

자유와 활력이 넘치는
파워풀 대구



Future Innovation tech eXpo Conference 2025

Why and How Rural Cities Lead the Deployment of Autonomous Driving Shuttles in Japan

Takuya Horikawa
BOLDLY

QUIZ !!

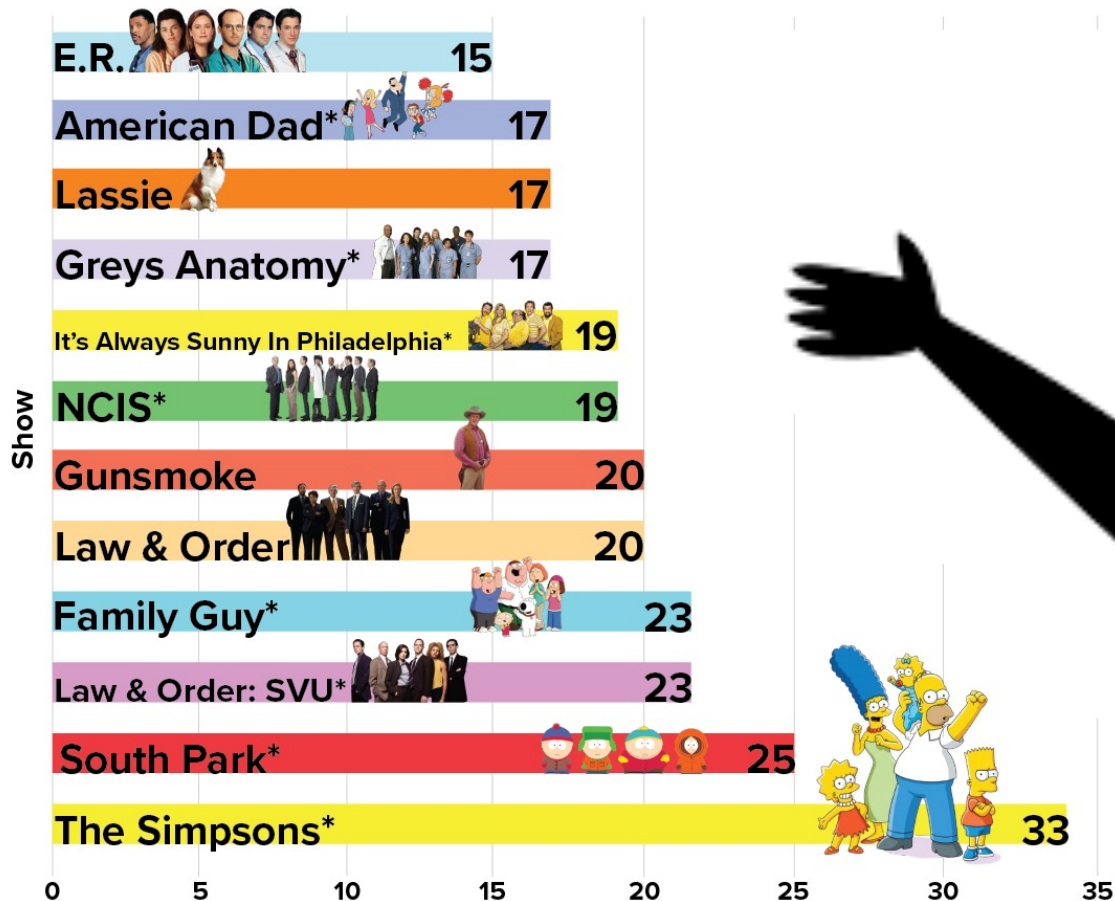
WHAT IS THE **LONGEST** RUNNING
ANIME TV PROGRAM
IN THE WORLD ?
(AS OF 2023)

Did you think of a program like these...?



The Longest-Running TV Shows Of All-Time

(for scripted prime-time TV shows)



Who am I ???

???

54 years!



