

April 13, 2021

PRESS RELEASE

Fujimino City  
Sinanen Mobility Plus Co., Ltd.

## **Launch of bicycle sharing field test in Fujimino City, Saitama Prefecture**

Confirming the effectiveness of and challenges involved with bicycle sharing service as regards improving mobility and creating an environmentally friendly city

Sinanen Mobility Plus Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Miwa Mitsuhashi, hereinafter “Mobility Plus”) has developed DAICHARI, a bicycle sharing service with Fujimino City in Saitama Prefecture. We would like to announce that we concluded the “Basic Agreement Concerning the Fujimino City Bicycle Sharing Field Tests” on April 13, and the field test will start from mid-May.



(From left: Tetsuya Oshima, Mobility Plus Sales Department General Manager; Miwa Mitsuhashi, President and Representative Director of Mobility Plus; Hiroshi Takahata, Mayor of Fujimino City; Shinichi Sakurai, Fujimino City Urban Policy Department General Manager)

### ■ Field test overview

This test seeks to confirm the effectiveness of and challenges involved with bicycle sharing service as regards improving mobility and creating an environmentally friendly city. Beginning in mid-May, it will begin with the installation of bike stations (docks) for the rental and return of bicycles at 10 locations, including parks, Fujimino City Hall, and the Oi General Branch Office . Mobility Plus operates its DAICHARI sharing service using the HELLO CYCLING, a bicycle sharing

platform. Our role is to coordinate with businesses involved in the implementation of the project, setting up stations at places other than public property of Fujimino City.

Users can easily search for a bike station, reserve a bike, and make payment using a smartphone, tablet, or other device. They can even rent and return bikes not just in Fujimino City, but at any HELLO CYCLING bike stations nationwide. About 80 bike stations have already been set up in the neighboring cities of Tokorozawa and Kawagoe (as of the end of March 2021), and we expect the service will be adopted over a wide area.

Bicycles have been increasing in popularity as a means of transportation during the COVID-19 pandemic, as they avoid closed spaces, crowded places, and close contact with others. As such, this field test aims to establish the bicycle sharing infrastructure as a daily transportation option for use in conjunction with trains and buses, whether commuting to work or school, shopping, or doing other activities.

#### ■ Field test period

Mid-May 2021 through March 31, 2023

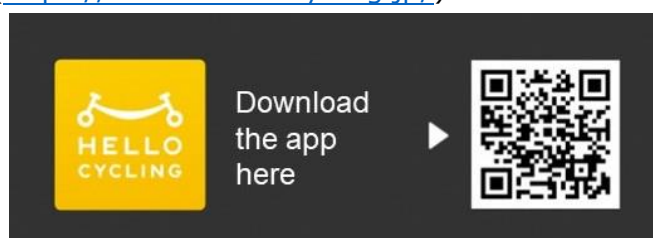
#### ■ Rental fees

15 minutes: 70 yen; Up to 12 hours: 1,000 yen

\* Fees are subject to change depending on the kind of bike and rental area. Please confirm details prior to renting.

\* For instructions on use, please refer to the app or the DAICHARI website.

(<https://daichari.hellocycling.jp/>)



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### ■ The DAICHARI bicycle sharing service

DAICHARI provides a fun and comfortable way to get around. Users can easily access it anytime, anywhere via the smartphone app.

Highlight #1: Great value at just 70 yen for 15 minutes, so users only pay for how long they use the bike.

Highlight #2: Users can rent and return a bike anywhere there is a bike station\*, offering more options for getting around.

Highlight #3: The 26-inch electric bikes let users move around the city and tourist spots with ease.



## ■ About Sinanen Mobility Plus Co., Ltd.

As a wholly owned subsidiary of Sinanen Holdings Co., Ltd., Sinanen Mobility Plus operates the DAICHARI bicycle sharing service using the HELLO CYCLING bicycle sharing platform. The DAICHARI service is available in Tokyo, Saitama, Kanagawa, Chiba, and Osaka prefectures. Bikes can be rented and returned at any bike station in the network, including those at train stations, convenience stores, and public and commercial facilities\*. It's an easy way to rent a bike for a variety of situations like commuting to work or school, shopping, or short outings day to day. Since the government declared a COVID-19 state of emergency in April 2020, the system has been gaining popularity as it lets users get around while avoiding closed spaces, crowded places, and close contact with others. As of the end of March 2021, there are around 1,800 bike stations and more than 8,200 bikes in the network.

(<https://www.sinanen-mplus.com/>)

\* Stations are limited in the number of bikes that can be parked at them.

\* Company names and the names of products and services mentioned in this press release are registered trademarks or trademarks of their respective companies.

[Contact for inquiries about the bicycle sharing service]

For more information about introducing the DAICHARI bicycle sharing service or adding stations, please contact us via the link below.

<https://www.sinanen-mplus.com/contact/>

[Contact for inquiries about this release]

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