

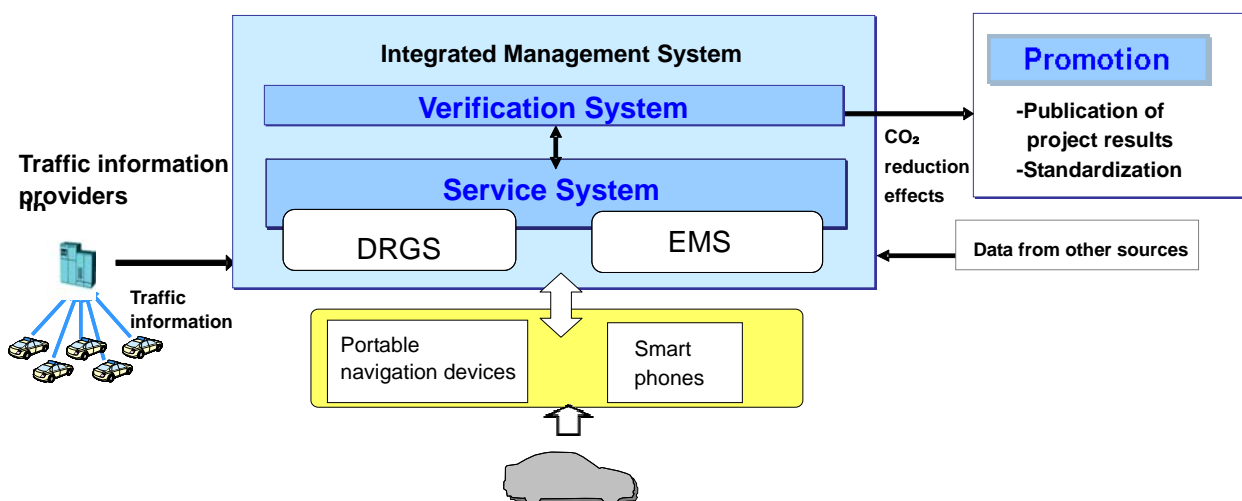
January 21, 2011

NEDO, National Development and Reform Commission and Beijing Municipal Development and Reform Commission Launch a Traffic Information System Demonstration Project in Beijing

With the aim of addressing traffic congestion as well as energy and environment related issues, which are worsening every year, the New Energy and Industrial Technology Development Organization (NEDO) of Japan, the National Development and Reform Commission and the Beijing Municipal Development and Reform Commission of the People's Republic of China signed a Memorandum of Understanding on January 21, 2011 to jointly implement a project in Beijing to demonstrate the effectiveness of Japan's traffic system technologies and to promote such technologies throughout China.

Nissan Motor Co., Ltd., to whom NEDO will entrust work related to the project, in cooperation with the Beijing Municipal Commission of Transport, will introduce a service system consisting of a dynamic route guidance system (DRGS) and an eco-management system (EMS), as well as a verification system to evaluate the effectiveness of the service system under this project. Moreover, other activities to develop social systems for promoting the technologies, such as the publication of social benefits that will be generated through the project and systems standardization, will be carried out concurrently with the project.

The systems to be introduced under this project are expected to reduce traffic congestion in Beijing and raise awareness regarding energy-efficient driving.



1. Technology and Equipment Overview

(1) Technology

DRGS and EMS, which utilize existing traffic infrastructures, will be introduced and promoted in order to improve traffic flow and address environmental concerns. The technologies promote innovative energy-savings since a variety of users can enjoy the benefits of these technologies through various media including in-vehicle devices, mobile phones and computers.

(2) Equipment

The equipment, which includes a service system consisting of DRGS and EMS as well as a verification system to evaluate the service system's effectiveness, will be installed at the Beijing Transportation Information Center.

DRGS provides guidance for the fastest traffic routes using high precision real-time traffic information. The data provided by DRGS is transmitted to in-vehicle devices via telematics (information and communication technology using mobile phones).

EMS analyzes vehicle information uploaded from in-vehicle devices. The results of the data analysis, including fuel consumption history, fuel consumption ranking and eco-driving advice, is provided to drivers to encourage energy efficient driving.

In-vehicle devices (mainly portable navigation devices) with a penetration rate of approximately 10% will be used in a designated area in Beijing. Specified standards to compare the effects of traffic dispersion, simulation accuracy as well as the effectiveness of DRGS and EMS will be agreed upon.

2. Project Overview

- (1) Project name: The Model Project for a New Traffic Information System
- (2) Project implementing company (NEDO's entrustment): Nissan Motor Co., Ltd.
- (3) Project site: Beijing, China
- (4) Project period: FY2010-FY2012

3. Outlook

The project preparation, including system construction, will be completed during the first year of the project, and the demonstration will subsequently start in the second year. System promotion activities will be conducted throughout the project and thereafter and are intended to increase the popularity of in-vehicle devices and the number of the service users. There are also plans to deploy similar systems in other cities in China.

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