The longest-running anime series in the world is “Sazae-san”, which is based on the manga of the same name by Machiko Hasegawa. The series has been airing since October 1969, with 2,684 episodes as of 22 January 2023.



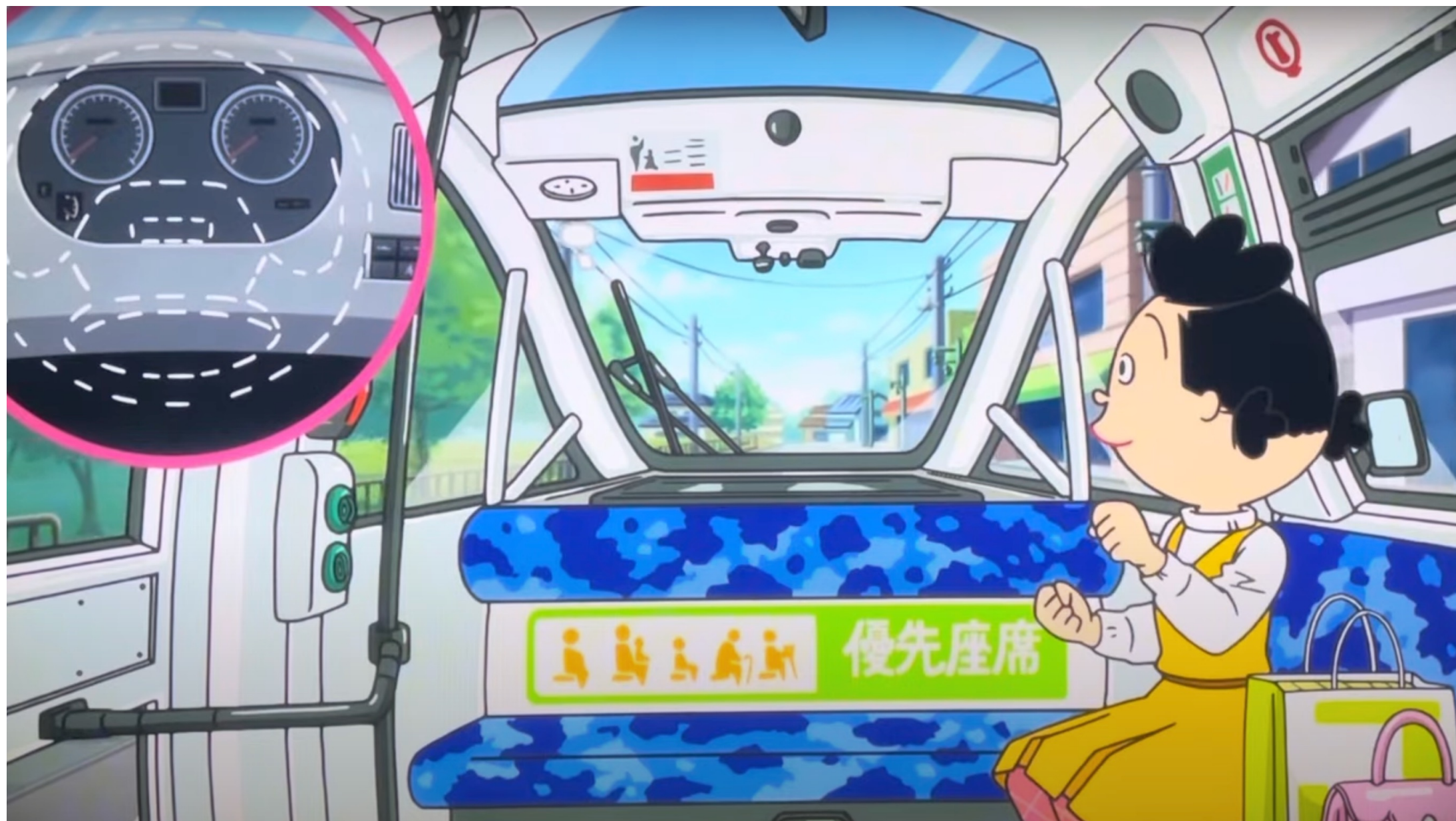
10 million

サザエさん





河岸の駅さかい・AIバス





河岸の駅さかい・AIバス



Autonomous Driving Start-up funded by SoftBank



BOLDLY

UPDATE MOBILITY

Establishment

April 1st, 2016

CEO

Yuki Saji

Major shareholders SoftBank Corp. (100%)

