

"Roadmap to Low-Carbon World":

## Lifestyle in transportation sector

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1. People will choose hybrid vehicles or other low carbon vehicles in middle term in order to save the total cost of the vehicle, petrol and various taxes. Government should enhance the economic incentives (green taxes for car registration and possession) to encourage the popularization of low carbon vehicles. To win in the markets, it is important to reduce the price of low carbon vehicles and to increase production capacity quickly.
2. Combinations of countermeasures which reduce 20% each could cause over 70% reduction as total.
3. If low carbon vehicles could not become reasonable options, people would choose combinations of walking, cycling and public transport instead of cars in order to keep their accessibilities in lower costs. It is thought to be more difficult to control average trip frequencies or average trip lengths themselves without modal shifts. To promote this modal shifts, self-support accounting systems should not be adopted to public transport management, and urban developments should comply with the concept of Transit Oriented Development.
4. If public transport systems could not be improved in countryside, people would move to metropolitan areas to avoid extra costs of travel in a long term. Light and small electric vehicles (i.e. Toyota i-REAL, all weather bikes and power-assisted bicycles) will be other options to ensure reasonable personal mobility in low-density areas.
5. It is important to examine various countermeasures toward low carbon society in order to respond to the changes in advance.