

2025 International Mayors Forum

Road safety project in Thailand

Toyota Mobility Foundation

Kenichi Yagi, Program Director

October 15th, 2025

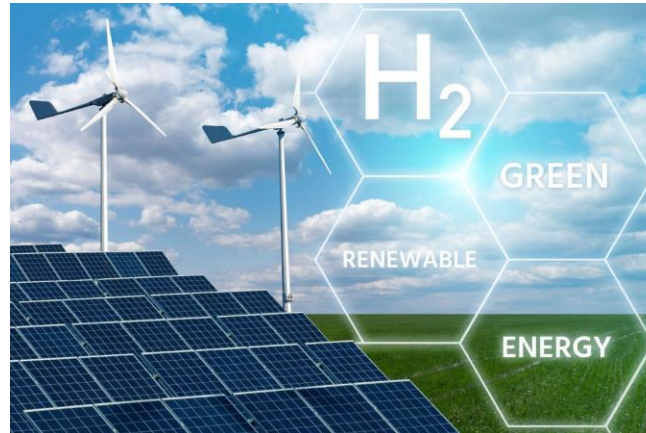


About Toyota Mobility Foundation (TMF)

A better mobility society and eliminating mobility disparities



Solving Traffic Congestion



Supporting carbon neutrality



Support for people with mobility difficulties



Regional mobility support

Thailand Road Users Safety through Technology (TRUST) Project



Bangkok Metropolitan
Administration (BMA)



Asian Institute of
Technology (AIT)

TOYOTA

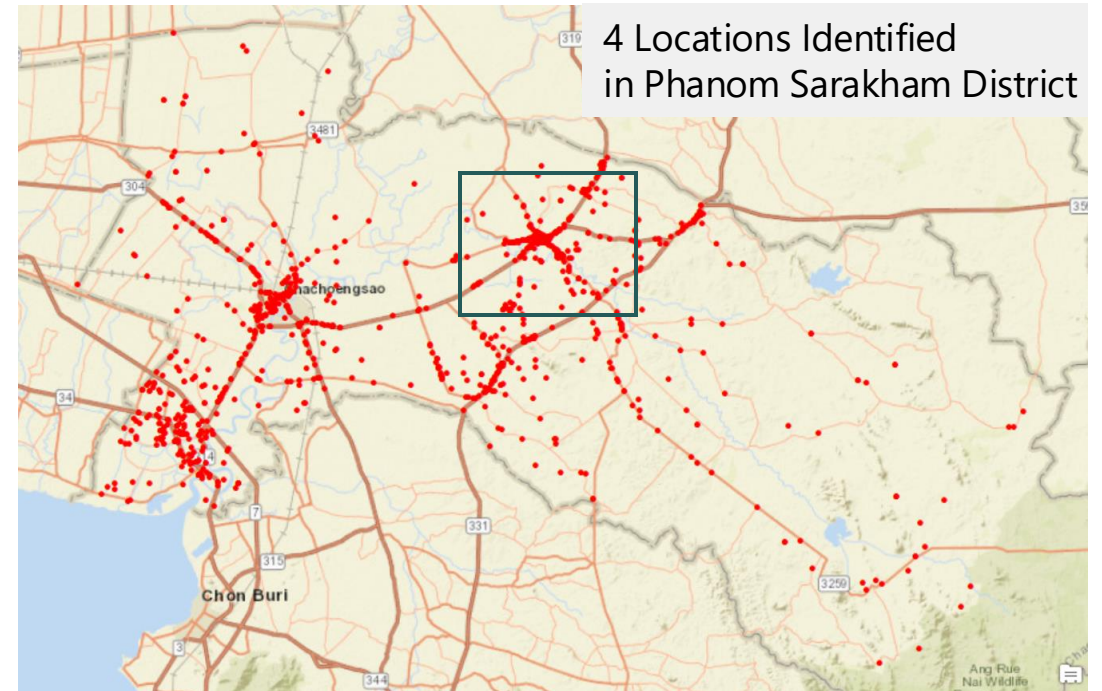
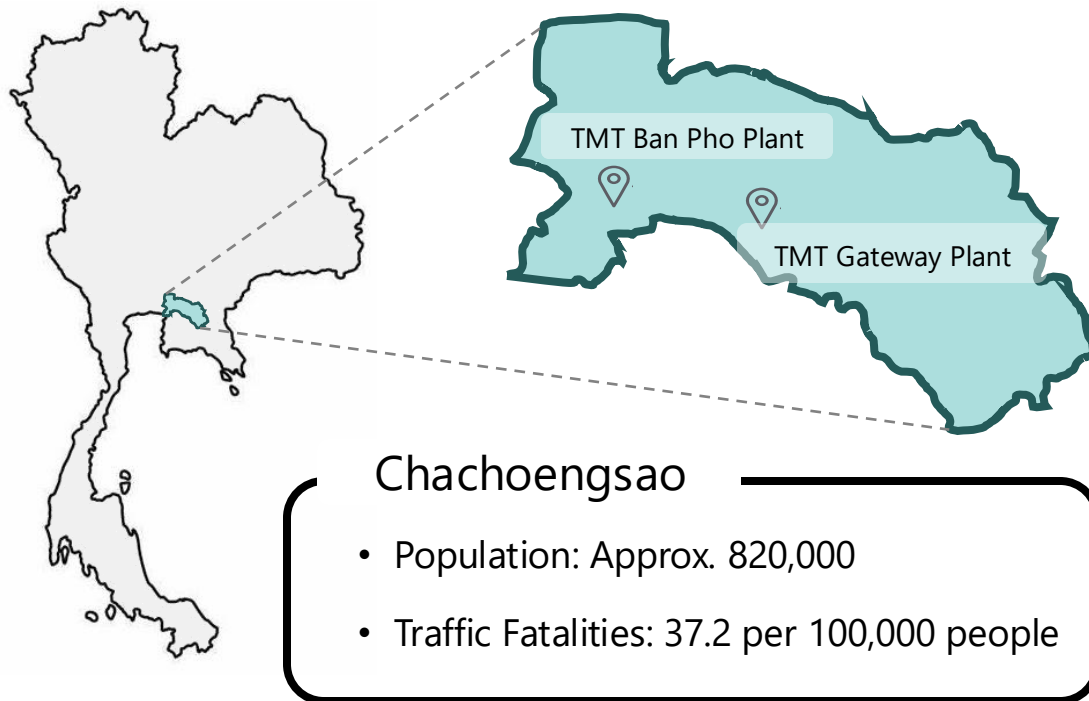
Toyota Motor
Thailand

