

# **Toyota's Collaborative Safety Research Center Announces Fifteen New Research Projects to Advance Safety for the Automotive Industry**

June 04, 2024

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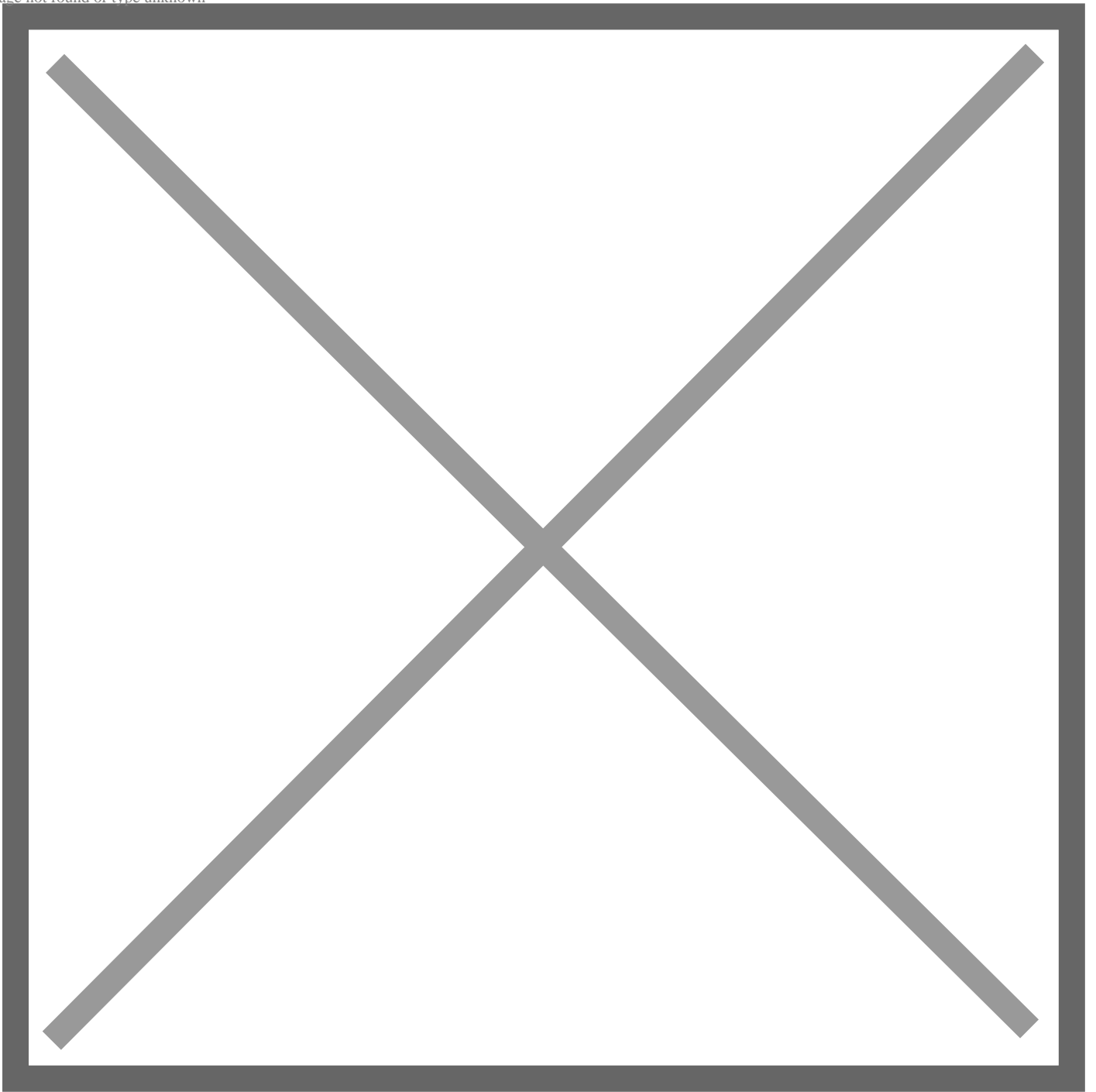
**ANN ARBOR, Mich. (June 4, 2024)** – Toyota’s Collaborative Safety Research Center (CSRC) today announced fifteen new projects to help advance automotive safety industrywide for societal good. These additions to CSRC’s current five-year research phase focus on better understanding driver behavior, crash avoidance and crash injury mitigation.

