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21–25 October

Smart Mobility, Empowering Cities

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Enhancing MaaS as a key foundation for the better utilization of automated vehicles

Speaker Name

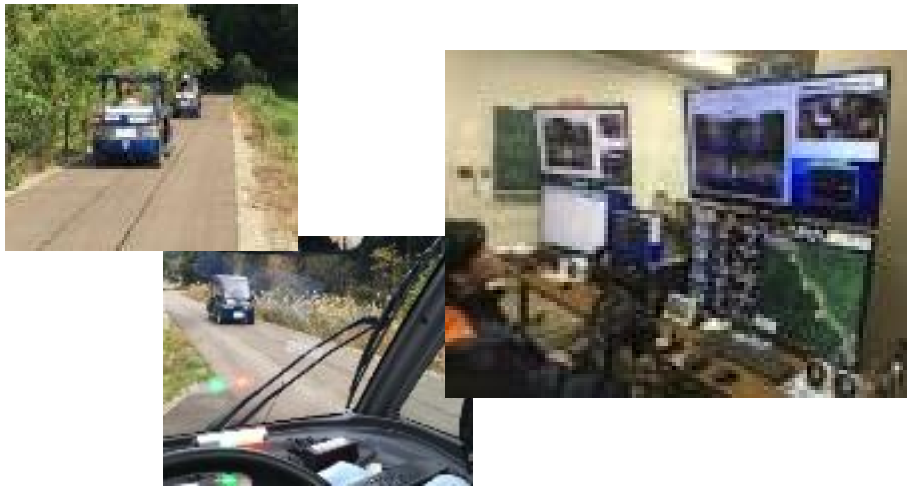
Hirokazu KOBAYASHI

Ministry of Economy, Trade and Industry

JAPAN

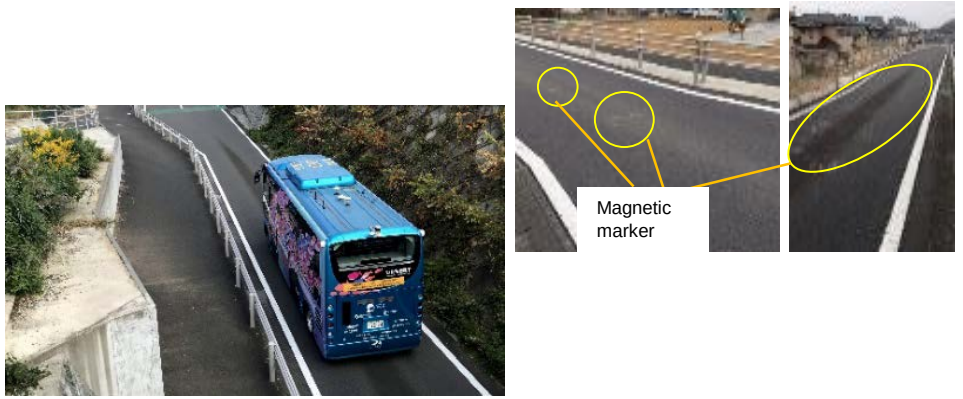
METI has conducted automated driving demonstration since 2017 towards the governmental policy target, i.e. realizing the mobility service with unmanned automated vehicles (AVs) by 2020

Demonstration projects underway in various regions:
Hitachi-shi, Ibaraki; Eiheizi-cho, Fukui; Chatan-cho, Okinawa



Public demonstration with no human inside the vehicle (Eiheiji-Cho)

Demonstration of vehicle **technologies**



Automated driving bus demonstration on a BRT line currently under operation (Hitachi-shi)

Validation of business **feasibility** and **business model**

AVs-friendly business environment, including the system and the infrastructure, must be developed for early realization of the mobility service with unmanned (level 4) automated vehicles

Future vision of level 4 service (fixed route)

