



[Toyota City shot from above] Lower part: Paddles and the Toyota Stadium that awaits the 2019 Rugby World Cup Upper part: The urban area and Yasaku River

Toyota City is a core city with the population of about 420,000 located in the north end of the central part of Aichi Prefecture. Although it is an industrial city that has developed with the automobile industry, its core industry, it also has characteristics of farming and mountain villages, with 70% of the city area covered by forests. Since it was chosen as the first "FutureCity" in the Tokai region in January 2009, the city has been working on various projects toward a low-carbon society, mainly making efforts in the following five fields: civilian life, transportation, industry, forestry and urban area. From 2010, the city has been making efforts to build smart communities, such as the demonstration of next generation energy and social systems conducted with the local companies and organizations.

[Target for the reduction of greenhouse gas emissions
(Compared to 1990)]

30% reduction by 2030 and 50% reduction by 2050

Triple Set of Subsidy, Eco Point and Tax Breaks (People's Livelihoods)

Toyota City has a system to register families that take environmentally friendly actions as "Eco Families." This system supports environmentally friendly actions through various means, such as issuing Toyota Eco Points that can be exchanged for Eco Gift Coupons, etc. in appreciation of the environmentally friendly actions by the Eco Families (Eco Point System) and providing subsidies to support active introduction of the latest environmental technologies, as well as by introducing the country's first Smart House Tax Credit.

[Toyota Eco Family Support Subsidy]

Next-generation vehicles, PHV, EV, FCV, micro EV, battery facilities, external power supply facilities, etc. [Toyota Environmental Tax Credit] Smart House Tax Credit (first in Japan), Renewable energy power facility tax credit (first in Japan), EV Tax Credit (first in Aichi Prefecture)



[A smart house connected with vehicles at Ecoful Town] A house with a solar power generation system, battery and HEMS and next-generation vehicles (left: PHV right: EV)

Building of a Low-Carbon Transportation System (Transportation)

In addition to the subsidies that support the purchase of next-generation cars, the city has developed 50 power stations at 39 public facilities for power charge during travel and introduced the country's first micro EV sharing system under the name of "Ha.mo." (49 bases, approximately 2500 members)

The city uses two battery vehicles as its public cars. Fuel cell busses (FC busses) are also used for the Kikan bus lines that operate every day.

Moreover, the city also makes comprehensive efforts that utilize the strength of Toyota City, the city of cars, to achieve not only convenience and ecological friendliness but also resilience from disasters, such as a demonstration experiment concerning the use of FC busses in disasters (external power supply) and installing battery systems that use waste batteries from Prius at the disaster prevention bases.



Left top: Ha.mo rental station



Right bottom: A battery system utilizing waste batteries of PHVs at Ecoful Town

Upgrading of Toyota Ecoful Town, a Model Zone of the Low-Carbon Society (City Center)

Since Toyota City opened Toyota Ecoful Town, a model zone of the vigorous low-carbon society the city aspires to become, a total of about 180,000 people from about 100 countries and regions around the world have visited there.

Toyota Ecoful Town is a popular facility where people can experience future technologies, such as a hydrogen station that was built at an early time in Japan (an on-site type station that generates hydrogen using the city gas), smart houses suited for life in various areas including urban areas, mountainous areas and intermountain areas, and various types of next generation mobility devices.

With Ecoful Town as a base, the city intends to popularize environmental technology in the conversion of lifestyle and urban development.



[Things to see at Ecoful Town]

Left: Pavilion and a personal mobility "Winglet"; Middle top: Plant factory; Middle bottom: A hydrogen station and fuel cell bus; Right top: Micro EV; Right bottom: A smart house