

Park24 and Toyota to Trial i-ROAD Sharing Service in Central Tokyo

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Tokyo, Feb. 25, 2015 — Starting in April, Park24 Co., Ltd. and Toyota Motor Corporation will trial a car sharing service in central Tokyo using the Toyota i-ROAD, an ultra-compact three-wheeled electric vehicle. The i-ROAD, designed for flexibility and ease of use, will be paired with Park24's "Times Car Plus" service, which allows members to use share cars at any time of day or night. The trial will also incorporate elements from Toyota's "Ha:mo" optimized urban transport system.

The trial will run from April 10 to the end of September. Usage data and user feedback will be gathered with the goal of assessing ease of use. The trial will also be used to assess changes in user activity patterns and receptiveness to new mobility systems of this type.

For more information about the program, go to: <http://newsroom.toyota.co.jp/en/detail/6168109/>