

For Immediate Release

Mori Building to Launch Experimental On-Demand Shuttle Service “HillsVia”

Aiming to create new transportation options to further enrich city life

Tokyo, August 1, 2018 — Mori Building, a leading urban developer in Tokyo, announced today that it is working in cooperation with Via, the New York-based shared ride technology startup, and commencing trials of the on-demand shuttle service “HillsVia” in the “Hills” complex including Roppongi Hills and Toranomon Hills in Tokyo. Mori Building has been supporting a series of collaborative research and demonstration experiments in cooperation with some of the world's most advanced research institutions, universities and companies, aimed at improving the convenience and comfort of modern urban living. This latest experiment will showcase ways of enhancing travel options in our congested cities, and how to minimize the environmental impact of urban transportation.



Test driving in Shintora-dori, Toranomon Hills



7-person vehicle in operation



Mobile app for riders

The experiment aims to demonstrate how Via’s advanced algorithms enable efficient transportation by matching multiple passengers going in the same direction, directing them to optimized pickup points (virtual bus stops), and dynamically routing vehicles along the best route. Via actively licenses its technology to public and private transportation operators, including ongoing partnerships with world-class bus and taxi companies. Collaborations like these will improve the capacity of urban transportation infrastructure.

Via also operates consumer services in many international cities, including New York, Chicago, Washington DC, London, and Amsterdam, where it has completed over 35 million rides. In these advanced cities, the emergence of smart urban transportation services like Via has shown positive results such as economic revitalization and job creation.

Mercedes-Benz Japan Co., Ltd. is supporting this pilot and providing their latest vehicles for the duration of the trial. By shortening traveling times and providing a more comfortable traveling environment, Mori Building’s proposed on-demand shuttle service represents not just a new way to travel, but a new means of overall communication within urban areas. As a first step, Mori Building’s own 1,300 employees will participate in the experiment free of charge; data collected during their usage of the service between home and office and in other situations will be analyzed to help assess its practicality and usefulness.

Mori Building will continue to participate in similar innovative experiments, aiming to help create great modern cities offering their inhabitants convenient and attractive lifestyles, and helping in particular to further enhance Tokyo’s attractiveness as a vibrant, modern metropolis.

Pilot overview:

- Name: HillsVia
- Organizer: Mori Building Co., Ltd.
- In cooperation with: Via and Mercedes-Benz Japan
- Period: August 1, 2018 to July 31, 2019
- Venue: Toranomon Hills & Roppongi Hills, Tokyo
- Operating time: 8.00 a.m. to 7:30 p.m. on weekdays
- Participants: Mori Building's approximately 1,300 employees
- No. of Shuttles: Starting from 4 and expanding
- Verification factors:
1. Availability of on-demand shuttle service in urban cities
 2. Possibility of enhancing the quality of urban life
 3. Possibility of helping increase the value of office tenants



