

Aiming for the Early Commercialization of an Automated Driving Support System

– Investment in Advanced Smart Mobility Co., Ltd., an automated driving venture –

Aichi Steel Corporation (Headquarters: Tokai, Japan, President: Takahiro Fujioka) will invest in Advanced Smart Mobility Co., Ltd. (Headquarters: Meguro-ku, Tokyo, President and Representative Director: Keiji Aoki; hereinafter: “Advanced Smart Mobility”), a venture company that develops automated driving technology and is involved in joint initiatives, in the aim of expanding its automated driving business applying the super high sensitivity magnetic sensor, the MI sensor.

From the beginning of last year, Aichi Steel Corporation has participated in many automated driving demonstration projects^{*1} in collaboration with Advanced Smart Mobility. In these projects, a magnetic marker system^{*2} using the MI sensor that was developed by Aichi Steel Corporation has been fitted to automated driving vehicles developed by Advanced Smart Mobility in the aim of social implementation. It has been confirmed that compared to own vehicle position estimation technology using GPS or image processing technology, which are currently in wide use, own vehicle position can be stably determined even in areas where GPS signals cannot be acquired, such as in tunnels or under viaducts, and in situations where image processing is not reliable, such as at night or during poor weather.

This investment will further cement the relationship between Aichi Steel Corporation and Advanced Smart Mobility, steadily promote demonstration testing and lead to greater deployment and expansion of business. Going forward, Aichi Steel Corporation will further accelerate the cultivation and enhancement of next-generation businesses to steadily determine new business opportunities and contribute to creating a next-generation mobility smart society.

***1 Automated driving demonstration project**

- Demonstration testing at Okueigenji Keiryunosato, Hokkaido Taiki-cho and Minami Alps Mura Hase in the “automated driving service based at roadside stations etc. in mountainous areas” promoted by the Ministry of Land, Infrastructure, Transport and Tourism
- Bus automated driving demonstration testing in Ginowan-shi and Kitanakagusuku-gun, Okinawa prefecture, as an automated driving system in the Strategic Innovation Promotion Program (SIP) by the Cabinet Office

***2 Magnetic marker system:** An automated driving support system originally developed by our company that uses an MI sensor module affixed to the base of vehicles to measure the fitted vehicle’s position with high accuracy from the weak magnetic force of magnetic markers fitted along the road and control steering equipment so that the vehicle passes over the magnetic markers.

[Outline of company to be invested in]

1. Company name: Advanced Smart Mobility Co., Ltd.
2. Location: 4-6-1 Komaba, Meguro-ku, Tokyo (Research building coordinated with The University of Tokyo Komaba Campus)
3. Representative: Keiji Aoki, President and representative director
4. Establishment: June 19, 2014
5. Capital: 1.01 billion yen (After investment. Includes legal capital surplus)
6. Investment amount: 300 million yen
7. Main businesses: Established in 2014 with the aim of commercializing automated driving based on technologies by Advanced Mobility Research Center, Institute of Industrial Science, The University of Tokyo. With system integration technology for integrating and commercializing these technologies with various elemental technologies such as sensing technology and vehicle control technology required for automated driving, promoting the development and commercialization of automated driving systems for a range of vehicles, from passenger vehicles to trucks and buses.
Currently also engaging in the practical development of an automated driving public transport system for the Tokyo 2020 Olympic and Paralympic Games.