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<p>Research theme name</p>	<p>New Motorcycle Branding for Well-Being</p>
<p>Background and objectives</p>	<p>In the pursuit of a sustainable environment and society, which is the theme of the Sustainable Development Goals, there is a need to realize and improve the quality of the free movement of individuals. To achieve this, it is desirable to be able to use various means of transportation for different purposes. Currently, motorcycles are playing a non-negligible transportation role as a form of personal mobility worldwide. However, a period of reform is now underway, including the shift to automatic and electric four-wheeled vehicles, the spread of new categories of personal mobility such as electric kickboards, and the concept of total mobility services such as mobility as a service (MaaS). Our objective is to capture this major change in circumstances and propose the creation of new values for motorcycles and their role in achieving well-being (a state of happiness and physical, mental, and social fulfillment) in society.</p>
<p>Expected results</p>	<p>The environment surrounding motorcycles is likely to undergo a major change in the way terminal personal mobility is used and the traffic sharing ratio due to the spread of electric kickboards and assisted bicycles, which can be used on public roads without a license, in addition to the shift to electric vehicles to reduce CO₂ emissions and noise. Although there is much discussion about the development of these technologies and rules, for example, among the many types of mobility, in what situations can well-being be achieved using each type of vehicle and method? This is in addition to questions relating to where to compromise on the trade-offs that arise between the various fields of mobility. Moreover, there is little debate about where to compromise on the trade-offs that arise between these areas This proposal clarifies issues through cross-cutting current situation and trend surveys. For example, based on the prediction of operational behavior change during full-scale electrification transition and through investigations and proposals of considerations, utilization of interest in traffic marginal areas, creation of opportunities for safety education, and optimal selection methods for diverse personal mobility within MaaS (creating a purpose for motorcycle mobility, such as not only getting to a destination quickly but also creating a quality of mobility and a desire to actively spend time riding motorcycles to make people happy), we propose new values that motorcycles carry for the realization of well-being.</p>