



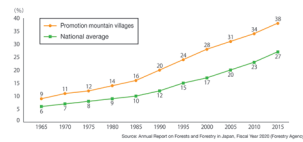
Automated driving service in rural areas



Aging populations of rural areas, Deteriorating mobility environment

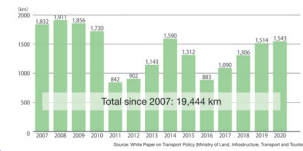
Aging of population 15 years faster than national average

Changes in aging rate (proportion of the population aged 65 or over)



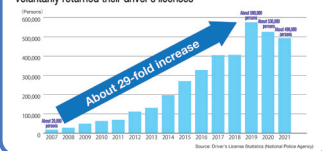
Public transport has declined, so it is no longer possible to go shopping or go to hospitals

Changes in total length of abandoned regular bus service routes



Rapid increase of elderly people unable to drive themselves

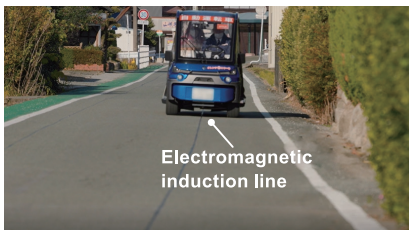
Changes in the number of drivers (aged 65 or over) who have voluntarily returned their driver's licenses



Automated driving service supports the mobility of elderly people in rural areas



Automated vehicles are safe even in heavy snow regions in winter. These vehicles are used for a growing number of applications such as shopping, going to and from hospitals, and visiting facilities for elderly people and banks.



Automated vehicles recognize their positions by detecting electromagnetic induction lines laid on the road surface.



Automated driving service is also utilized as a means of shipping agricultural produce to local markets and transporting tourists, thus contributing to community revitalization.