



SmartDrive Inc.



SmartDrive

<https://smartdrive.co.jp/>

- ❑ Address: Chiyoda-ku, Tokyo
- ❑ Employees: 63
- ❑ Established in 2013
- ❑ Business: Development and provision of telematics services, applications, hardware, etc., and data collection and analysis

Outline of the demonstration project

- Development and Demonstration of "EV Mobility Data Platform" to Promote the Spread of Electric Vehicles in Selangor, Malaysia

Cooperation with local companies/governments

- Local partner 1: Management & Science University (MSU)
- Local partner 2: Garisan Industries Sdn Bhd
- Details of cooperation and collaboration: Development Partners



Targeted economic/social issues

- In Selangor, the number of private cars is about 7 million for 6.5 million people in the state, and the utilization rate of public transportation is low.
- Per capita CO² emissions are high at 7.27 tons per year, and the EV penetration rate is very low, so the government is planning full-scale investment to realize carbon neutrality.

Details of demonstration

- Based on the knowledge obtained from the research and development in Japan, simulations will be conducted on the optimal placement of charging stations, which is indispensable for the spread of EVs.
- In addition, we will build data platforms, and from the big data related to EVs, we aim to create new services for the private sector to promote EVs, such as reservation apps for EVs and charging stations, EV car sharing, and electronic payment systems with points.

Expected outcome of beneficiary effects

- The simulations in this project can also be used to support the development of smart cities and calculate the amount of CO² reduction.
- This will contribute to the promotion of EVs not only in Malaysia but also in other ASEAN countries with similar issues and needs.