



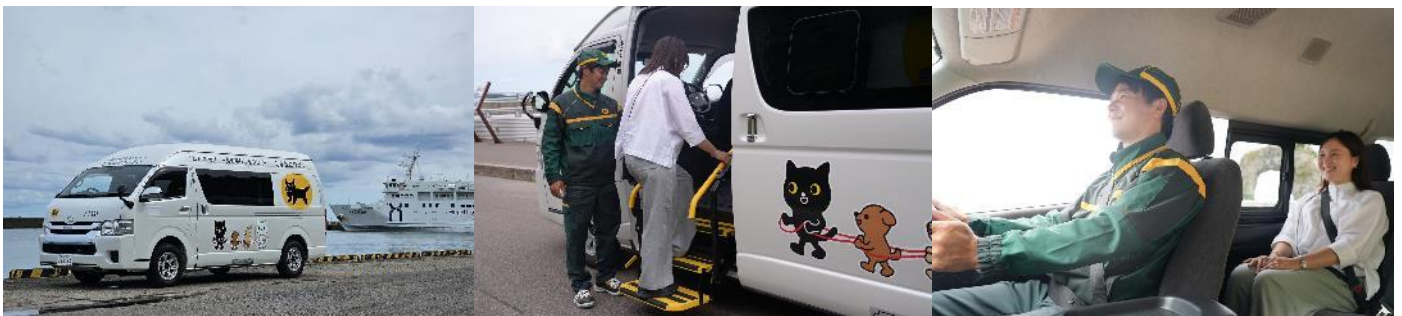
August 29, 2025
Okushiri Town
Yamato Transport Co., Ltd.

Pilot Project Launched for Shima Noriai, a Mixed Passenger/Cargo Public Ride-sharing Service on Okushiri Island, Hokkaido

Yamato Transport sales drivers fill public transit time gaps on the remote island and improve mobility for local residents and tourists

The town of Okushiri in Hokkaido, Japan (Mayor: Takami Shinmura) and Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Seiichi Awa) announce that they have launched a pilot test for a public ride-sharing service using Yamato Transport's collection and delivery wagons on August 29, 2025). This project aims to establish a flexible operation system that combines logistics and passenger transport, and as a new means of transportation to support the mobility of local residents and tourists, to eliminate time gaps in public transportation, a common characteristic of remote islands.

This demonstration is part of the Shima Noriai Okushiri Islander Mutual Aid Pilot Project, which was selected by the Ministry of Land, Infrastructure, Transport and Tourism under its Emergency Project to Eliminate Transit Gaps (FY2025 Full-scale Redesign Project to Eliminate Transit Gaps). A pilot of a resident-participation model in which town residents work as drivers, including as a side job, is also scheduled to begin during September 2025.



1. Transit Gaps Facing Okushiri Town

Okushiri Town encompasses a remote island in the Sea of Japan in southwestern Hokkaido with a population of approximately 2,100. Approximately 41% of its population are elderly persons, and ensuring transportation for their daily shopping and hospital visits, as well as for tourism around the area by visitors, has become an urgent issue. Currently, there is only one taxi company on the island, and with only nine bus services per day, the island faces significant time-based transit gaps.

In response to this situation, Okushiri Town and Yamato Transport are working to create a sustainable transportation support system by utilizing a public ridesharing system (private paid passenger transportation) combining the power of vehicles, human resources, and logistics already in place in the community.

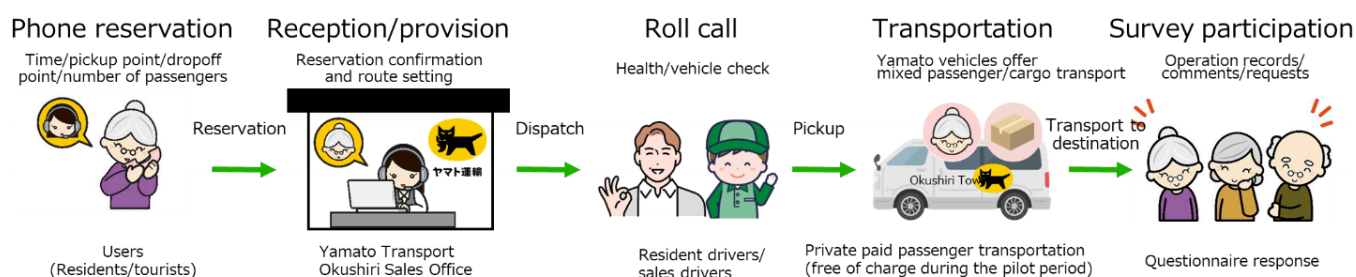
2. Role and Objectives of the Pilot Project

This pilot project has the following primary objectives.

