Toyota to Launch Trial Car Sharing Service in Okinawa

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Tokyo, Oct. 26, 2015 — Next year, Toyota will use a new trial project on the subtropical island of Okinawa to assess the viability and benefits of tourism-centered car sharing. The service will operate from January through the end of the year on the island's Motobu Peninsula, and will be based around Ha:mo, an optimized local transport system developed by Toyota.

For full details, go to: http://newsroom.toyota.co.jp/en/detail/9923660/.