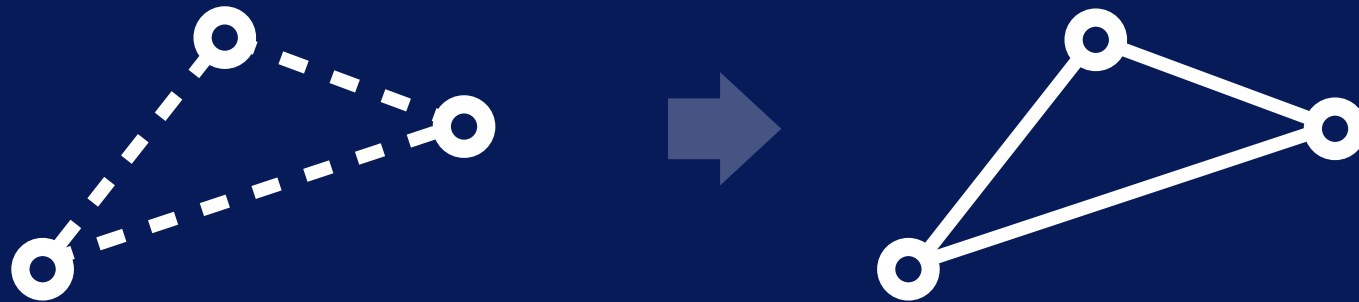
Main Business

1. Business planning, consulting and deployment related to Autonomous Driving
2. IT services related to passenger logistics and freight using Autonomous Driving



BOLDLY

Changed our company name from SB Drive in 2020



Make public transport **BOLD / BOLDER**

Leader in Japan (According to BOLDLY' s Research)



Autonomous Bus Operation/Deployment

16 areas

**Daily Operation of Autonomous Shuttles
In Japan by the end of FY24**

160 times

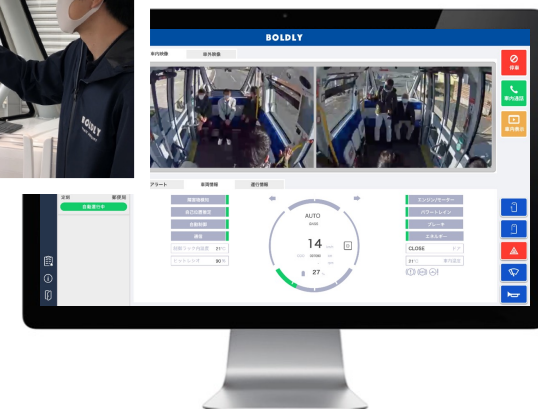
**Autonomous Vehicle Demonstorations
Conducted by BOLDLY**

*Aiming to solve public transportation-related issues
by utilizing autonomous vehicle technologies*

BOLDLY Business Domain



**Development of
autonomous vehicles**



**FMS for L4 AVs and
one-stop service for deployment and operation**

BOLDLY Business Domain

No. 1 experience and knowledge of AV deployments in Japan

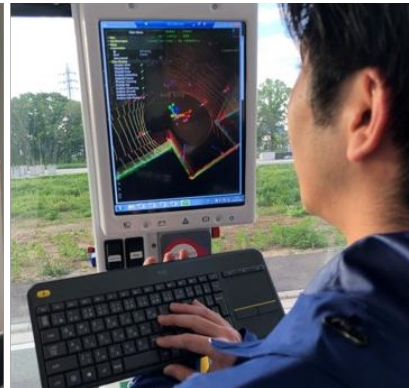
BOLDLY supports clients in road-assessment, vehicle setting & configuration, communication with local government and other decision makers, etc. necessary for AV operations