(Example) Automated driving system demonstrations at Hitachi BRT

(Example) Small cart demonstration in Eiheiji-cho, Fukui

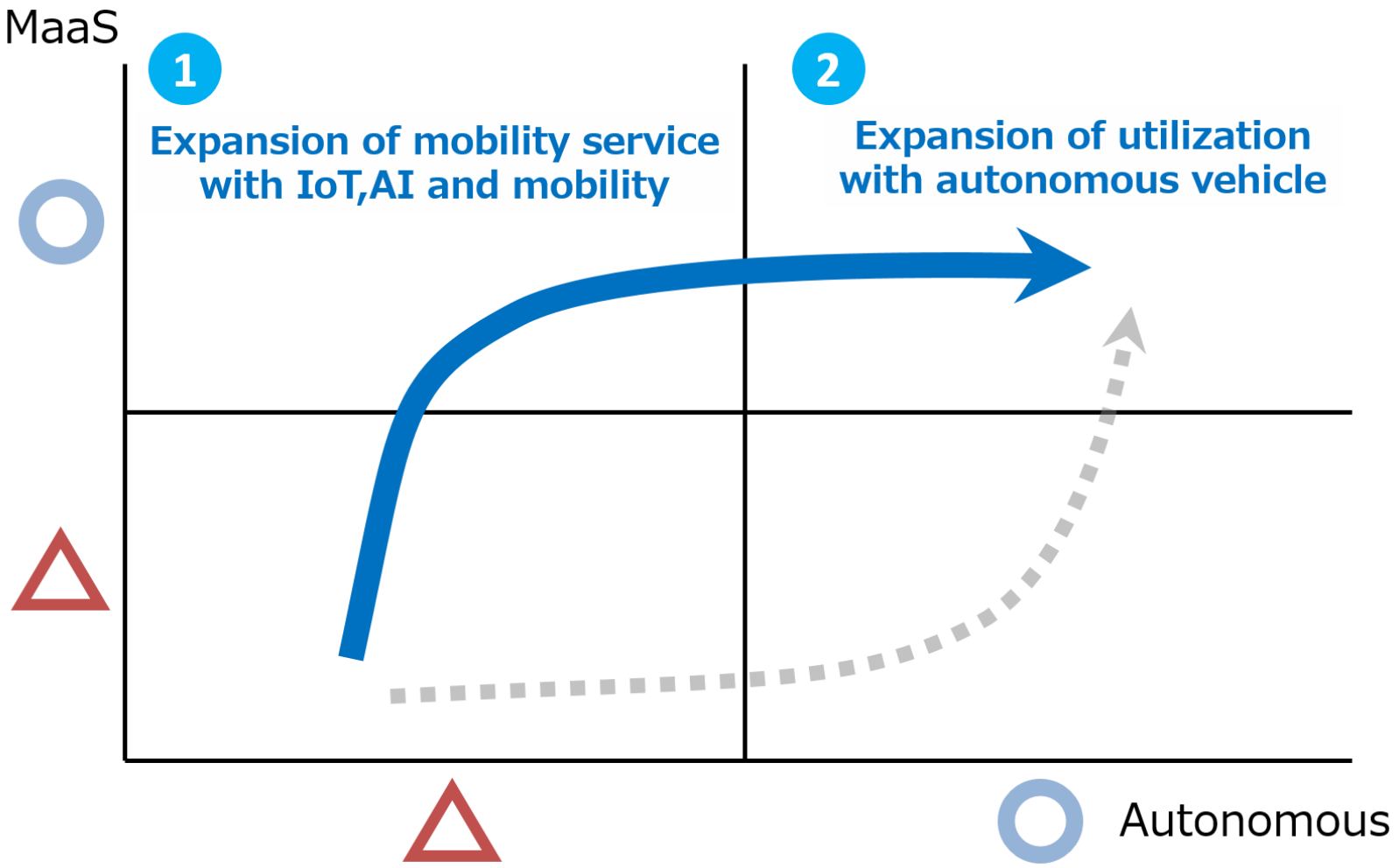
Enlarged driving route (environmental development)