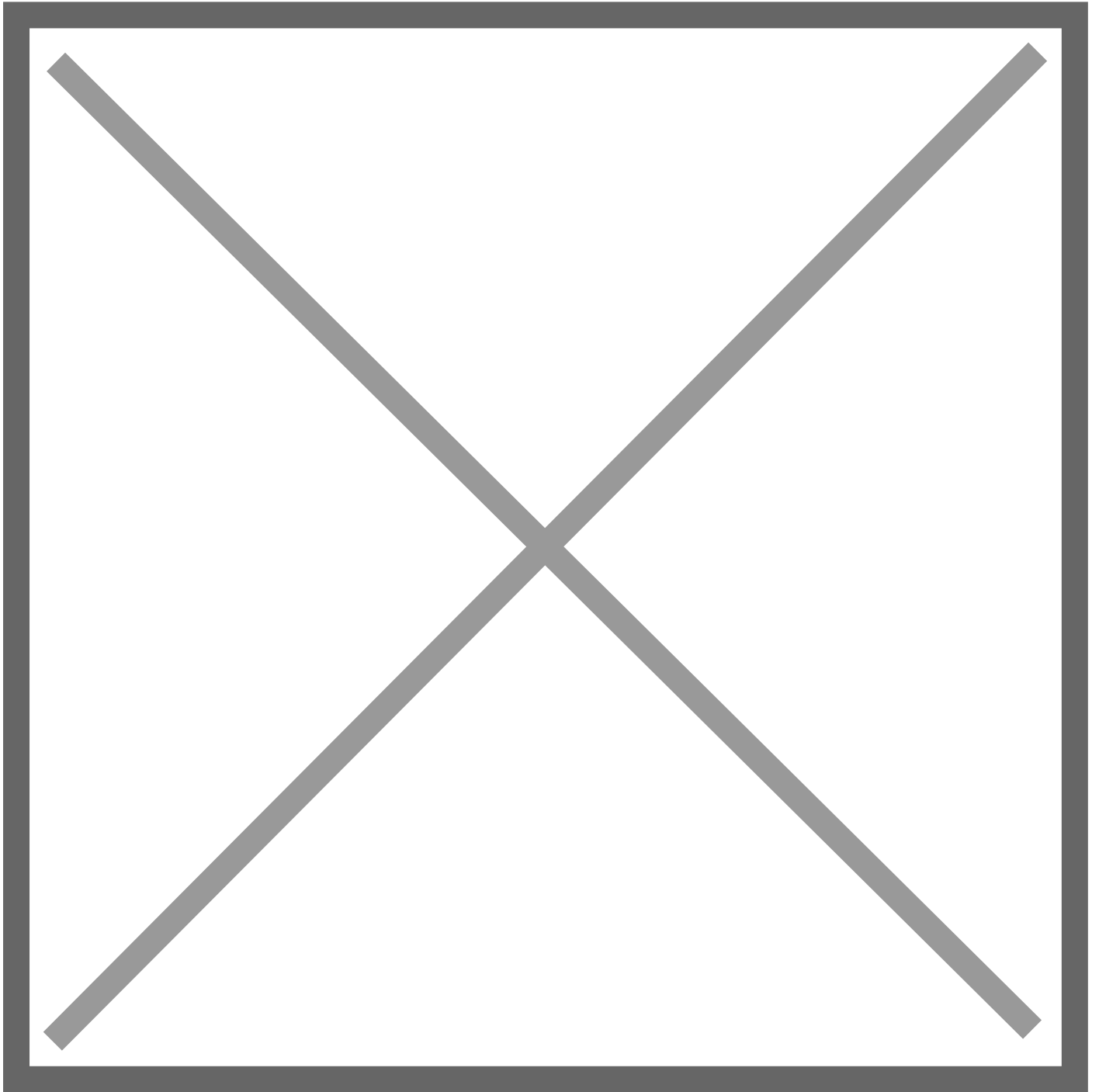
“Through launching these projects, CSRC is responding to the latest trends in automotive industry and traffic safety,” said CSRC Director Danil Prokhorov. “We are focused on nimbleness by addressing today’s safety needs with new insights into future products, processes and policies that can help create a safe mobility society for tomorrow.”

Additionally, Toyota announced the launch of the Toyota Risk ATTEND Program (Risk Anticipation Training to Enhance Novice Driving), based on CSRC research. Many new drivers know about distracted driving, but Toyota is extending that knowledge to interactive learning. Through self-paced driving simulation modules developed in collaboration with global education technology leader Discovery Education and the University of Massachusetts-Amherst, teens are exposed to difficult driving scenarios before encountering them behind the wheel, helping to improve drivers’ abilities to predict or detect risky situations on the road. The Risk ATTEND module joins the full Toyota teen-driver toolkit at [TeenDrive365](#).

Following are CSRC’s new projects, categorized by their application to CSRC’s current research tracks – Human-Centric (safe technology interaction with people), Safety Assurance (crash avoidance) and Assessment (safety decision-making empowerment) – which are designed to address the emerging challenges of the changing mobility ecosystem.

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Further, CSRC released summaries of fourteen recently completed projects, which are available for download and review [here](#).

Toyota created CSRC in 2011 to advance safety for the industry as a whole through open collaborations with universities, hospitals and other research institutions. Results are published and openly presented for others to utilize and benefit from the research.

With these new initiatives, CSRC now has completed or commenced 116 research projects with more than 30 different institutions. CSRC results are regularly published in prestigious scientific journals and presented at

world-renowned conferences, meetings, and directly with key stakeholders. Through these outreach efforts, the projects have made meaningful contributions to help advance research and technology relating to the safe integration of future mobility solutions for all.