

Distributor Agreement Signed for FREEKEY Company Car Reservation Service

– MITSUBISHI AUTO LEASING, TOKAI RIKA, and dotD Aim to Realize Advanced Fleet Management Using

Digital Keys –

MITSUBISHI AUTO LEASING CORPORATION (President: Mr. Satoshi Nakano) and TOKAI RIKA CO., LTD. (President: Mr. Hiroyoshi Ninoyu) would like to announce the signing of a distributor agreement for the FREEKEY Company Car Reservation service. At the same time, the two companies have also agreed to join forces with dotD INC. (CEO: Mr. Hisashi Onoda), which worked with TOKAI RIKA to launch TOKAI RIKA Digitalkey®, to collaborate to enhance fleet management functions using digital keys.

1. Background and Objective

Since its establishment, MITSUBISHI AUTO LEASING has continued to grow by offering a range of services to fit the changing needs of society and its customers, including not only corporate vehicle leasing and fleet management services but also vehicle leasing for individuals. Recently, the spreading of the novel coronavirus COVID-19 pandemic has led to restrictions on person-to-person contact and office attendance, and there is a growing demand for new services such as remote, non-contact handing over keys and the digitalization of vehicle management.

With this background, TOKAI RIKA launched the FREEKEY Company Car Reservation service, a company car management system, in April this year. This fully comprehensive service allows the user to reserve a vehicle, enter inspection results and other information, lock and unlock the vehicle doors via a single smartphone app. The information generated by the app can also be centrally managed via the cloud by fleet managers, thereby raising the work efficiency of both vehicle users and managers.

For MITSUBISHI AUTO LEASING, the FREEKEY Company Car Reservation service provided by TOKAI RIKA Digitalkey® allows the company to offer new fleet management services in line with their customers' needs. For TOKAI RIKA, this is an opportunity to use MITSUBISHI AUTO LEASING's knowledge of the vehicle leasing field to improve the services provided by the FREEKEY Company Car Reservation app. For these reasons, the three companies have decided to work together in the future, using this distributor agreement as a starting point. Through this collaboration, the three companies are aiming to improve convenience and value for the customer-centered on the FREEKEY Company Car Reservation service and to create new fleet management services.

2. Details of Collaboration

- i. MITSUBISHI AUTO LEASING and TOKAI RIKA have signed a distributor agreement to provide the FREEKEY Company Car Reservation app as one of the fleet management services offered by MITSUBISHI AUTO LEASING. The three companies will work together to create new value by promoting the FREEKEY Company Car Reservation service and addressing the problems faced by the companies in company car management.
- ii. MITSUBISHI AUTO LEASING will use the FREEKEY Company Car Reservation service to manage and operate its company cars. By combining the practical experience of MITSUBISHI AUTO LEASING in using and operating the service and the knowledge gained through selling the app, the three companies plan to study ways of further improving the FREEKEY Company Car Reservation service and adding new functions.

The three companies have been verifying the effectiveness of the app for improving the work efficiency and productivity of vehicle users and managers through the FREEKEY Company Car Reservation service by MITSUBISHI AUTO LEASING. A single smartphone app performs the whole series of company car-related tasks, from vehicle reservation to the entry of inspection and alcohol check results, as well as door locking and unlocking, makes company cars more convenient for use. In addition, digital keys eliminate the inconvenience and time wasted while going to the physical key storage location and then to the car parking. These features have shown to improve the productivity of users by, for example, encouraging more flexible working practices.

In the future, the three companies aim to combine the experience and know-how obtained from these initiatives to examine further improvements in the FREEKEY Company Car Reservation service and the feasibility of adding new functions. Simultaneously, the three companies are also aiming to create new fleet management services to facilitate the implementation of car-sharing businesses and the realization of a carbon-neutral society.

<Website URL>

■ 「FREEKEY Company Car Reservation Service」 Website : <https://ccr.freekey.info/>

■ TOKAI RIKA Digitalkey® Website : <https://digitalkey.jp/en>

<Company URL>

■ MITSUBISHI AUTO LEASING CORPORATION (https://www.mitsubishi-autolease.com/company/outline_en.html)

■ TOKAI RIKA CO., LTD. (<http://www.tokai-rika.co.jp/en/>)

■ dotD INC. (<https://dotd-inc.com/en>)