**Environment assessment
test**



Vehicle setup



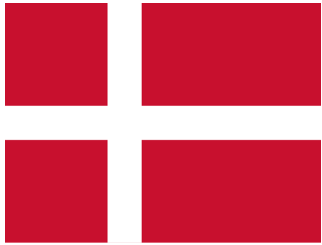
**Route setting &
Driving training**



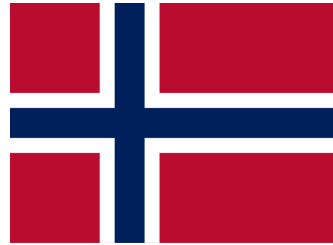
FMS



**Presentation to
stakeholders**



holo



beepTM

WHY

Why Japanese Market?

There are real and strong needs for autonomy in Japan



Driver Shortage

21 %

of bus drivers decreased
in last 10 years



Unsustainable Bus business

99 %

of all the bus companies are in
deficit



Decrease in bus routes

4 %

of all the bus routes
discontinued in 10 years

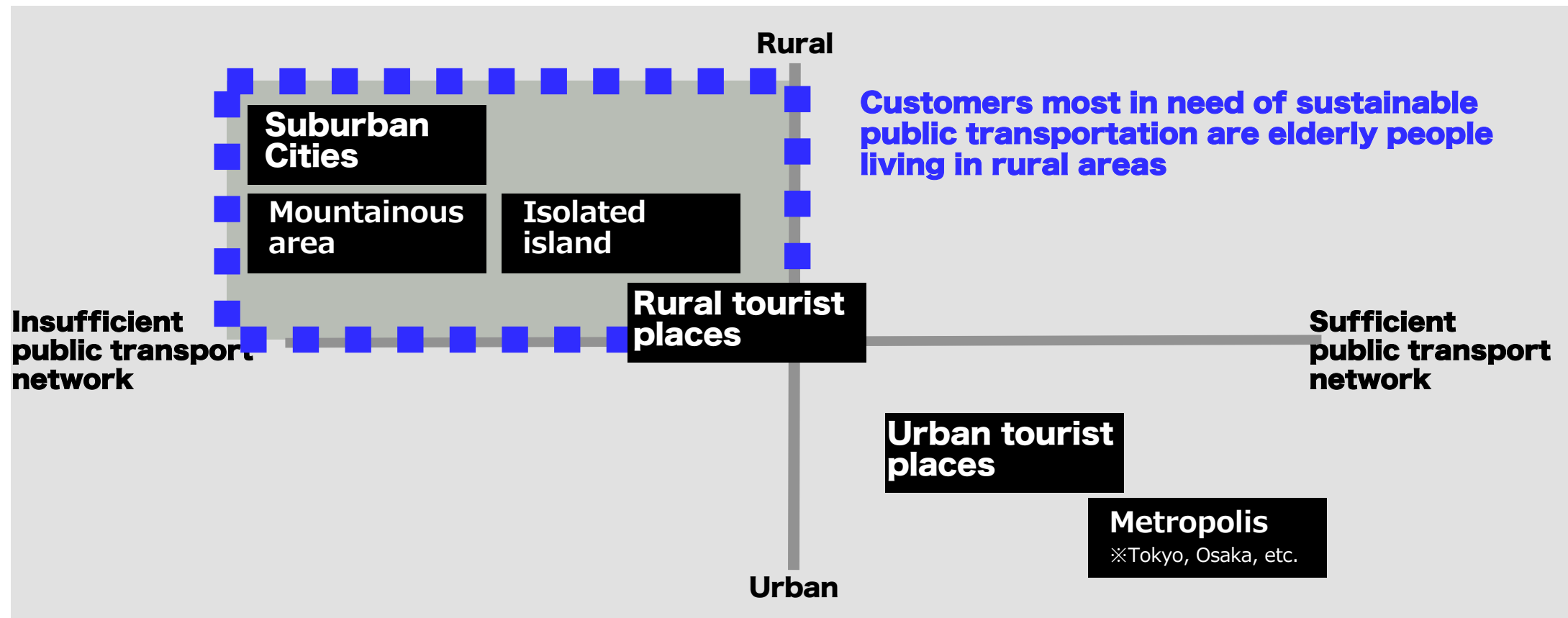


Increase in elderly people

30 %

are older than 65

Mobility demand segmentation and priority targets



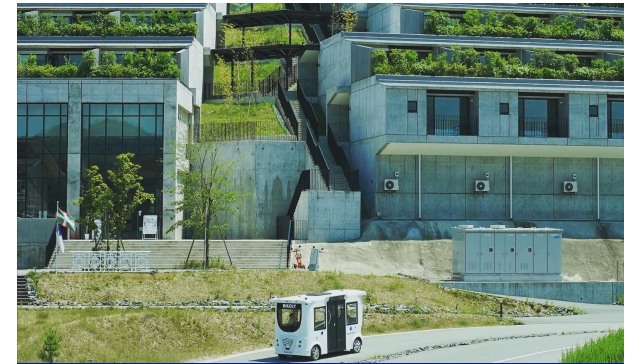
Areas we operate AVs



Rural area: Sakai



Urban area: Gifu



Amusement park: VISON



Shopping Mall: Haneda



Pedestrian-vehicle
mixed zone: Marunouchi



Snowy region: Kamishihoro

**Autonomous vehicle
demonstrations conducted
by BOLDLY**

More than

160
Times



Daily operation of autonomous vehicles by BOLDLY in Japan

