



July 12, 2021

PRESS RELEASE

Fujimi City  
Sinanen Mobility Plus Co., Ltd.

## Launch of bike sharing field tests in Fujimi City, Saitama Prefecture

Evaluating its potential to complement and act as an alternative to public transportation, reduce the number of abandoned bicycles, promote the environmentally friendly “Smart Move” program, and revitalize the region

Sinanen Mobility Plus Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Miwa Mitsuhashi, hereinafter “Mobility Plus”) has developed DAICHARI, a bike sharing service with Fujimi City in Saitama Prefecture. We would like to announce that we concluded the “Basic Agreement Concerning the Fujimi City Bicycle Sharing Field Tests” on July 9, and the program would start from mid-July.



(Miwa Mitsuhashi, President and Representative Director of Mobility Plus, and Mitsuhiro Hoshino, Mayor of Fujimi City)

### ■ Field test overview

This field test aims to verify the effectiveness of and challenges involved with bike sharing programs. They are considered a viable alternative to public transportation, reduce the number

of abandoned bicycles, promote the environmentally friendly “Smart Move” program, and help with regional revitalization. We will start the field tests in mid-July by gradually establishing the stations for renting and returning shared bikes in approximately 20 locations, including at city hall, community centers, Tsuruse Station, Fujimino Station, Mizuhodai Station, and nearby parks. Mobility Plus operates its DAICHARI bike sharing service using the HELLO CYCLING, a bike sharing platform provided by OpenStreet Inc. Our role is to coordinate with businesses involved in the implementation of the project, setting up stations in cooperation with private companies including convenience stores, supermarkets, and drug stores.

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 Fujimi City, but at any HELLO CYCLING bike stations nationwide. About 400 bike stations have already been set up in the neighboring cities of Saitama, Shiki, and Fujimino (as of the end of June 2021), and we expect the service will be adopted over a wide area.

Further, bicycles have been an increasingly popular way to get around 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 bike sharing as a new mode of urban transportation in the city.

#### ■ Field test period

Mid-July 2021 through March 31, 2023

#### ■ Using the DAICHARI service

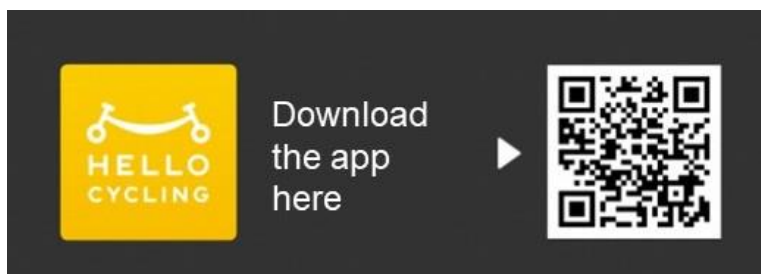
Users need to download an app in order to use DAICHARI. After downloading the app, users can easily search for a bike station, reserve a bike, and make payments with a smartphone or tablet.

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/>)



Download and register for free

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## ■ The DAICHARI bike 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 Fujimi City, Saitama Prefecture : <https://www.city.fujimi.saitama.jp/index.html>

Fujimi City is located in southeastern Saitama Prefecture. Its name comes from the fact that it has a good view of Mt. Fuji. It has a population of about 110,000. The Tobu Tojo Line runs through it from north to south. There are three train stations: Mizuhodai, Tsuruse, and Fujimino. Fujimi is also a commuter town for people working in the Tokyo area, with a variety of shopping malls and commercial streets.

### ■ About Sinanen Mobility Plus Co., Ltd. : <https://www.sinanen-mplus.com/>

As a wholly owned subsidiary of Sinanen Holdings Co., Ltd., Sinanen Mobility Plus operates the DAICHARI bike sharing service using the HELLO CYCLING, a bike sharing platform provided by OpenStreet Inc. 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 June 2021, there are around 1,900 bike stations and more than 8,200 bikes in the network.

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

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[Contact for inquiries about the bike sharing service]

For more information about introducing the DAICHARI bike 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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