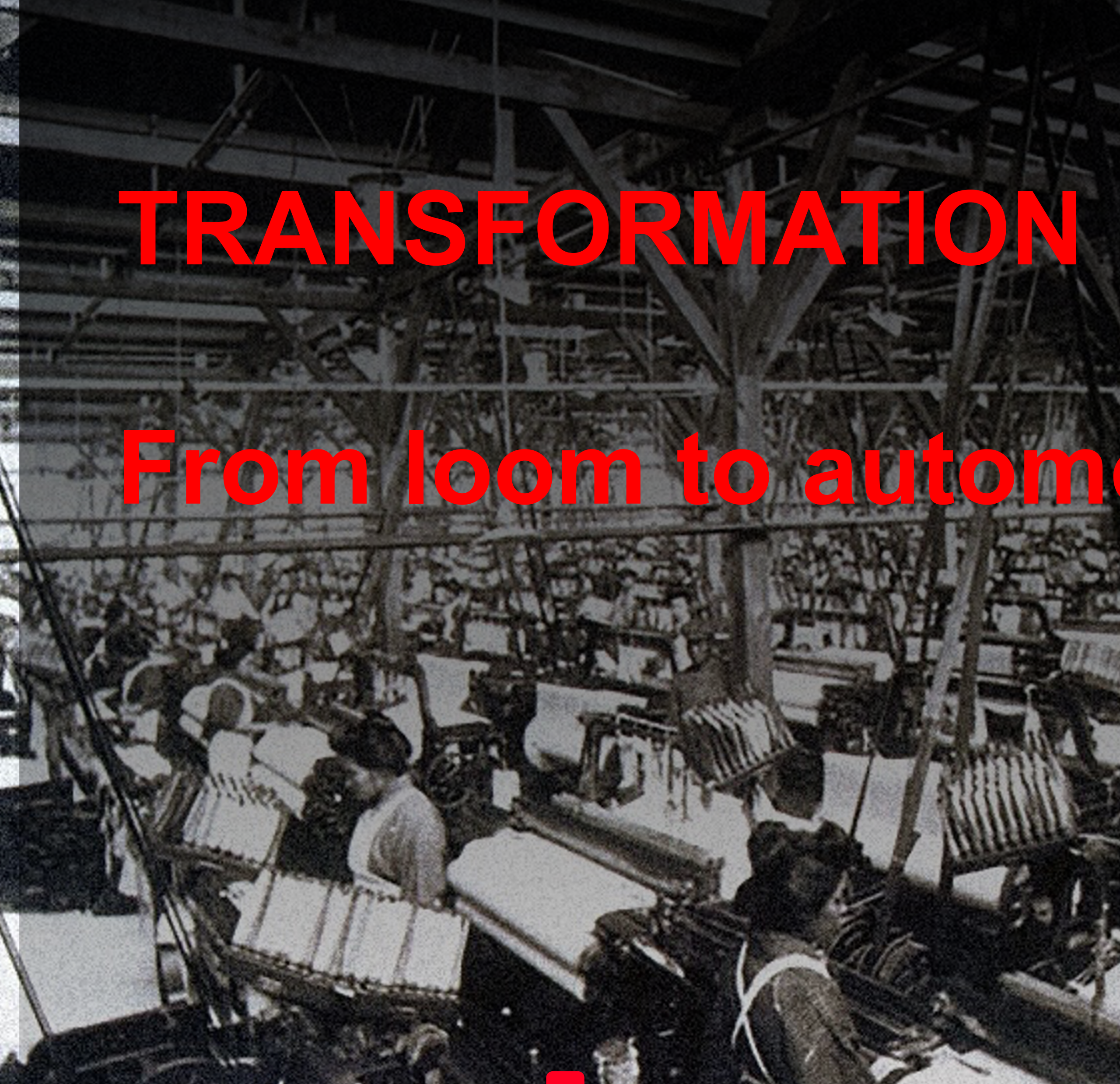
**TOYOTA GO**

Simple and smart mobility



# TRANSFORMATION

## From loom to automotive



■  
1907  
LOOM  