Future vision of level 4 service (fixed area)

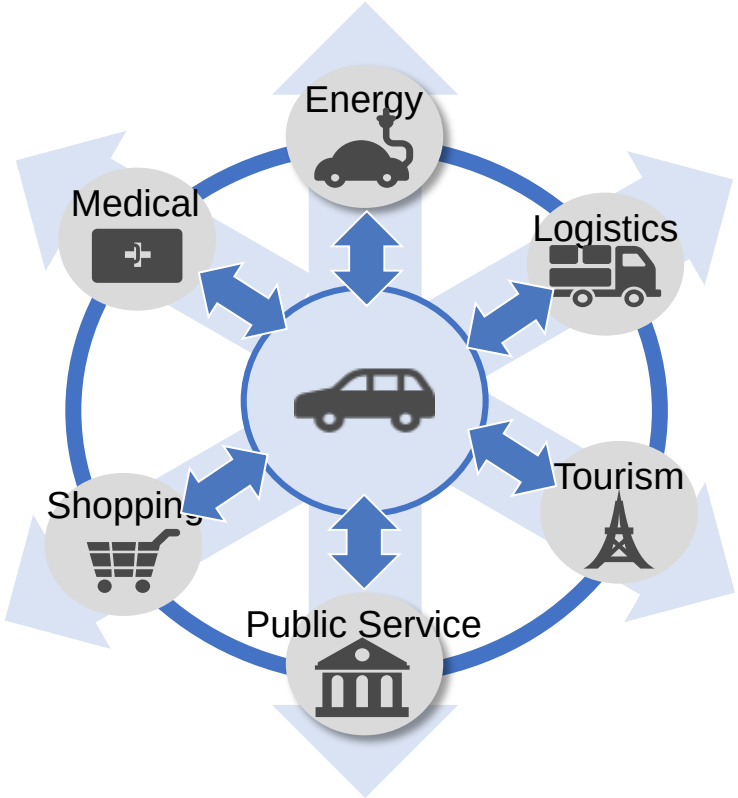
(Example) “Easy Ride” (Nissan & DeNA) Demonstration testing

Source: “Easy Ride” HP

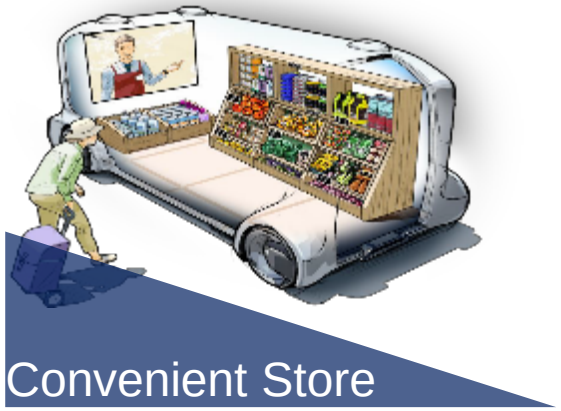
“MaaS” can create a better business environment and provide a key foundation for the better utilization of AVs

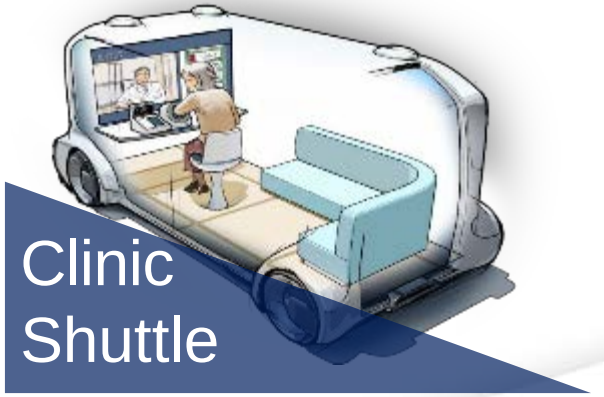


Linking new mobility services with various regional economic activities (e.g. tourism) can create new value on mobility and contribute to the regional economic development.



