

# Urban Expressway Authority's Challenge for Dissemination of EVs in Japan? (Paper #33 Poster #34)

Summary: Hanshin Expressway Co. Ltd. (HEC), an urban expressway authority in the Kansai metropolitan region of Japan, has launched a car sharing project with electric vehicles (EVs). Dissemination of EVs is expected to solve tangled issues (e.g., traffic congestion, CO2 emission and finance of the highway authority); in other words, it would certainly contribute to building a sustainable urban expressway business model for HEC.

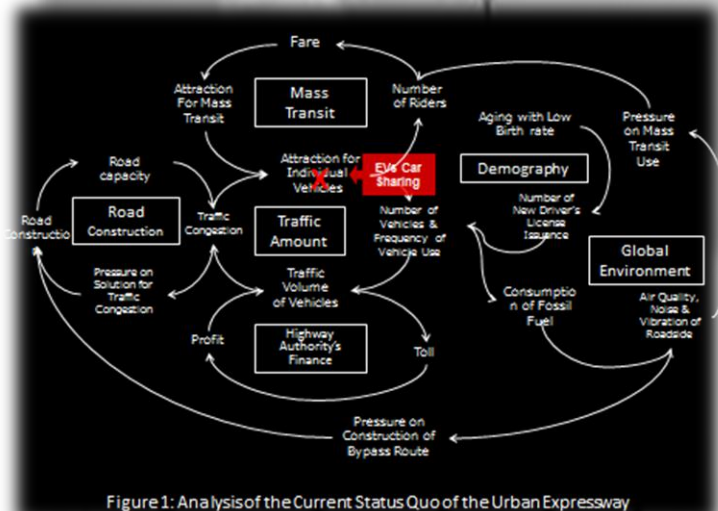


Figure 1: Analysis of the Current Status Quo of the Urban Expressway

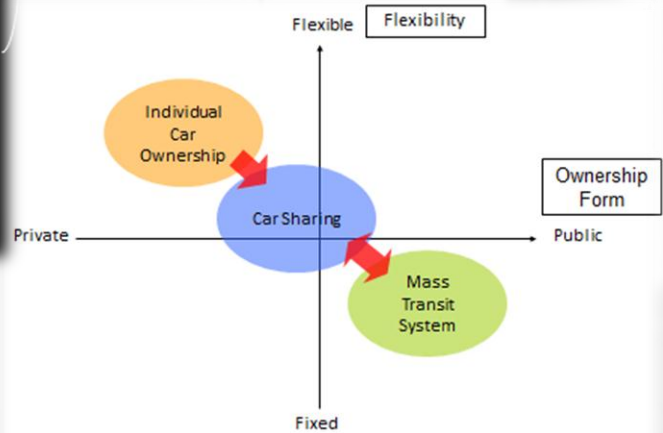


Figure 2: Positioning Map for the Transportation Modes

## Key Success Factors of EV Car Sharing Project

- ✓ Transit Oriented Development
- ✓ Increase in the Number of Rapid Battery Chargers for EVs
- ✓ Reasonable Membership Fee and Charge System
- ✓ Management of the Number of Registered Members and Shared Vehicles
- ✓ Development of Regenerable Power Systems (Green Energies)

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