COMPANY



■  
1936  
AUTOMOTIVE  
COMPANY

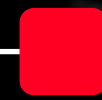


TRANSFORMATION

into a mobility comp



1907  
LOOM  
COMPANY



1936  
AUTOMOTIVE  
COMPANY



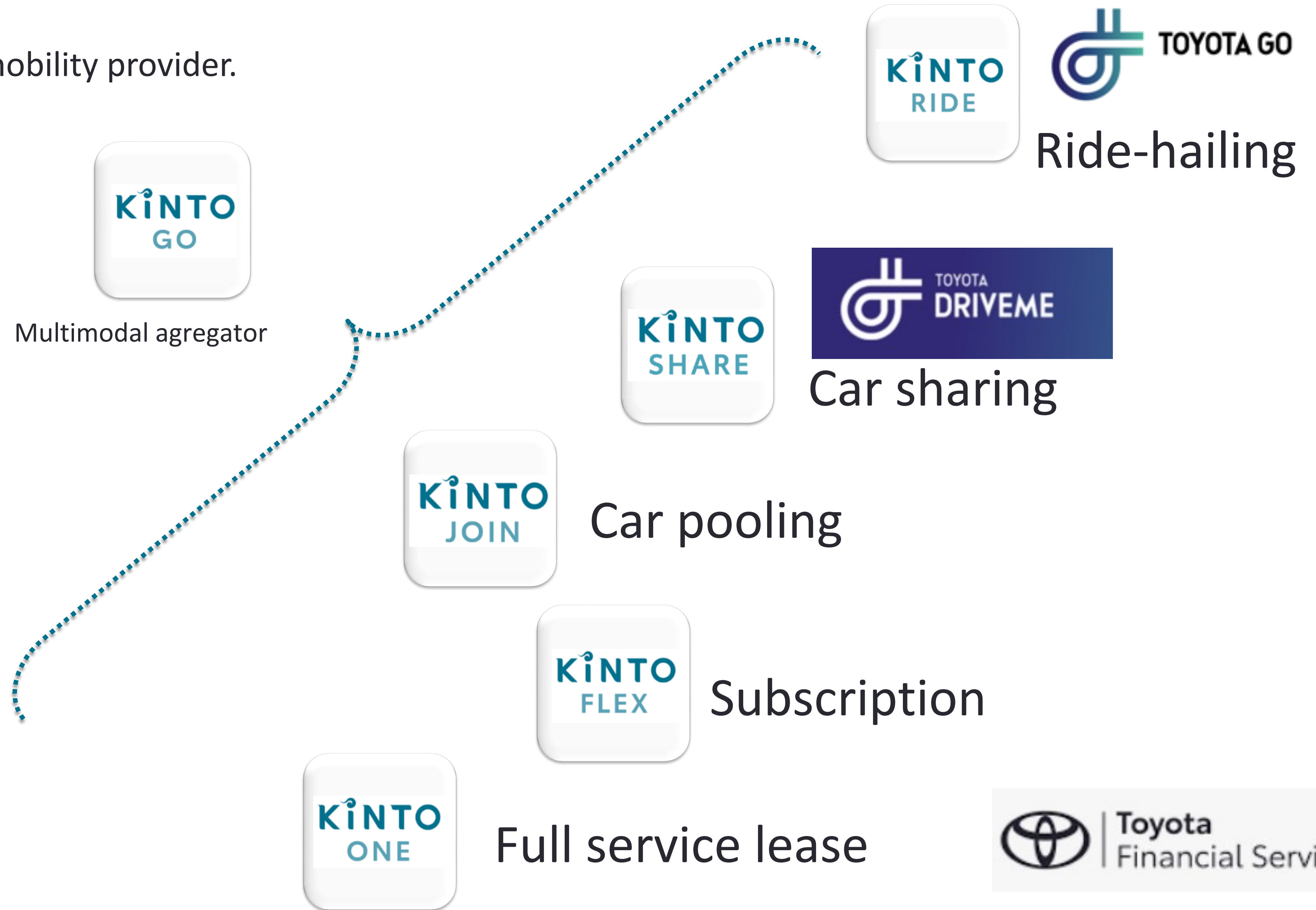
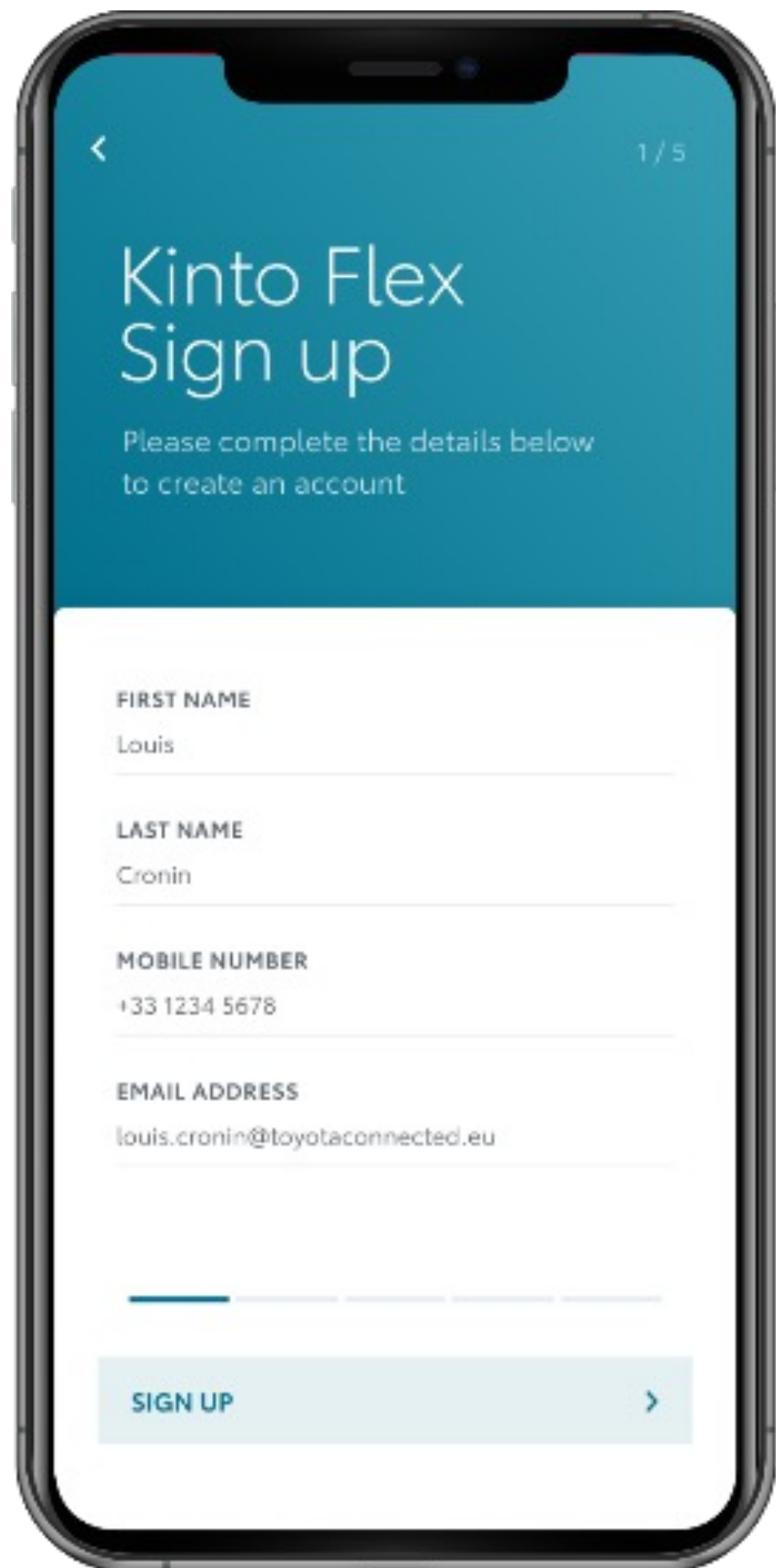
2030  
MOBILITY  
COMPANY