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Data-Driven Road Safety Analysis

Pilot Trial in Chachoengsao Province in Thailand



Accident Locations in Chachoengsao Province

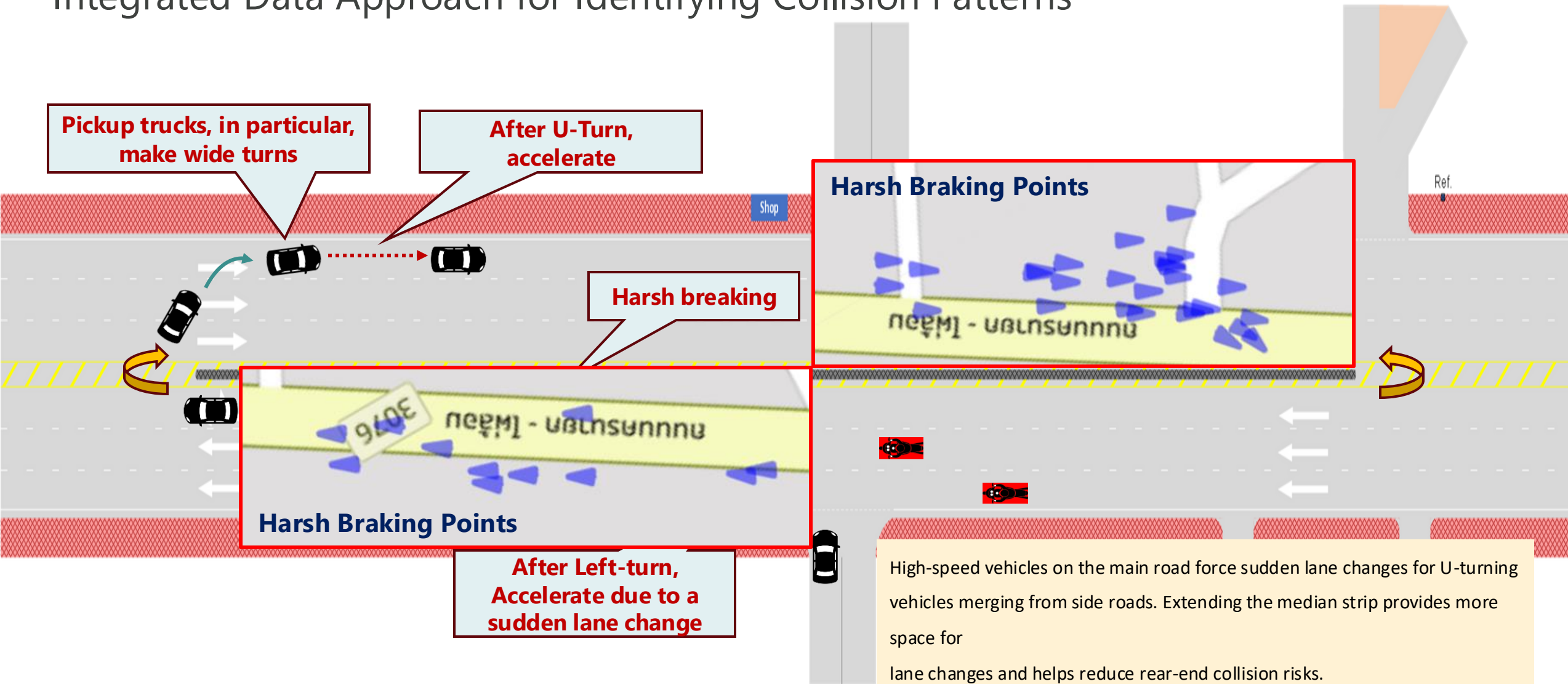
Data-Driven Road Safety Analysis

AI-Based Drone Footage Analysis for Near-Miss Events



Data-Driven Road Safety Analysis

Integrated Data Approach for Identifying Collision Patterns



