

Mitsubishi Corporation



Mitsubishi Corporation

- ❑ Address: Chiyoda-ku, Tokyo
- ❑ Employees: 5882
- ❑ Established in 1950
- ❑ Business: Wholesale

<https://www.mitsubishicorp.com/jp/en/>

Outline of the demonstration project

- Proof of Concept for On-demand Shared Mobility in Brunei

Cooperation with local companies/governments

- Local partner: Dart Logistics Sdn.Bhd.
- Details of cooperation and collaboration: Provision of on-demand shared transportation services in the urban center of Brunei.



Targeted economic/social issues

- In Brunei, traffic congestion and a shortage of parking spaces in urban areas have become chronic with the gradual population increase and high car ownership.
- Buses are the main form of public transportation, but the service level has room for improvement (e.g. operations with no timetable).
- The Brunei government plans to promote the digitization of public transportation.

Details of demonstration

- Operational demonstration of the first shared shuttle service in Brunei Darussalam.
- Rides are booked via smartphone. A new travel option is provided by utilizing an algorithm that allows multiple passengers to share a ride efficiently.
- As a shared-mobility service, fares are expected to be cheaper than the existing ride-hailing services in the future.

Expected outcome of beneficiary effects

- Creating an alternative transportation option to the use of private cars could help alleviate traffic congestion and reduce GHG emissions in the long run.
- Creation of new jobs engaged in the relevant services.
- It is also expected to expand shared transportation services to neighboring countries that have common issues.