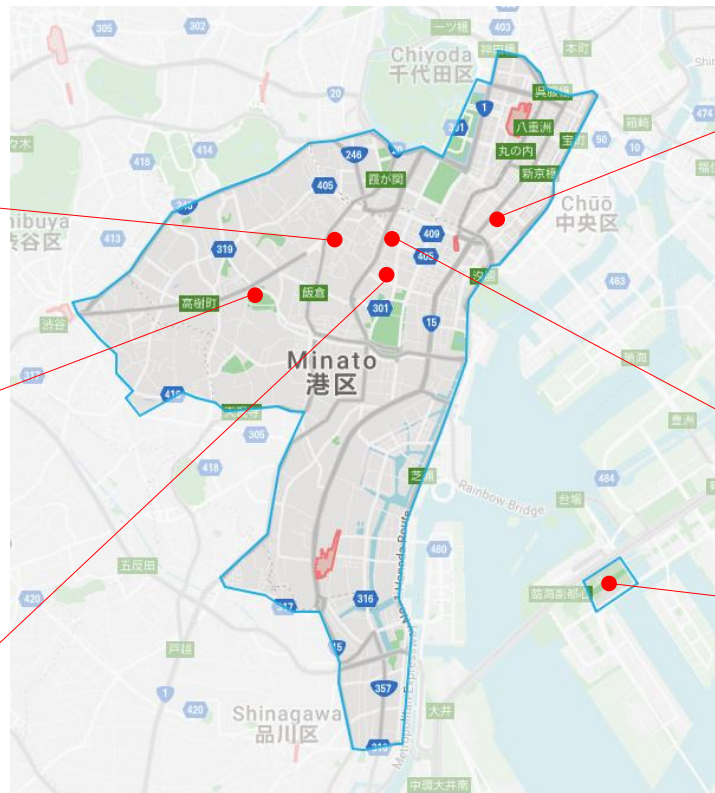
ARK Hills



Roppongi Hills



Atago Green Hills



Pilot area

Note: may change according to the situation



GINZA SIX



Toranomon Hills



© teamLab



palette town
(MORI Building DIGITAL ART MUSEUM/
Venus Fort)

About Via's app

The Via service used in this test is the world's most advanced shared mobility platform. Its advantages include higher efficiency of transporting passengers compared to traditional transportation solutions and other on-demand shuttles. Via's sophisticated algorithm calculates in real time tens of thousands of combinations, including ridership demand, vehicle availability, and traffic, instantly identifying the most suitable vehicle and efficient traveling routes. The HillsVia app is tailored to meet local conditions and Mori's requirements, including optimal wait times and custom branding. In addition to the rider app, Via has provided Mori with a localized driver app, back-end tools to manage the service, and hands-on support to launch and expand the pilot.

About Mercedes-Benz V Class

The V Class is Mercedes-Benz's premium mini van, featuring a relaxing interior that can accommodate up to seven passengers in comfort, three rows of seats that can be flexibly arranged, and enhanced driving stability. Its power train incorporates a 2.2 liter, in-line 4-cylinder Blue TEC engine, offering a quiet and comfortable driving experience.

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About Mori Building

Mori Building is an innovative urban developer based in Tokyo. The company is committed to maximizing the magnetic power of cities by creating and nurturing safe, sustainable and cosmopolitan urban centers based on its unique Vertical Garden City concept of high-rise centers for business, education, leisure and residence. The concept is applied in the company's many leading-edge projects, including ARK Hills, Roppongi Hills and Toranomon Hills in Tokyo and the Shanghai World Financial Center. Mori Building is also engaged in real estate leasing, project management and consultation. Mori's partnership with Via was sparked and facilitated by Anchorstar, a Tokyo based Japan market entry expert. Please visit www.mori.co.jp/en

About Via

Via is re-engineering public transit, from a regulated system of rigid routes and schedules to a fully dynamic, on-demand network. Via's mobile app connects multiple passengers who are headed the same way, allowing riders to seamlessly share a premium vehicle. First launched in New York City in September 2013, the Via platform currently operates in the United States, and in Europe through its joint venture with Mercedes-Benz Vans, ViaVan. Via's technology is also deployed worldwide through partner projects with public transportation agencies, private transit operators, taxi fleets, private companies, and universities, seamlessly integrating with public transit infrastructure to provide the most cutting edge on-demand mobility innovation. For more information, visit www.ridewithvia.com.

Record of consumer service

United States: New York (from 2013), Chicago (from 2015), Washington, DC (from 2016)
Europe: Amsterdam (from 2018), London (from 2018), Berlin (planned for 2018)

Record of providing the system to partners

United States: Austin, Texas (from 2017), Arlington, Texas (from 2017),
West Sacramento, California (from 2018)
Europe: Paris, France (from 2017), County of Kent, UK (from 2017), Oxford, UK (from 2018)
Asia: Queenstown, New Zealand (from 2017),
Newcastle, Australia (from 2018), Singapore (under preparation)

About Mercedes-Benz Japan

Mercedes-Benz Japan Co., Ltd. was founded in 1986 as a Japanese subsidiary wholly-owned by Daimler, the German automobile manufacturer. With its 217 authorized dealers nationwide and the company vision "Mercedes-Benz, to be the most beloved brand", they are constantly trying their very best to provide the customers with the best products, services and brand values. From compact cars to SUVs, they provide diverse models that cater to customers' diverse lifestyles. They take their responsibility seriously as the company that invented automobiles and aim for "mobility society without accidents", equipping vehicles with the latest advanced driver-assistance systems.