# NEW MOBILITY BRAND

From a car manufacturer to a mobility provider.

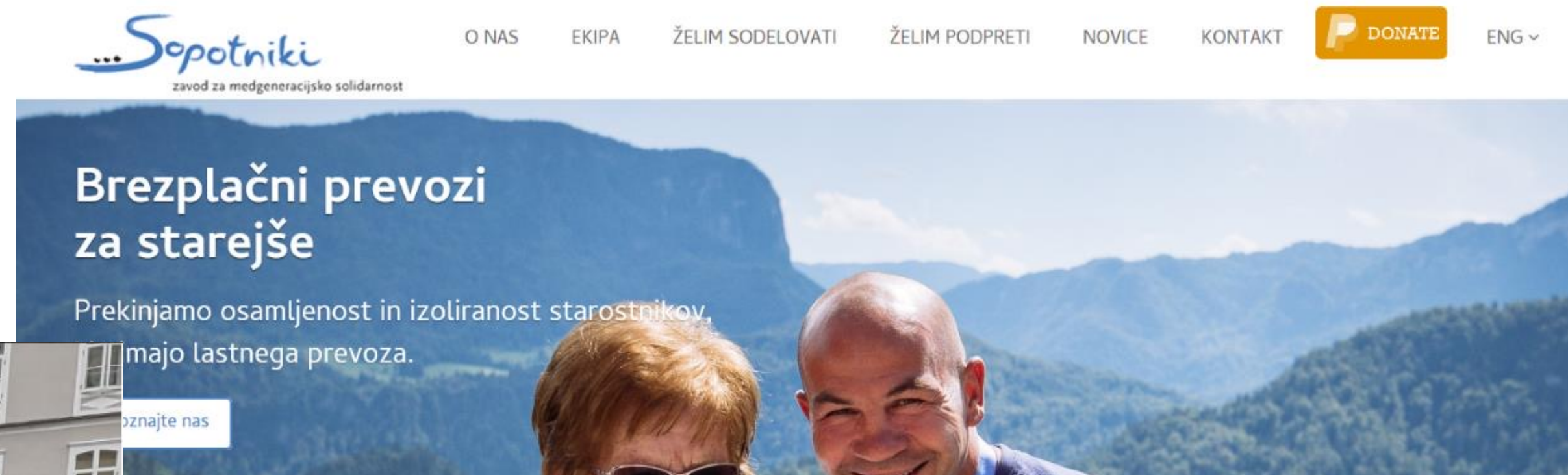


# WHY SOPOTNIKI?

Our CSR partner for 4 years.

Sopotniki is an organisation for **intergenerational solidarity** operating as a non-profit private body, voluntary based. One simple goal: **offering free transport to elderly and thereby encourage to re-socialize.**

**INCLUSION** w/ ToyotaGO because of upgrading their services and as additional value for all parties (ToyotaGO, Sopotniki, Municipality).



# WHY TOYOTA GO?

19.4% Share of people living in cities

34.6% Share of people living in towns and suburbs

46% Share of people living in rural areas

In the absence of good public transport or shared mobility services, many people cannot get around. This serious gap limits their participation in society, their earning potential and their contribution to the economy.

Existing experience with public transportation (bus with fixed lines).

Supporting smart local strategies for sustainable rural digitalization & mobility.

## Learnings:

- High fixed cost (>10k€ / month)
- Fixed time schedule
- Low usage rate (500 drives in 3 months)



# CUSTOMER INSIGHTS

- Customer survey in Kočevje: **386 participants**
- **80 % of citizens** currently use only their own vehicle
- **58 % of citizens** would use on demand services at least several times per month (on daily basis 10 %, few times per week 19 %, few times per month 29 %)
- **62 % of citizens** would replace own vehicles with on demand services
- **Main reasons for using on demand services:**
  - 31 % commute to work & back
  - 29 % first/last millage to local train
  - 37 % afternoon activities for kids (among parents 92% of them would use on demand transportation for their kids)
  - 89 % of “kids” would use on demand services for their parents (elderly population)
  - 57 % would use services to local events

## Customer feedback on price:

- Depend on distance, 1.5 - 5€ / ride
- Elderly people (>65) free of charge





# KEY TARGET GROUPS/USERS

- 1: Afternoon kid's activities in cooperation with local clubs, school
- 2: First/last millage to the trains
- 3: Additional service/mobility options for elderly (Sopotniki)
- 3: Evening events