Data-Driven Road Safety Analysis

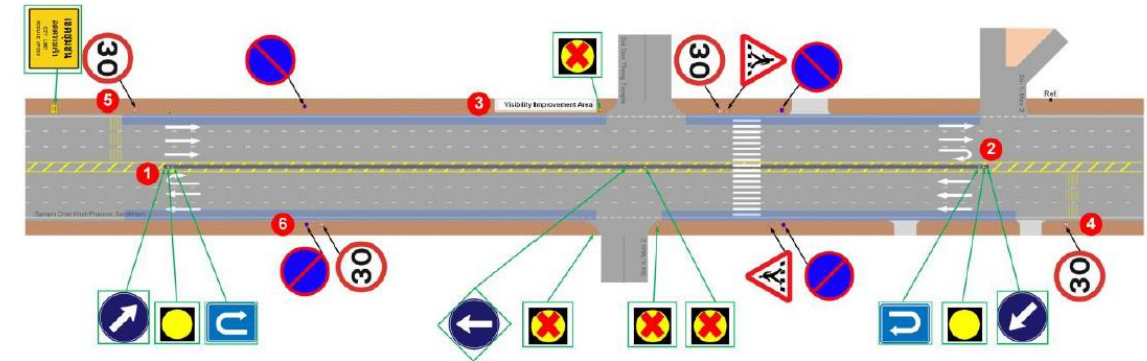
Road Safety Countermeasures with Local Stakeholders

Proposal to Local government and Department of Highways (DoH)

(1)-1. Extending the median strip

(1)-2. Installing speed limit signs

(2). Evaluate effectiveness using data after implementation



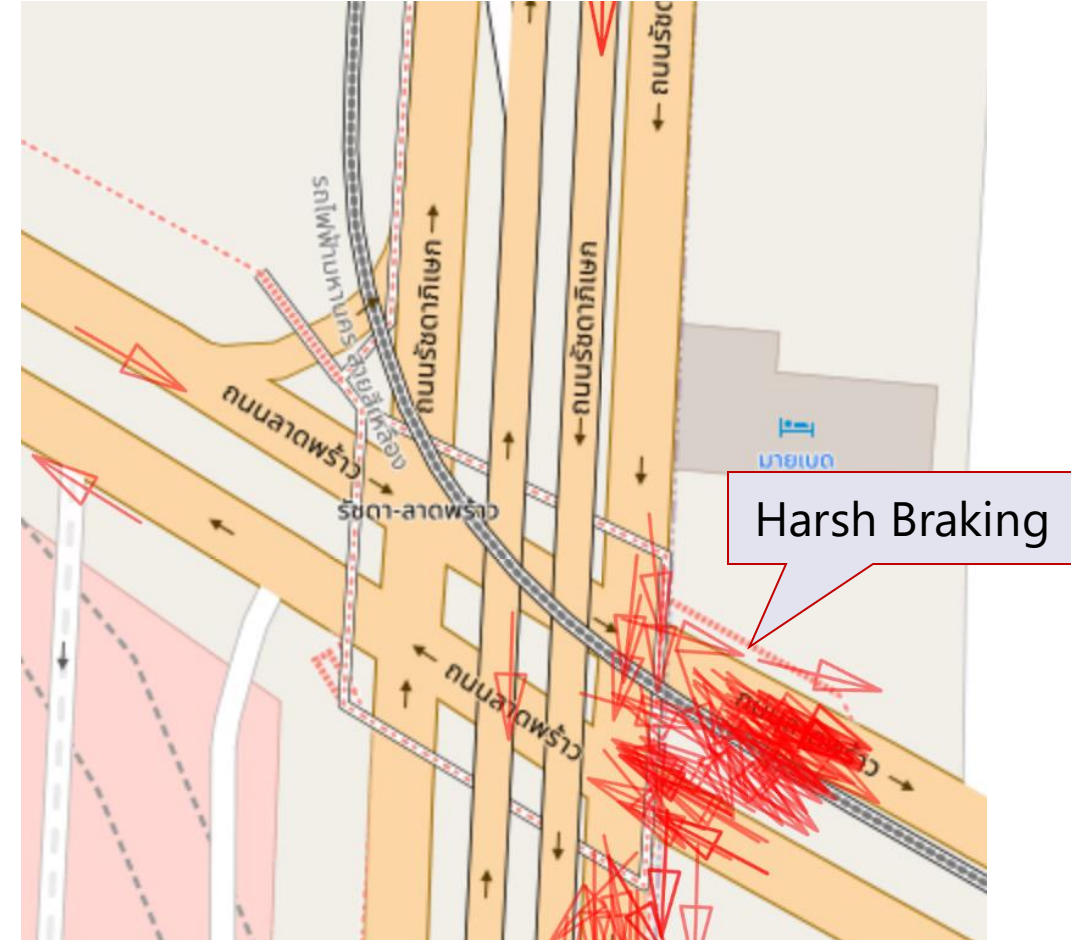
Identifying Risk Points through Driving Behavior

