

August 29, 2017
Times24 Co., Ltd.
Daihatsu Motor Co., Ltd.

Times24 and Daihatsu Launch Joint Campaign Customers Receive a Complimentary e-Ticket when Car-sharing the Wake Mini Passenger Vehicle

Times24 Co., Ltd. (hereinafter “Times24”) and Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) will launch a joint campaign entitled “Make the most of it: the Wake test-drive campaign” on September 1, 2017. For the duration of the campaign, customers using Daihatsu’s Wake mini passenger vehicle as part of Times24’s car sharing service, Times Car Plus, will receive a complimentary 60-minute e-ticket that can be redeemed during future Times Car Plus car shares.

Founded on the threefold concept of “close at hand,” “advantageous” and “convenient,” Times Car Plus is a car-sharing service spanning a total of approximately 19,000 vehicles comprising 30 different models across 46 prefectures. For 24 hours a day and 365 days a year, customers can use cars from as little as 15 minutes at a time; the convenience of this service has been extremely well received and, at present, some 850,000 customers have registered.

Playing a central role in the joint campaign is the Wake, which features outstanding driver visibility and a capacious luggage space. The Wake is a new genre of mini passenger vehicle that can be used in a wide variety of situations, such as for day-to-day use and for leisure. It is highly regarded for this reason, and the vehicle has been made available at 243 Times Car Plus stations from Hokkaido to Okinawa (as of August 15, 2017).

Times24 intends to increase the convenience of mobility by increasing both the number of vehicles in its car sharing service and expanding the area it covers. At the same time, by providing a wider range of models in its car-sharing line-up, the company is working hard to create opportunities for its customers to experience the joy of driving. Daihatsu, meanwhile, is seeking to increase its points of contact with people who do not own their own cars, and is working to create opportunities for as many customers as possible to recognize the attractions of its vehicles. The joint campaign has therefore implemented on the back of a shared sense of purpose by the two companies.

Going forwards, Times24 and Daihatsu will consider campaigns that include other Daihatsu vehicles, not just the Wake, and intend to work together on further joint initiatives.

Campaign overview

Name: “Make the most of it: the Wake test-drive campaign”

Duration: September 1 to November 30, 2017

Details: For the duration of the campaign, customers who use the Times Car Plus car-sharing service to drive a Wake for 5 km or more, and who fill out an online questionnaire, will receive a complimentary 60-minute plus e-ticket that can be redeemed during future Times Car Plus car shares.

*Individual Plan, Family Plan, and Student Plan members are eligible (Company Plan members are ineligible)

*Members are only eligible to receive one complimentary e-ticket over the course of the campaign.

