

May 9, 2022

Sinanen Mobility Plus Co., Ltd.

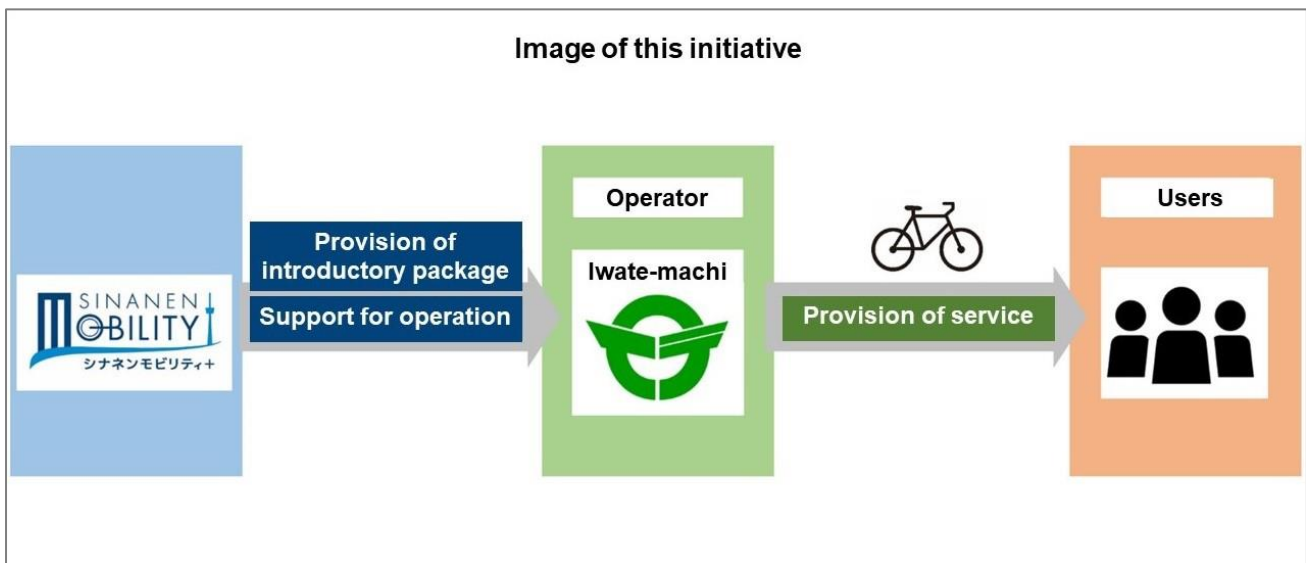
Iwate-machi, Iwate Prefecture

## **“SDGs Future City” Iwate-machi, Iwate-gun, Iwate Prefecture launches a user-only bicycle sharing service**

Contribution to the solving of problems related to movement within the urban area, with the objective of the formation of the urban function

Mobility business development company Sinanen Mobility Plus Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Miwa Mitsuhashi, hereinafter “Mobility Plus”), and Iwate-machi, Iwate-gun, Iwate Prefecture (Mayor: Koji Sasaki, hereinafter “Iwate-machi”), are pleased to announce that the user-only bicycle sharing service (hereinafter “the Service”), which aims to enhance the transportation options within the downtown area, launched on April 28, as a part of the “Iwate-machi SDGs Future City Co-creation Project.”

### Image of this initiative



### ■ Overview

Mobility Plus is Japan’s largest bicycle sharing service business operator, and runs the bicycle sharing service “DAICHARI” that has approximately 2,200 stations mainly in the Tokyo Metropolitan Area and Osaka Prefecture, and 10,000 bicycles (as of March 31, 2022), as well as the Service for users of facilities, etc. The company offers bicycle sharing services as a means of transport for the last mile in partnership with various business operators.

Iwate-machi is actively engaged in SDGs such as recycling and environmental conservation-type agriculture through farming partnerships, the creation of abundant public spaces using locally produced timber, and the multi-faceted creation of wellbeing; its creation of a mechanism to serve as a model for small sized local governments has been recognized as being an

“ambitious challenge for a small local government,” and the town was certified as a “SDGs Future City” by the Cabinet Office in July 2020.

On this occasion, Iwate-machi has introduced the Service as an operator in order to resolve the issue of it being difficult to move around the downtown area for citizens who travel by bus from villages to the downtown area where the town hall and train station are located. It is expected that this will improve the traffic environment in the downtown area, will improve convenience for citizens, in addition, will have a positive impact on the health of citizens through the use of bicycles, and will improve the added value of the town through the provision of a new means of transport to visitors.

The Service, while taking advantage of the unique feature of a bicycle sharing service in which bicycles can be used 24 hours a day, 365 days a year, whenever the user wants to use them, just through a smartphone, allows for the operator to freely set the number of users and stations, the number of bicycles, and fees, etc. As the operator can limit users to those that have obtained the specified code locally, as well as the station installation areas, the Service is easy to manage and can be used as a service especially for facility users and local residents.

Mobility Plus, through the development of bicycle sharing service “DAICHARI” and the Service, which are a form of environmentally friendly infrastructure, will contribute to the SDG Goal 11 “Sustainable cities and communities,” Goal 13 “Climate action,” and Goal 17 “Partnerships for the goals.”

#### ■ Bicycles used for the Service



Installation location: North Bicycle Parking Lot, Iwate Koiki Koryu Center Plaza Ai, 6-1-4, Ekarinai, Iwate-machi, Iwate-gun, Iwate Prefecture

#### ■ About the user-only bicycle sharing service

Allowing the operator to limit users of a bicycle sharing service makes it possible to offer various added value, including the improvement of property values and resident satisfaction at places such as condominium and apartment complexes, and the improvement of convenience for employees and members in the case of corporate offices, stores, shared offices, and co-working

spaces.

Highlight #1 : The peace of mind of bicycle sharing that is limited to users only.

Highlight #2 : A bicycle sharing service available 24 hours a day, 365 days a year, can be easily introduced without any hassle.

Highlight #3 : The types and price, etc., of bicycles can be freely decided, and the service can be operated in a way that fits the facility or building.

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■ **About Iwate-machi, Iwate Prefecture** : <https://town.iwate.iwate.jp/>

Iwate-machi is located in the central to northern part of Iwate Prefecture, and is a town with a population of approximately 13,000 people. In a situation where it is facing various issues such as population decline, aging population, and a shortage of farmer and forestry workers, it has been praised for its active stance towards SDGs, and in July 2020 was selected as the SDGs Future City by the Cabinet Office.

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

Sinanen Mobility Plus Co., Ltd. is a company that is engaged in the mobility business of the Sinanen Holdings Group. It has developed the bicycle sharing service “DAICHARI,” which operates approximately 2,200 stations and approximately 10,000 bicycles (as of March 31, 2022), mainly in the Tokyo Metropolitan Area and Osaka Prefecture, and offers a user-only bicycle sharing service. Through the development of shared bicycles, which is a form of environmentally friendly infrastructure, the company will contribute to the SDG Goal 11 “Sustainable cities and communities,” Goal 13 “Climate action,” and Goal 17 “Partnerships for the goals.”

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[Contact for inquiries about the bicycle sharing service]

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

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

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