- Understanding transportation needs (visualization of actual conditions such as time of day, area, purpose of use, target users, etc.)
- Verifying the operation scheme (checking vehicle dispatch and reservation reception, driver system, operation management and safety system, etc.)
- Studying cost structure/fare design (based on actual use during the free pilot period, organizing the fee structure, driver compensation, etc. for full-scale operation)
- Verifying the feasibility of a model where one person plays multiple roles (confirming participation patterns, training methods, qualification requirements, etc. of local resident drivers)

3. Overview of the Pilot Project

- Period: August 29, 2025 to the end of December, 2025 (TBC)
- Operating hours: 8:00 a.m. To 7:00 p.m.
- Fare: Free of charge during the pilot period
- Vehicles used and drivers:
 - (1) Yamato Transport collection and delivery wagons *General motor truck transportation business license to be acquired during September 2025
Yamato Transport sales drivers use available times during daytime business hours to operate the mixed passenger/cargo service
 - (2) Town-managed or town-leased vehicles *To begin in September 2025
Participation by local resident drivers as a side job/community service, mainly for sightseeing and daily life transportation during the evening and nighttime hours
- Users: Okushiri residents, tourists, etc.
- Service area: All of Okushiri Island
- Reservation method: Reservation by phone only (via Yamato Transport Okushiri Sales Office, +81-1397-2-2611)
- Reservation hours: 8:00 a.m. to 7:00 p.m.
- Reservation deadline: Next day morning flight → 19:00 the day before → Afternoon flight → Morning of the day *Service may not be available depending on the operation conditions.
- Operation management system: Roll call before and after the start and end of drives, alcohol checks, operation records, daily vehicle inspections, etc.



4. About the Resident-Participation Model Pilot

The Shima Noriai program emphasizes the importance of supporting local mobility by the community's own members. This pilot will test the possibility of an operational model in which town residents can participate as a side business or as community service. Regarding institutional aspects (qualification requirements, training courses, etc.), based on the guidelines set by the national government, we will examine operational considerations and the establishment of a system for receiving trainees through a demonstration program.

5. Future Outlook

Based on the results of the pilot project (needs, costs, systems, institutional arrangements, etc.), the following will be established in stages toward full-scale operation (paid operation) in fiscal 2026 and beyond.

- Establishment of freight rates and compensation levels
- Outsourcing scheme for reservations and dispatch of cars
- Measures to secure and train local resident drivers on an ongoing basis

Contact

Local Policy Section, Okushiri Town TEL: +81-1397-2-3402

Corporate Communications, Yamato Transport Co., Ltd. TEL : +81-3-3541-3411

Reference

- Ministry of Land, Infrastructure, Transport and Tourism, Handbook for Private Paid Passenger Transport (Public Ridesharing)

URL : <https://www.mlit.go.jp/jidosha/content/001851070.pdf>

- Ministry of Land, Infrastructure, Transport and Tourism press release: Adoption of the FY2025 Emergency Project to Eliminate Transit Gaps (April 28, 2025)

URL : <https://www.mlit.go.jp/report/press/content/001887388.pdf>

- Major actions in partnership between Okushiri Town and Yamato Transport

March 2016: Okushiri Town and Yamato Transport (Hakodate Regional Branch) sign a comprehensive cooperation agreement

November 2021: Yamato Transport Okushiri Sales Office starts selling food products and daily necessities from SAPPORO DRUG STORE CO.,LTD. ("SATUDORA")

August 2022: Start of a demonstration experiment of traveling sales of SATUDORA products such as food and daily necessities using a mobile sales vehicle

August 2023: Upgrade of mobile sales vehicle to a larger vehicle capable of refrigeration and freezing, starting full-scale operations

May 2024: Okushiri Town, Secoma Company,Ltd., and Yamato Transport (Hakodate Regional Branch) sign an agreement on emergency supplies of daily commodities in the event of a disaster



Dedicated mobile sales vehicle



In-store sales at sales offices

- Yamato Transport press release: SATUDORA HOLDINGS and Yamato Transport Sign Basic Partnership Agreement (July 25, 2023)

URL : https://www.yamato-hd.co.jp/news/2023/newsrelease_20230725_1.html

- Yamato Transport New Year's 2025 ad: "Future Community" Production Office

URL : https://www.kuronekoyamato.co.jp/ytccorp/pr/pdf/poster_2025.pdf