Autono-MaaS

(AUTONOMOUS MOBILITY AS A SERVICE)

Dr. Pierre Masai
VP, CIO – Toyota Motor Europe
Toyota – in the World

- Established in **1937**
- **53** manufacturing companies in **28** countries and regions, outside of Japan
- Vehicles sold in more than **170** countries and regions worldwide
- **10,386** million vehicles sold worldwide in CY 2017
- Market share: **47.2%** in Japan, **14.1%** in US in CY 2017
- More than **11** million cumulative hybrid sales
- Net income totalled **€15.4** billion in FY16-17
- Around **370,000** employees worldwide

Toyota – in Europe

- Began selling cars in **1963**
- **9** manufacturing plants in **7** countries
- Over **€9** billion invested since 1990
- More than **€6** billion spent with European-based suppliers per year
- **1,001,662** vehicles sold in CY2017
- More than **1,500,000** hybrid vehicles sold in Europe
- **4.8%** market share in CY 2017
- Employees (approx.): **20,000**
Global Communications Platform

Always bring greater connectivity to Toyota and Lexus vehicles throughout the world.

Globally unified Data Communication Module will be equipped in all new Toyota and Lexus vehicles as of 2020 in Japan and US.

---

Mobility Service Platform

GCP Purpose

- Automatically connected everywhere (Without relying on roaming services)
- Stable, Low Cost, High Quality Services
- Also adhere to all relevant regulations in each country and region

GCP Challenges

- 5G standardization
- MVNO Communication Management - Multiple countries and jurisdictions
- Preventing cyber attacks
New Mobility Ecosystem and Concept Vehicle
Video

https://www.youtube.com/watch?v=M2jLbt1neAo