Mixture between mobility methods and various services





Source MONET Technologies

METI together with MLIT launched “Smart Mobility Challenge” project in April 2019 to enhance further collaboration between regional stakeholders and private companies who can provide their expertise in MaaS and AVs.

Council for Promoting the “Smart Mobility Challenge” Project (established in April 2019)

Support according to needs ⇅ Field provision, data sharing, Results briefing

Information provision ⇅ Information provision to council Participation in making proposals

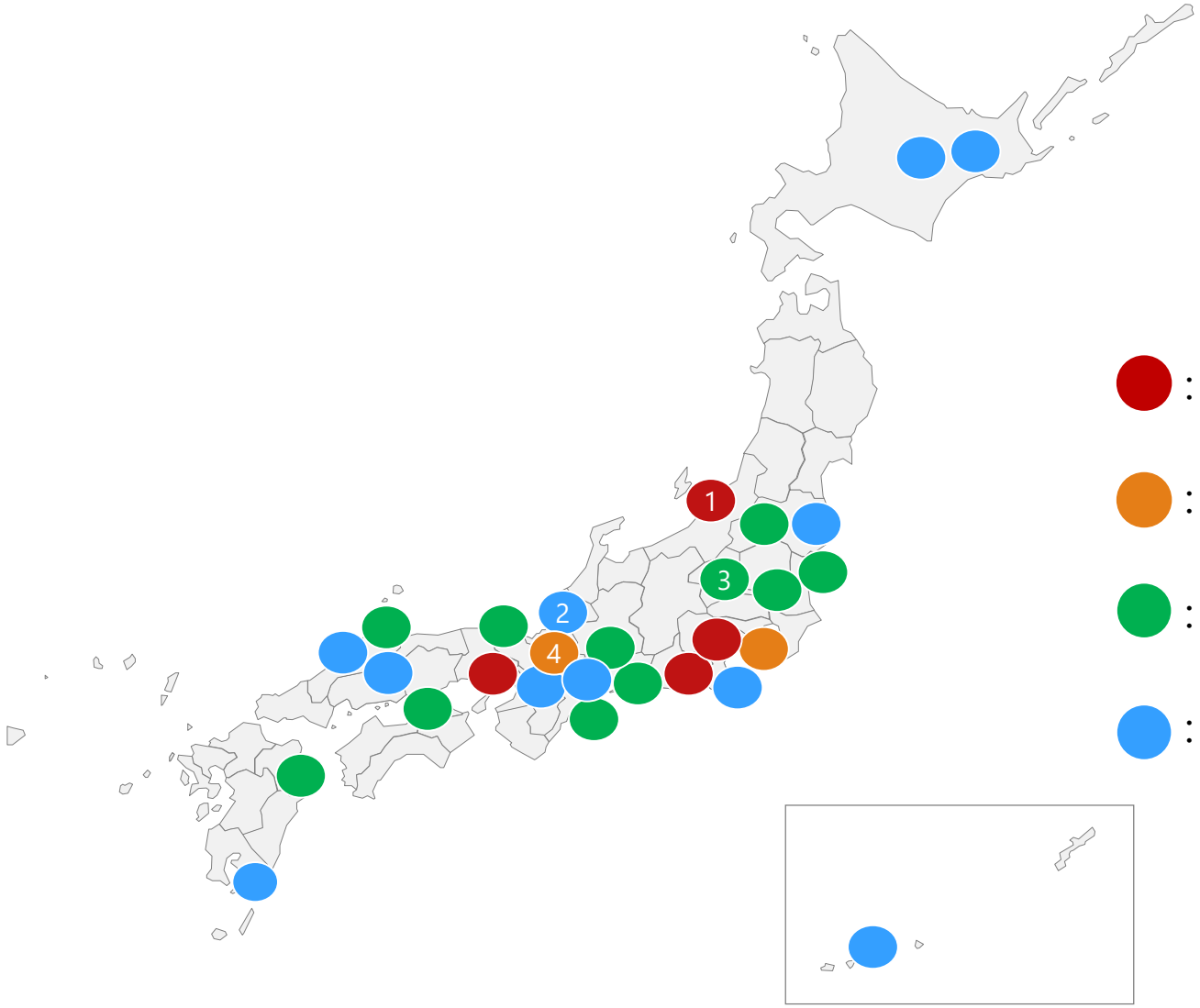
Support for selected regions

- Support for FS and making business plan by METI
- Support for development system by MLIT

Council members

Private companies, Local government, Universities/ Research institutes

28 regions selected for “Smart Mobility Challenge ” 1st round trial



: Large cities

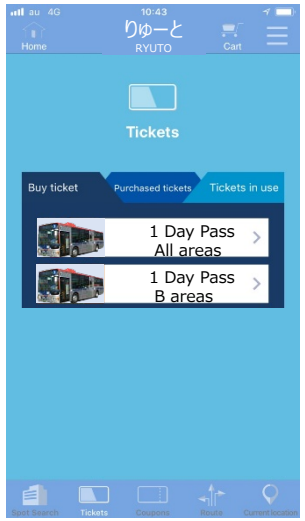
: Mid sized cities
(Less than 50% modal share of private cars)

: Mid sized cities
(More than 50% modal share of private cars)

: Rural communities

Some examples of “Smart Mobility Challenge ” trial

Niigata City (Niigata Prefecture) Large city



- Developing app to combine payment and MaaS functions.
- Distribution of coupons in cooperation with commercial facilities through the app.
- Carrying out a demonstration of on-demand transport (micro-transit) with start-up company.

