



Press Release

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Toyota Mobility Foundation Joins New Cities Foundation as Global Strategic Member

- Move reinforces New Cities Foundation strength in urban mobility space
- TMF Chief Program Officer, Latondra Newton, to join New Cities Foundation Board of Trustees

Montréal, Canada – May 16, 2016. The New Cities Foundation today welcomed the Toyota Mobility Foundation as its latest Global Strategic Member. The partnership between the two organizations aims to activate the next generation of urban mobility solutions.

Innovation is transforming mobility. Transportation is becoming faster, cleaner, smarter and more inter-connected, with cities at the forefront of this change. The Toyota Mobility Foundation and the New Cities Foundation are already discussing a number of substantial research projects and initiatives in the urban mobility area.

Latondra Newton, who also serves Group Vice President, Social Innovation and Chief Diversity Officer of Toyota Motor North America, will join the New Cities Foundation's Board of Trustees, which provides strategic guidance and support on Foundation projects. Newton's work is focused on advancing Toyota's mission to address society's greatest challenges through mobility solutions, bringing together diverse ideas and people to create positive business and social impact. Working with public and private partners around the world, her team harnesses Toyota's expertise and resources to help more people go more places – so they can live better lives no matter where they are.

Collaboration between the two Foundations began in June 2015 with the launch of the Connected Mobility Initiative led by New Cities Foundation's senior fellow Greg Lindsay. The research initiative maps how public sector agencies are leading the charge on new mobility innovations. The initiative's findings will be published later this year.



John Rossant, Chairman of the New Cities Foundation, said: *"Innovation and creativity in urban mobility have always been at the core of the New Cities Foundation's work to make our cities more livable. I am delighted that Toyota Mobility Foundation, a vanguard in new innovative transport solutions is joining the Foundation as a Global Strategic Member. Our partnership has incredible potential to make an impact on how we will move through cities in the future."*

Latondra Newton, TMF Chief Program Officer, said: *"We created the Toyota Mobility Foundation because we believe that mobility can broaden horizons and empower people to fulfill their potential, no matter where they live. Our expanded partnership with New Cities Foundation will allow us to advance our work by joining a global network of leaders who are focused on solving the most pressing challenges to cities around the world."*

Find out more about The New Cities Foundation at: www.newcitiesfoundation.org

Find out more about Toyota Mobility Foundation at: www.toyotamobilityfoundation.com

Find out more about The Connected Mobility Initiative at:
www.newcitiesfoundation.org/connected-mobility-initiative/

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About the New Cities Foundation

The New Cities Foundation is an independent non-profit organization whose mission is to shape a better urban future for all. The Foundation conducts pragmatic research on solutions to challenges facing cities, launches initiatives to drive urban progress, and builds, empowers, and convenes a global network in support of its goals. The Foundation convenes the leading events on urban innovation, including the annual New Cities Summit. In all of its activities, the Foundation works with entrepreneurs and leaders from business, government, academia, civil society, the media and the arts. The Foundation was created in 2010 and is financed by its members and partners, which include some of the most forward-thinking companies who share a passion for the future of our cities. The Foundation is based in Geneva and its head office is in Montréal with smaller offices in Paris, New York, Hong Kong and Zurich.



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About Toyota Mobility Foundation

The Toyota Mobility Foundation was established in August 2014 to support the development of a more mobile society. The Foundation aims to support strong mobility systems while eliminating disparities in mobility. It utilizes Toyota's expertise in technology, safety, and the environment, working in partnership with universities, governments, non-profit organizations, research institutions and other organizations to address mobility issues around the world. Programs include resolving urban transportation problems, expanding the utilization of personal mobility, and developing solutions for next generation mobility.



www.toyotamobilityfoundation.com