



# Toyota and safety

ETCS PIN Talk in Denmark

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Supporting the PIN programme since 2006

- One of the largest car manufacturers in the world (8.6m +)
- Established in 1937
- Over 45 % market share in Japan
- 75 factories in 28 countries
- Sales of environmentally friendly hybrid cars have reached 4m
- 320,000 employees



# Toyota

## Denmark



- Leading car company with market share 9.3 % (1st quarter 2012)
- 100 % owned by Toyota Motor Europe
- Head office in Herlev with 80 employees
- 2,000 employees in the organisation
- 270,000 units in operation
- 28 Toyota retailers (75 sales points)
- One Lexus retailer in Copenhagen



# Commitment to safety



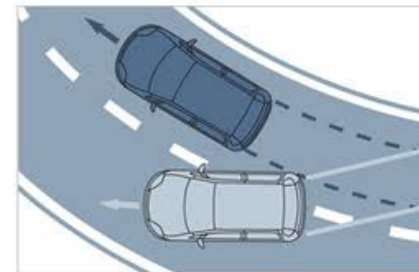
- **Passive safety**

- features that help reduce the effects of an accident



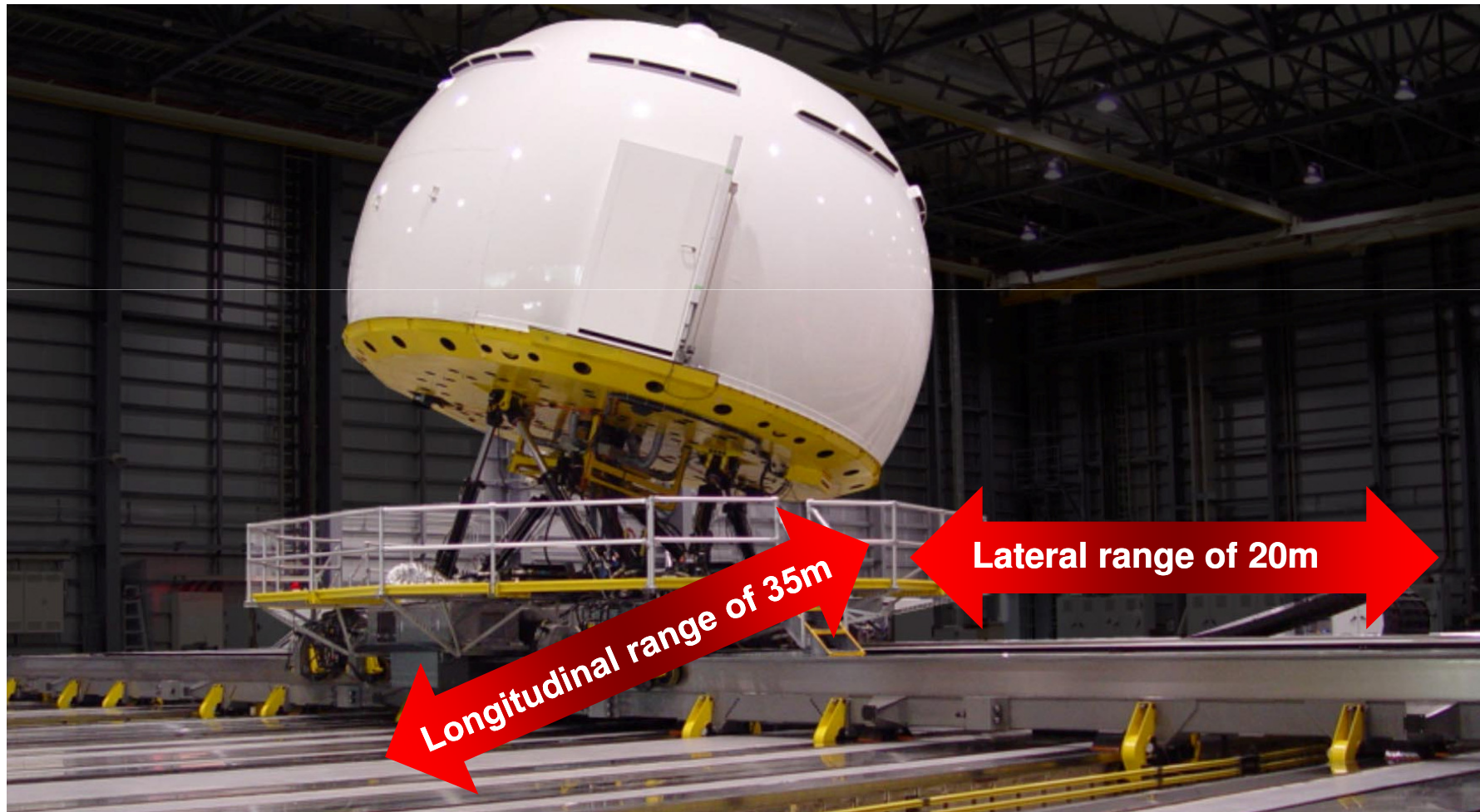
- **Active safety**

- safety systems that help avoid accidents



# Understanding Driver Behaviour

Toyota Drive Simulator: Realistic Motion on World-leading scale





# Understanding Driver Behaviour

Toyota Drive Simulator: Realistic Motion on World-leading scale



# Safety applications

## Samples



Pre crash safety system

Blind spot monitor

Detecting driver's lack of attention

Car-to-car and car-to-vehicle communications

