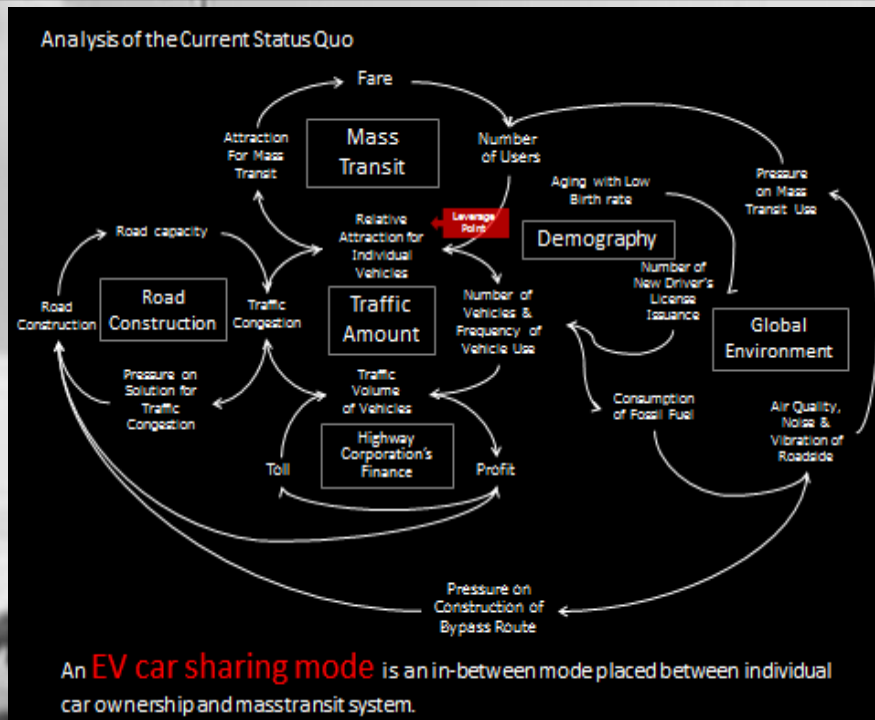


Urban Expressway Authority's Challenge for Dissemination of EVs in Japan? (Paper #33 Poster #34)

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 as a kill-two-birds-one-stone solution; in other words, it would certainly contribute to environmentally friendly highway business for HEC.



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

Author: OGURA, Kenji
EMS (ISO14000) Deputy Auditor
International Affairs Office
HANSHIN EXPRESSWAY Co. Ltd.
Osaka, JAPAN
Email: kenji-ogura@hanshin-exp.co.jp