



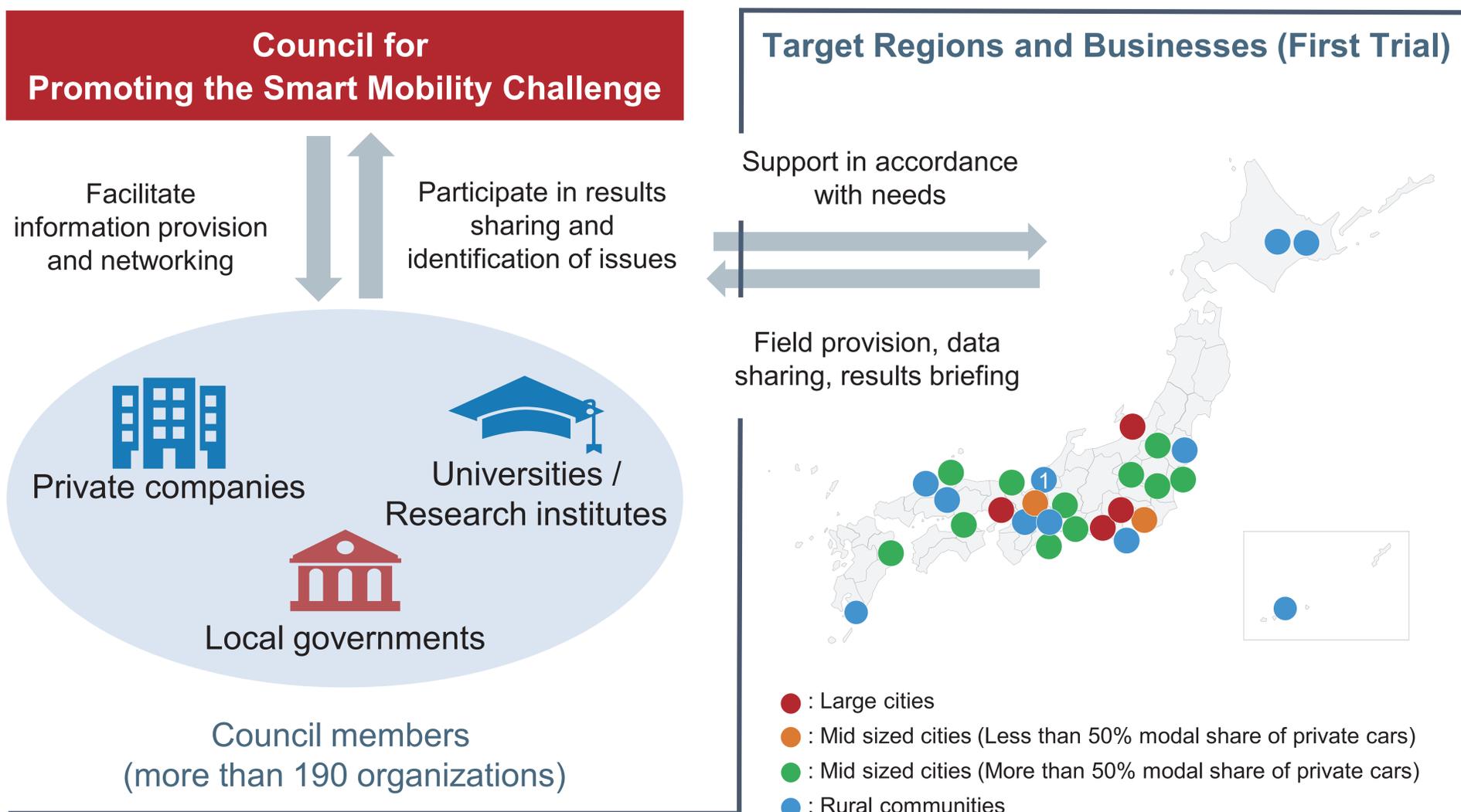
Smart Mobility Challenge

Background

- **In Japan, diverse mobility services face diverse challenges.** Public transportation is well-developed in the central areas of some large and mid sized cities, while other areas rely heavily on personal cars.
- **In order to expand new mobility services in Japan, it is important to design appropriate services based on regional characteristics.** We will conduct planned trials based on specific regional characteristics, and, based on the results, review the business model and give feedback on enhancement of business environment.

Overview

- In order to further step up trials conducted by local governments and companies in Japan, METI and MLIT launched a program to support local organizations and companies in April 2019. This will further boost our efforts to implement new mobility services and thereby bring about economic growth.



1. Eiheiji City (Fukui Prefecture) : Rural community



- Development of a regional transportation platform using self-driving vehicles.
- Transportation of both goods and people by ridesharing service managed by local communities.
- Postal transport and product delivery by autonomous delivery robots and self-driving cars.