16
Areas



Sakai



Gifu



Kamishihoro



Nisshin



Yahiko



Taki



Ota



Yokoshibahikari



Iyo



Komatsu



HOW

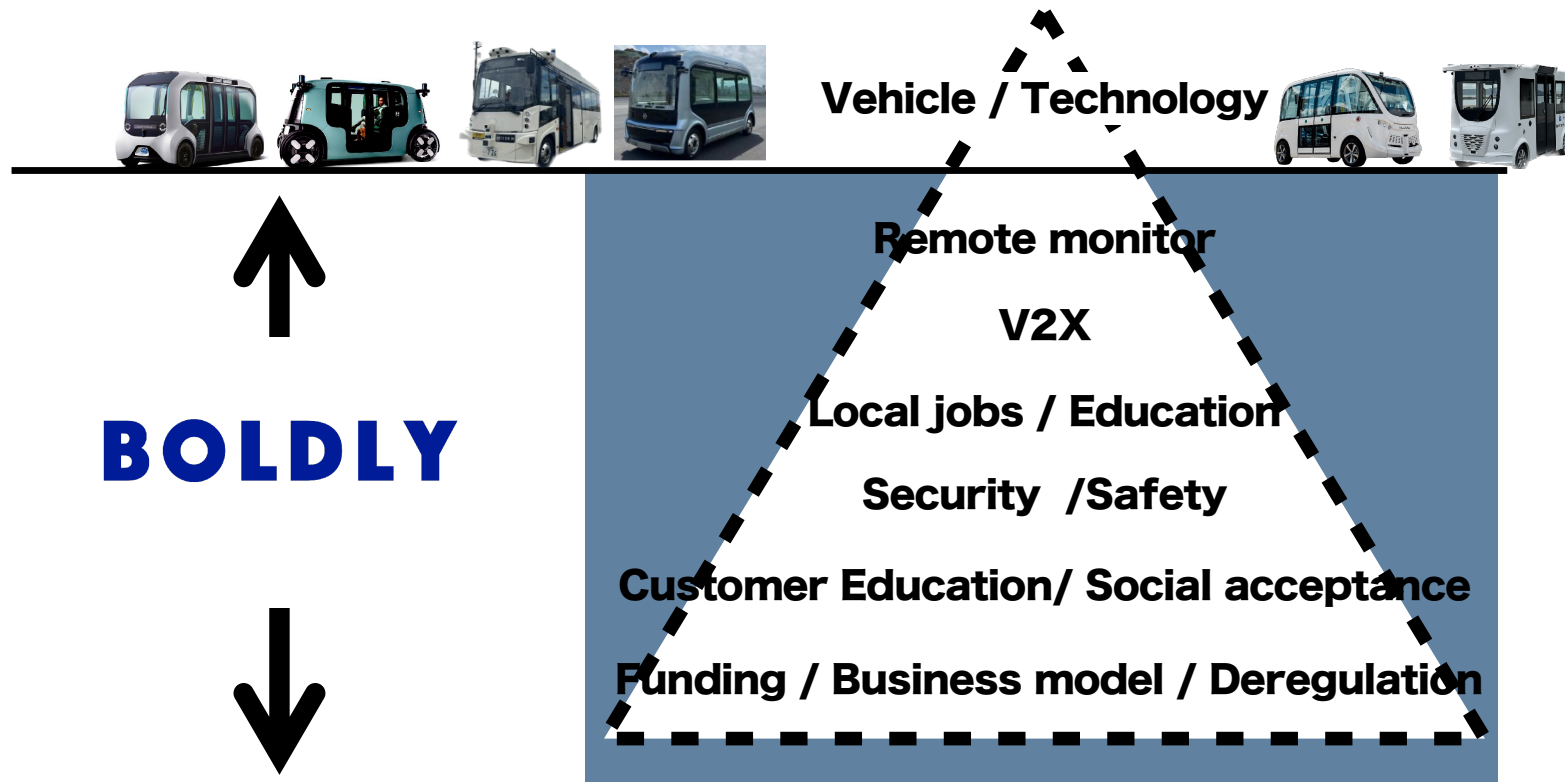
MBP

Mobility Business Producer





Overview of AV ecosystem



Parts suppliers

Autonomous vehicle manufacturers
Including autonomous driving system suppliers

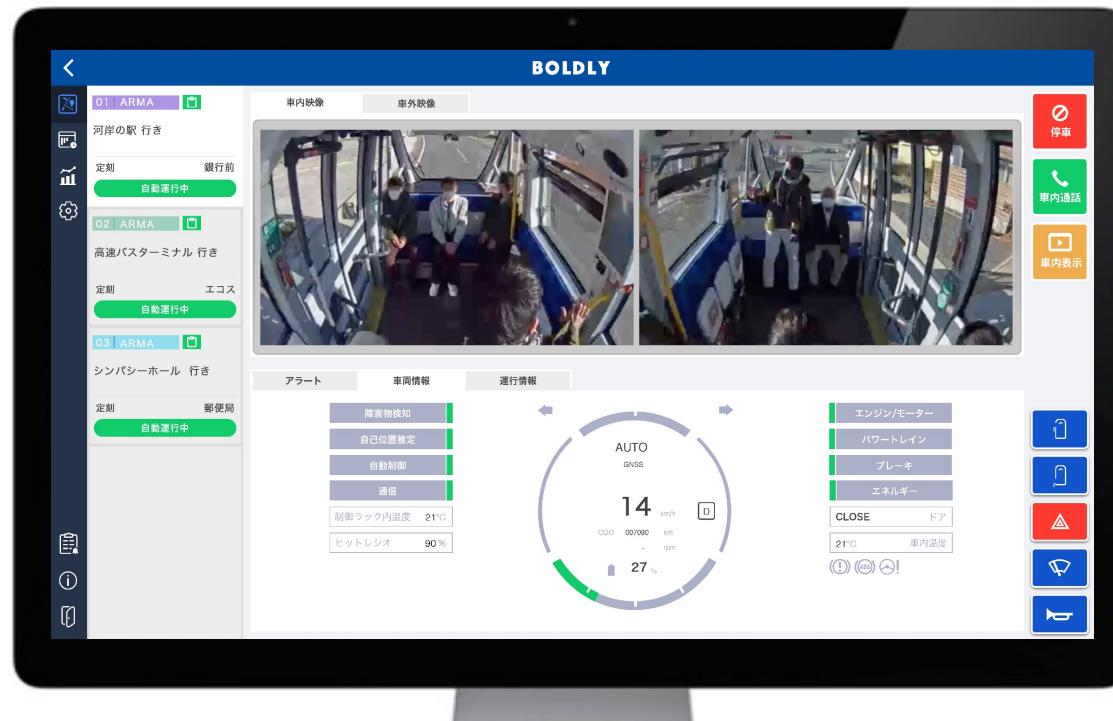
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Introduction support **FMS**
**Transportation companies,
Enterprises, Local governments**