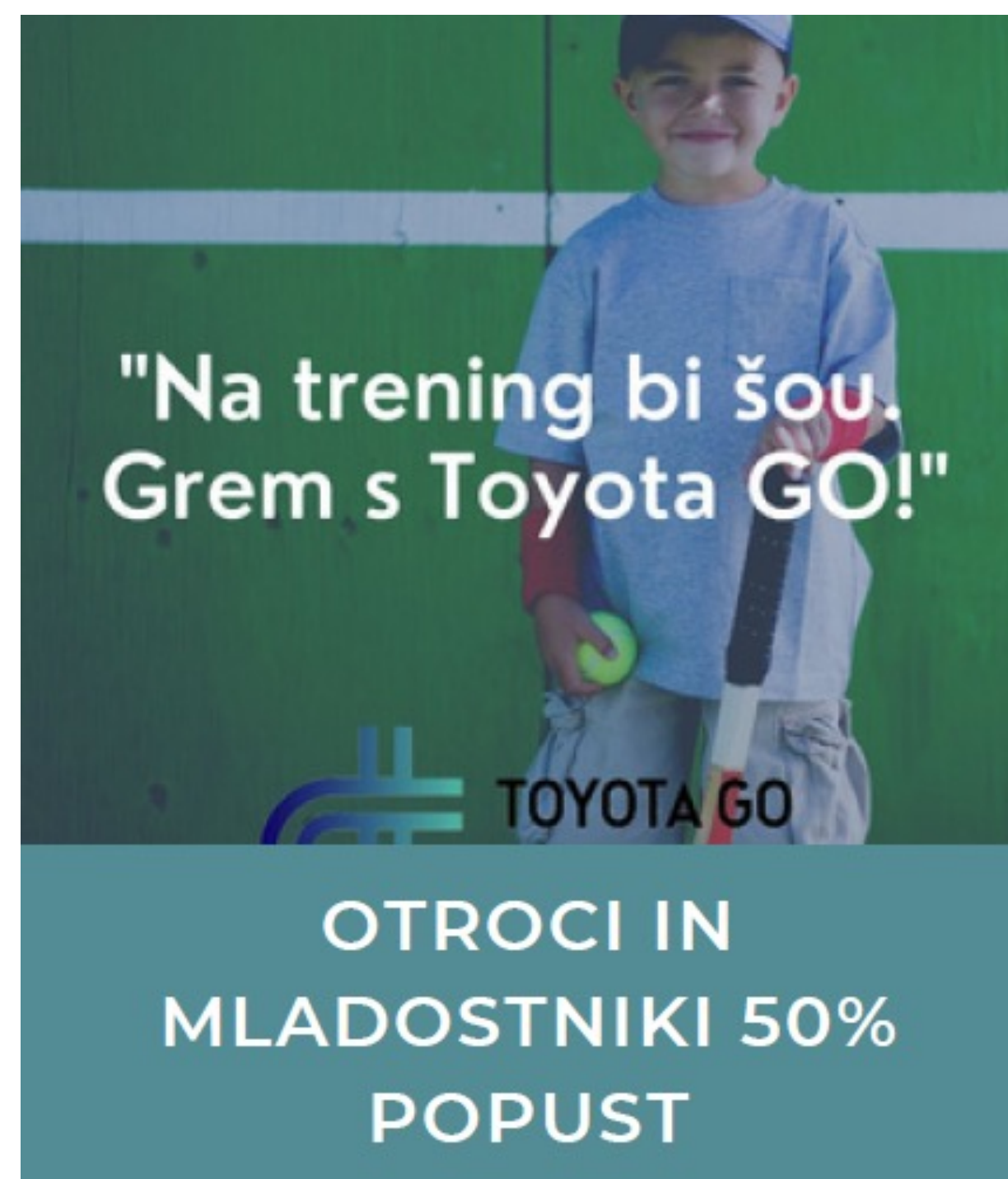


"K zdravniku bi ŠOU"  
"Grem s Toyoto GO."


 TOYOTA GO

**BREZPLAČEN PREVOZ  
ZA OSEBE NAD 65  
LETOM**

This advertisement features an elderly man in a light blue shirt giving a thumbs up. The text is overlaid on the image, and the Toyota GO logo is in the bottom left. A dark teal banner at the bottom contains the offer details in white text.



