



For Immediate Release

July 4, 2025
Oita University
PARK24 CO., LTD.

Oita University and PARK24 Concludes Joint Research Agreement on CO2 Emissions Avoided Through Car Sharing Programs

Oita University (location: Oita City, Oita; President: Seigo Kitano; hereinafter “Oita University”) and PARK24 CO., LTD. (head office: Shinagawa Ward, Tokyo; President and Representative Director: Koichi Nishikawa; hereinafter “PARK24”) concluded a joint research agreement on CO2 emissions that were avoided due to car sharing programs (hereinafter “avoided emissions”) on Friday, July 4, 2025.

As the importance of measures to mitigate global warming increases around the world, initiatives for achieving carbon neutrality by 2050 are accelerating in different industries in Japan. The mobility industry is discussing many different issues, such as next-generation mobility solutions, transportation infrastructure and the development of business models aligned with the circular economy concept.

To establish a comfortable transportation environment, PARK24 started the Times CAR car sharing service in 2009, and today it operates 58,772 vehicles nationwide. There are now more than 3.32 million Times CAR members. The popularization of car sharing and the consequent progress in the shift from car ownership to car usage is likely to increase the efficiency of the use of resources and help avoid CO2 emissions from the manufacturing of vehicles owned by companies or individuals. It is expected that this will reduce the environmental impact of society as a whole.

We are pleased to announce that Oita University and PARK24 are starting a joint research project aiming to quantitatively identify the impact of car sharing programs on society, including avoided emissions. Mr. Yuya Nakamoto, an associate professor at Oita University’s Faculty of Economics will take an academic approach to examining PARK24’s data from questionnaires with Times CAR members and about the users’ history of using the service, including lifecycle analyses.

By implementing this joint research project, PARK24 seeks to refine avoided emissions which can be realized through the expansion and popularization of Times CAR’s service network and the consequent shift from individual-based car possession to car sharing, and it also seeks to acquire an operational perspective to enhance the effects of refinements of its services. The results of this project will be applied in the realization of the growth of PARK24’s business balancing economic and environmental value.

By expanding and refining the boundaries of the existing car sharing service lifecycle analysis systems, Oita University will examine the extent to which changes in people’s behaviors resulting from the popularization of car sharing have contributed to avoided emissions and the degree to which they can be expected to contribute in the future.

Oita University and PARK24 will demonstrate their strengths as an academic institution and as a business operator, respectively. Through this joint research project, they will contribute to the realization of a sustainable, circular economy-oriented business model and the reduction of the environmental impact of humanity.



-For press inquiries-

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[Reference]

■ About Oita University

Oita University was established in 1949. When established, it included its Faculty of Liberal Arts (currently the Faculty of Education) and Faculty of Economics. It merged with Oita Medical University (established in 1976) in 2003, and now Oita University includes five faculties (Education, Economics, Medicine, Science and Technology and Welfare and Health Science) and nearly 5,500 students are enrolled at its Dannohara and Hasama Campuses.

The university has implemented many different reforms under Oita University Vision 2040, “Connect with Next Generations and Create the Future.” In 2024, the four departments of the Faculty of Economics were reorganized into six sections within a single department, Department of Economics, Business and Regional Studies.

Looking toward potential issues and the needs of society beyond the SDGs, the university is developing human resources who are equipped with basic and comprehensive skills that they are able to adapt to change and solve social issues, which are becoming more diverse and complicated.

- University name: Oita University
- Location: 700 Dannohara, Oita City, Oita (Dannohara Campus)
1-1 Idaigaoka, Hasama-machi, Yufu City, Oita (Hasama Campus)
- Established: May 1949
- URL: <https://www.oita-u.ac.jp/>

■ About PARK24 CO., LTD.

PARK24 provides transportation infrastructure services and operates parking facilities, car sharing services, car rental services, the Times CAR membership service, payment services and other services. In 1991, the company opened Times PARKING, the first 24-hour unstaffed hourly parking facility in Japan. Today, PARK24 operates nearly 18,000 hourly parking facilities, more than any other business in Japan. PARK24 has been expanding overseas since 2006, with its parking business currently operating in six countries and regions outside Japan: Taiwan, Singapore, Malaysia, the United Kingdom, Australia and New Zealand. In 2009, we started the Times CAR car sharing service in Japan. Leveraging our expertise in the 24-hour unstaffed operation of hourly parking facilities, the Times CAR service is currently used by more than 3.32 million Times CAR members (as of the end of May 2025).

Based on the PARK24 Group’s slogan, “We make life better,” we stay ahead of the times and experiment with new ideas, working every day in pursuit of “comfort” that is not yet available anywhere in the world.

- Company name: PARK24 CO., LTD.
- Location: 2-20-4 Nishigotanda, Shinagawa Ward, Tokyo
- Established: August 1971
- URL: <https://www.park24.co.jp/en/>