Source NIIGATA KOTSU co.,ltd. / Nihon Unisys, Ltd. Nihon Unisys, Ltd.“Provides its products and services in Japan only.”

Eiheiji Town (Fukui Prefecture) Rural community

Source Eiheiji city

- 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.

Maebashi City (Gunma Prefecture) Midsize city (depending on private cars)

Source Maebashi city

- Connecting self-driving bus, on-demand transport (micro-transit) and ridesharing service managed by local communities through the app.
- Collaboration with local commercial facilities, distributing coupons through the app, attracting customers to shopping street in the down town.

Otsu City (Shiga Prefecture) Midsize city (rich public transportation)

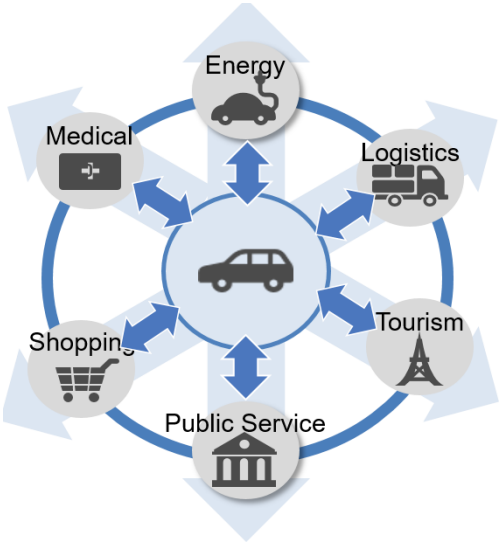
- Realizing seamless transportation services for tourists through the app.
- Collaboration with local commercial facilities, distributing coupons through the app.
- Utilizing self-driving bus in the main street from the central station to various accommodations.

Source Keihan bus co.,ltd. / Nihon Unisys, Ltd. Nihon Unisys, Ltd.“Provides its products and services in Japan only.”

There are growing business opportunities in the global market including Southeast Asia. Sharing Japan's experience and newly-developed business models with other countries could be mutually beneficial.

Japan's experience and new business models

Growing opportunities both for policy and business

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