"Na trening bi šou.  
Grem s Toyoto GO!"

 TOYOTA GO

**OTROCI IN  
MLADOSTNIKI 50%  
POPUST**

This advertisement shows a young boy in a blue t-shirt and cap holding a tennis racket. The text is overlaid on the image, and the Toyota GO logo is in the bottom left. A dark teal banner at the bottom contains the offer details in white text.

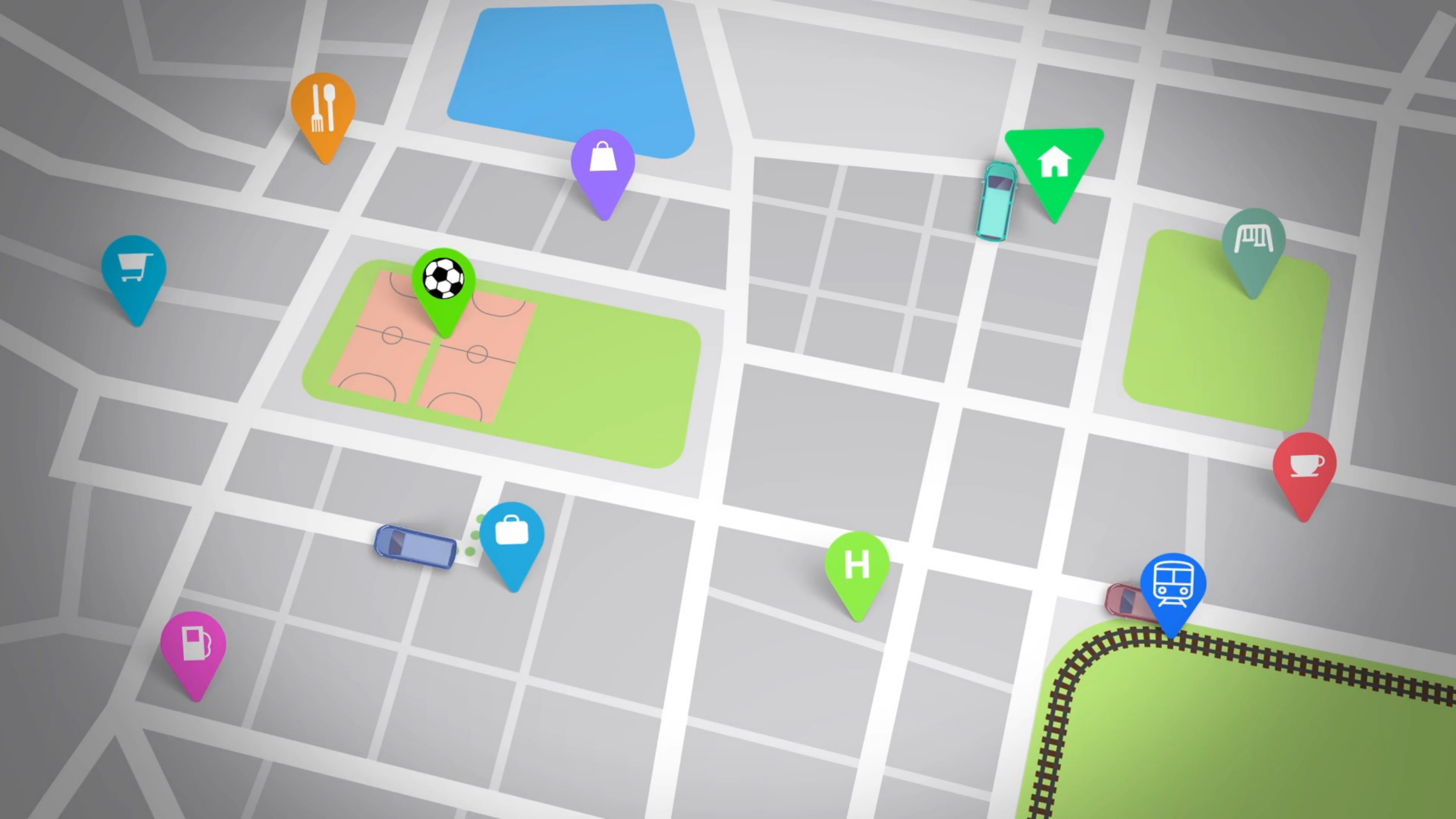


"Toyota GO,  
te pelje s koncerta  
DOMOU"

 TOYOTA GO

**IZKORISTITE VAREN  
PREVOZ V VEČERNIH  
URAH**

This advertisement depicts a young couple smiling at a concert. The text is overlaid on the image, and the Toyota GO logo is in the bottom left. A dark teal banner at the bottom contains the offer details in white text.