Knowledge **Deregulation
recommendations**
Related ministries



Remote monitoring and fleet management system for autonomous vehicle operations



Connected to 30+ vehicles and 30+ apps





BOLDLY's mission is to make "Dispatcher" as de-facto central operation system for AVs



GOAL

Current focus

Establish a subscription business model

Keep updating "Dispatcher"

Increase the number of autonomous vehicles

Increase the operation sites

Increase the types of AVs



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Dispatcher has been adopted for the AV operation at Osaka Expo



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Dispatcher has also been adopted for 20 units of Nissan cars' demonstration in Minato Mirai, Yokohama

Opportunity in Japan

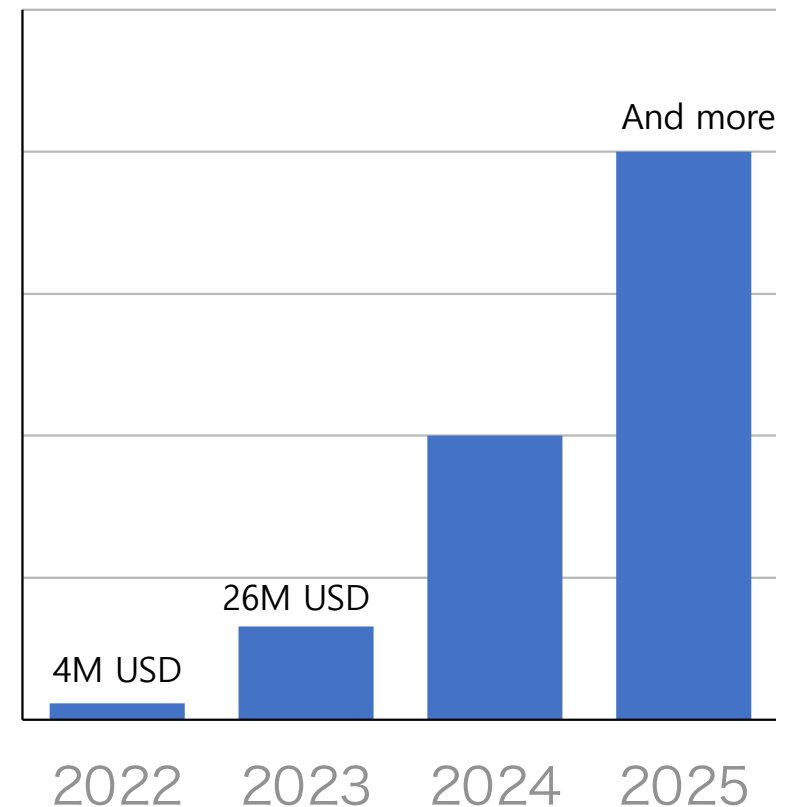
Big opportunity in Japan

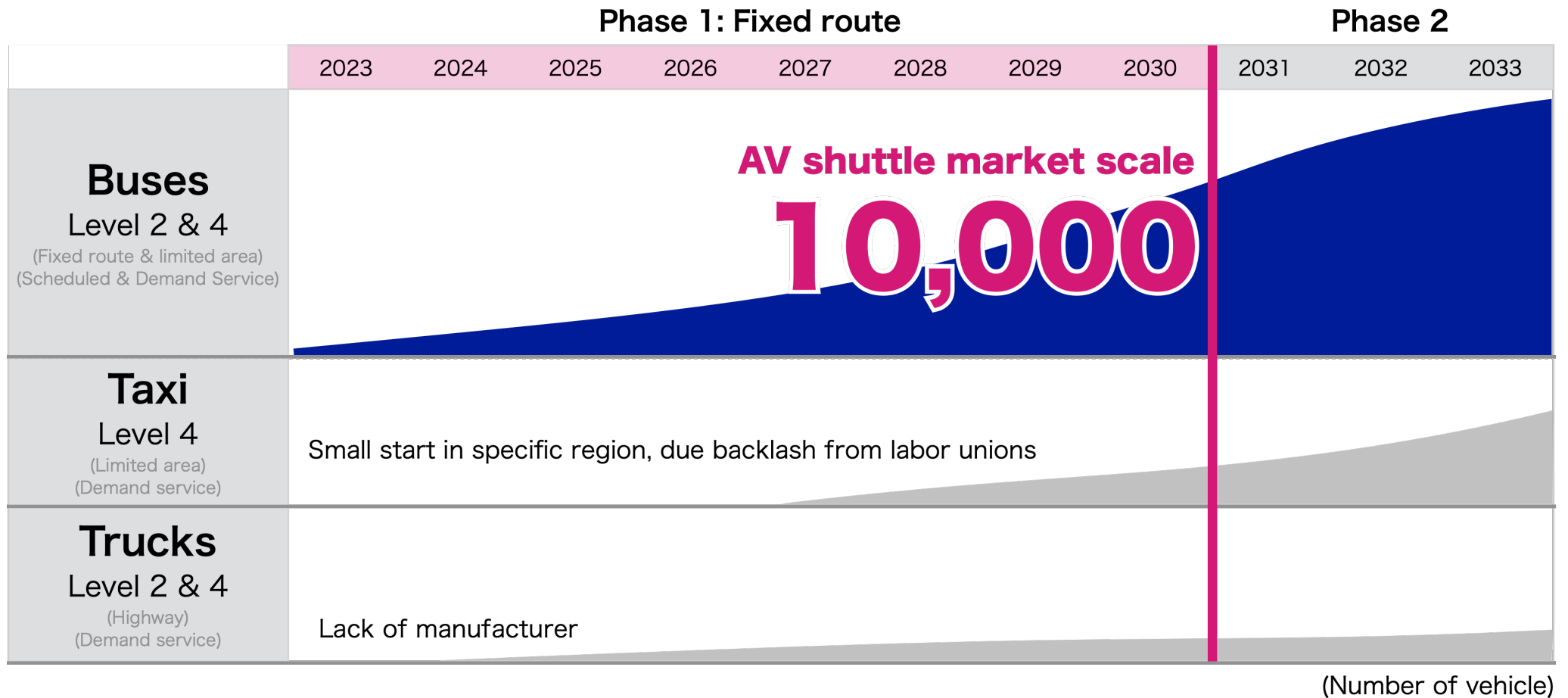
Prime minister of Japan announced the target to **deploy autonomous shuttles in 40+ areas by 2025, and more than 100 areas by 2030**

Big subsidies

For that purpose, the ministries are eager to increase the number of deployment with big subsidies.

Subsidies by MLIT







Head of Global Partnerships at BOLDLY |
Manager at SoftBank | Kellogg MBA