Chatuchak Area in Bangkok



Identifying Risk Points through Driving Behavior

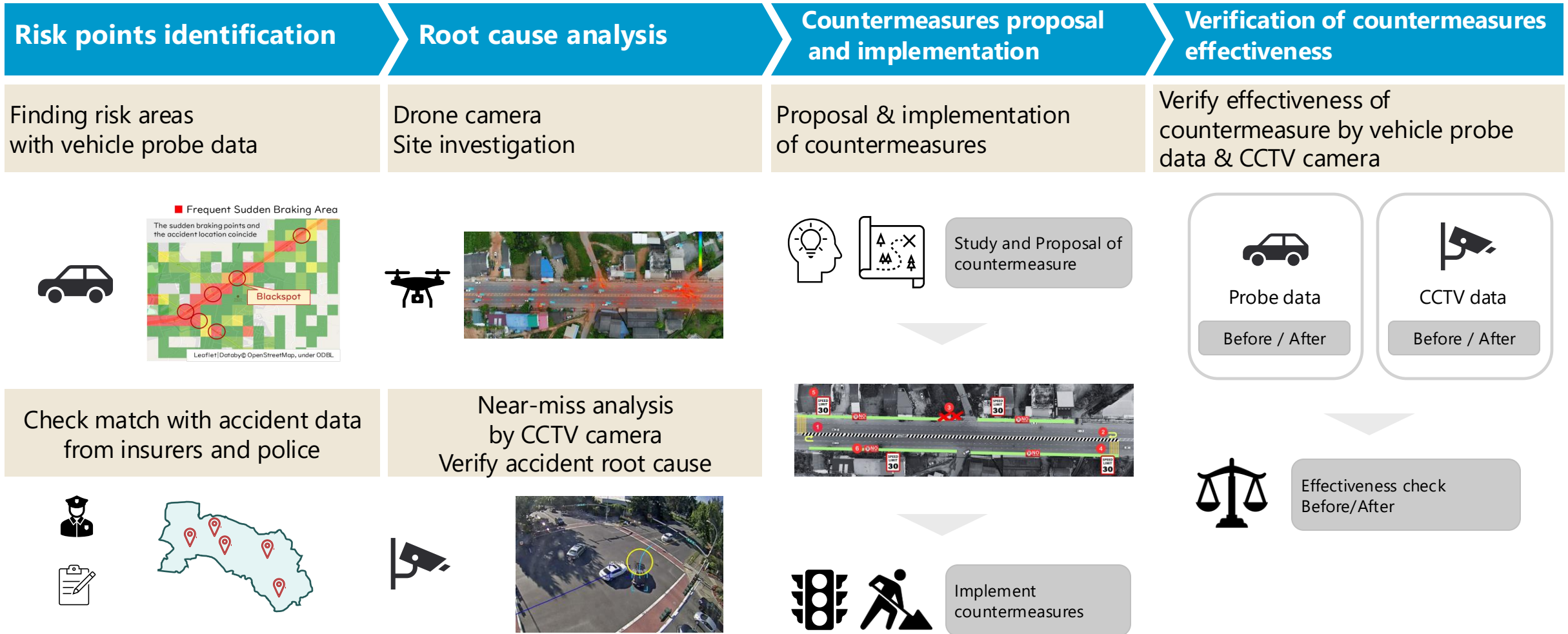
Chatuchak Area in Bangkok



**Vehicle probe data
(Harsh Braking points)**

Data-Driven Approach

Root Cause Identification Using Vehicle Probe Data and AI-analyzed CCTV footage



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Vehicle Probe Data Utilization in case of disaster

Display roads passable in latest one hour based on vehicle travel history and roads closed to traffic by the government.

Support evacuation and rescue operations during emergencies.