I live in a two-apartment house  
with my parents,



As work no longer ends at 3

# ROLES AND RESPONSIBILITIES



- Application platform and services owner
- Veichles
- MKTPR activities
- Project/business lead



OBČINA KOČEVJE

- Main client
- Provides professional drivers
- Local MKTPR activities

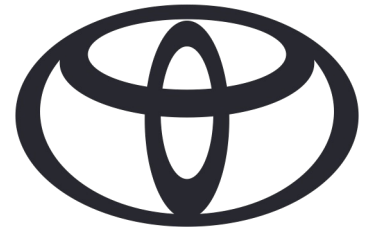


Komunalna Kočevje

- Providing accounting services

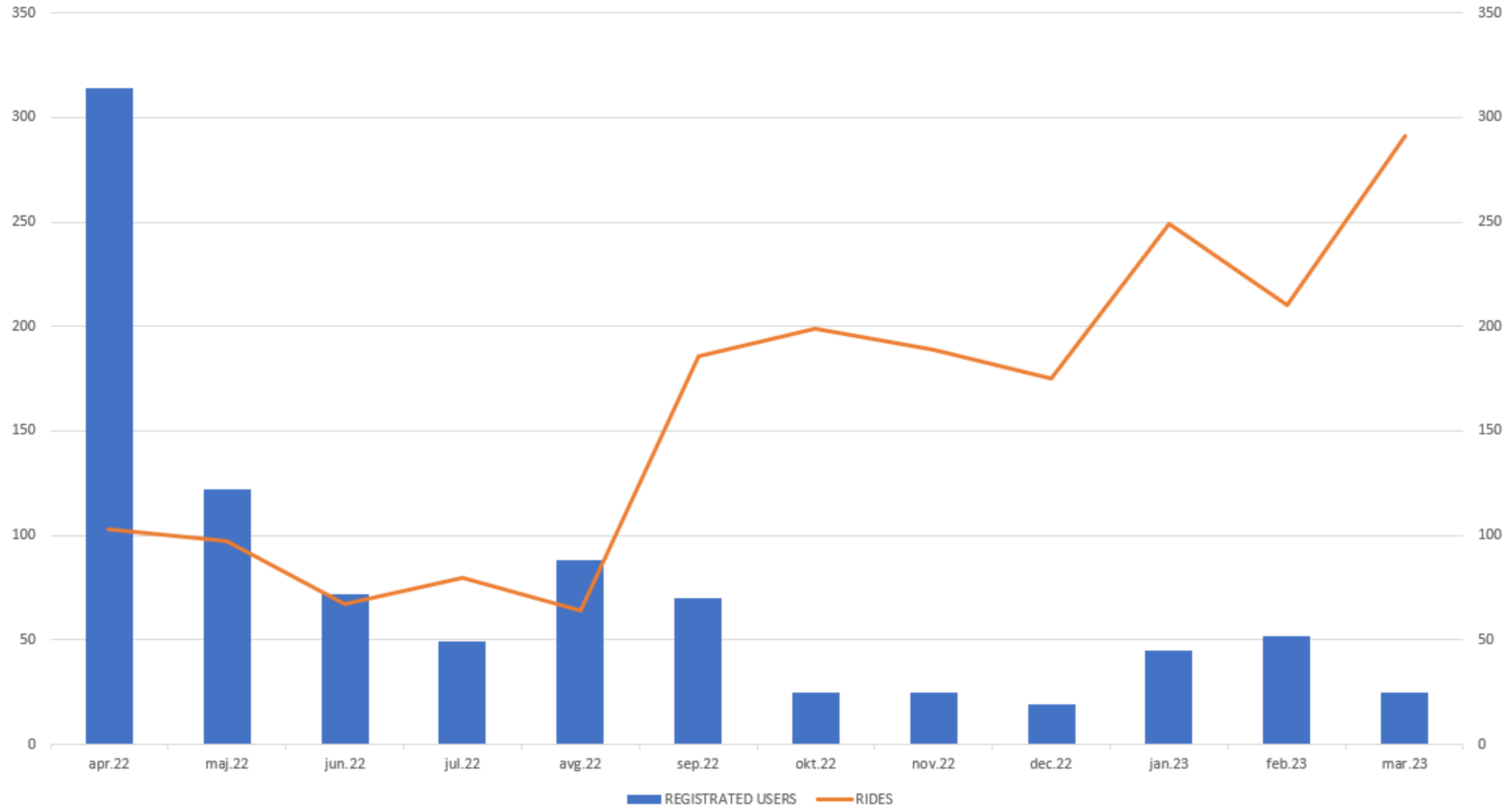


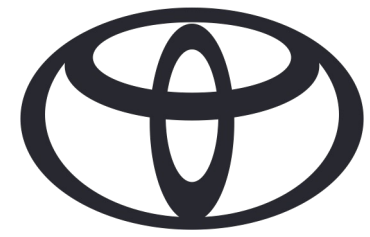
- App maintainance
- **Strategic Partner**
- App development
- Help desk



## STATISTICS | April 2022 – March 2023

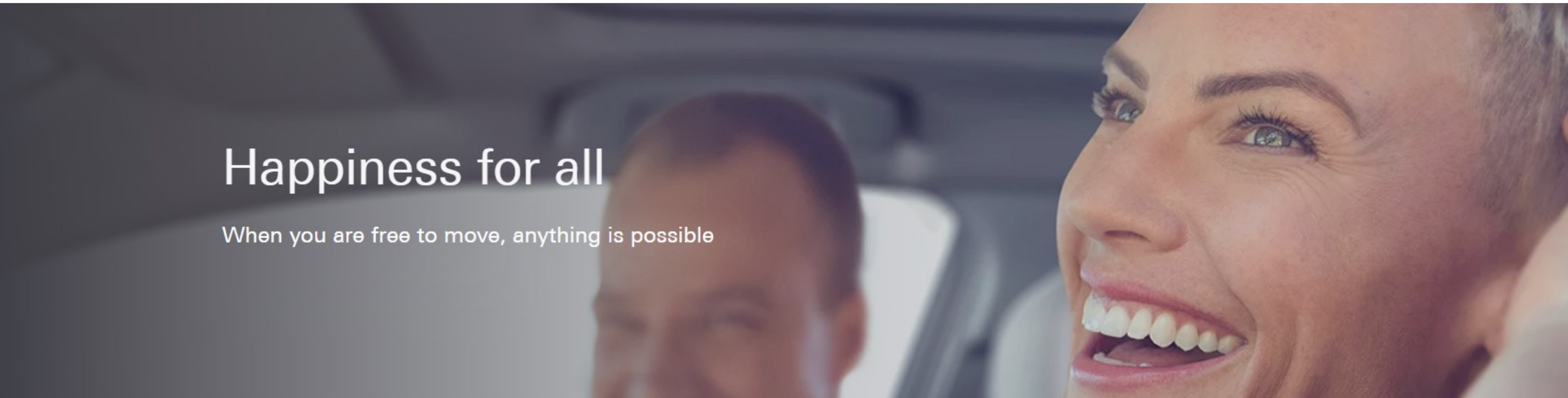
- Only one van operating until december
- High increase of rides in September (new school year)





MOBILITY FOR ALL | We believe in a world without limits.

In a rapidly changing world, Toyota is always on the look-out for innovative solutions to move people around in the most comfortable and sustainable way. This can apply to moving across the room, a city, municipality or between countries. And we do not forget about people for whom mobility can be a struggle.

A close-up photograph of a woman with short blonde hair, smiling broadly and looking out of a car window. The background is slightly blurred, showing the interior of the car and another person's head in the foreground.

Happiness for all

When you are free to move, anything is possible