

Mitsubishi Corporation

Proof of Concept for On-demand Shared Mobility in Brunei



Object of the project

Mitsubishi Corporation has established a strategic partnership with Dart Logistics Sdn. Bhd. (“Dart”), the 1st ride-hailing startup in Brunei Darussalam, and conducted the first Proof of Concept (“PoC”) of on-demand shared mobility service with an aim to solve the social problems such as chronic traffic congestion and a shortage of parking spaces in Brunei Darussalam. The service was launched under the name of Dart Smart Shuttle (“DSS”) in Mar 2022. Both Mitsubishi Corporation and Dart explored the feasibility of on-demand shared mobility from multiple different perspectives.

Cooperation with local companies/governments

Local partner (Dart):

Dart was established in 2017 and has been focusing on the development of ride-hailing services including school transportation service for kids and last-mile delivery service. In the PoC, Dart is responsible for operation management, vehicle management, driver management and marketing activities.

Government:

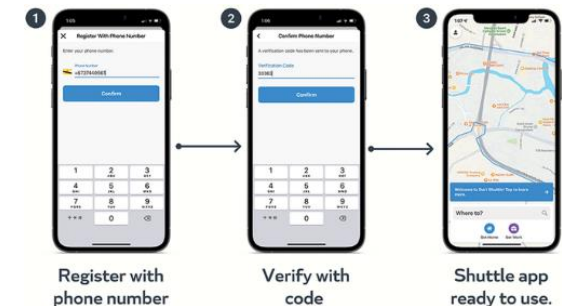
We consulted with the government and received fruitful feedback, building up and launching the new public transportation service smoothly.

Targeted economic/social issues

Brunei Darussalam doesn’t have a well-developed railway network, and buses, whose service level is not necessarily high, are the main form of public transportation. As a result, people heavily rely on their private vehicles for daily commute, leading to chronic traffic congestion and shortage of parking spaces in urban areas.

To solve such problems, we decided to introduce on-demand shared mobility service in the city center of Brunei as a convenient new alternative way for mobility. Through the PoC, we also expect to contribute to the digital transformation of the public transportation in Brunei. In order to expedite the use of the new mobility service, we’ve leveraged the knowhow of Dart, whose e-hailing service is widely used in Brunei.

【App logo and Initial registration screen】



Mitsubishi Corporation

Proof of Concept for On-demand Shared Mobility in Brunei



Details of demonstration

We identified the appropriate area for the PoC operation and optimal locations for pick up/drop off points with Dart, reflecting such information in the system configuration. Most recently, DSS service was already expanded to the nearby areas of the original zone, which is seen as a sign for further expansion.

We analyzed the ridership data and collected customer feedback, confirming the following needs for DSS.

1. Needs for "park & ride" from the parking lots to the final destinations
2. Needs for students who do not own a private car to move around (e.g., going for lunch)
3. Needs for the residents living in the DSS operation zone to move around (e.g., going for shopping)

In addition, we continuously reviewed the effectiveness of each marketing activities from both online and offline, to seek for the best marketing mix to expedite the use of DSS.

Project outcome / Future plans

Continuous efforts to analyze the actual use cases and enhance the awareness gradually pushed the number of App registrations up to 2,600 during the PoC period. As it will take some more time for DSS to become widely entrenched in daily lives of Bruneian people, Mitsubishi Corporation is committed to continuously improve the service with Dart by reviewing fare setting, operation zone and locations of pick-up & drop-off points, marketing activities and so on.

【Pictures on grand launch ceremony and Operated van】

