



## **Global Mobility Service establishes platform for widespread adoption of electric vehicles in the Philippines**

One of the challenges that Filipino commuters face daily is navigating a congested city, and the average Filipino's daily commute is made more difficult by the fact that existing modes of transportation emit greenhouse gases and contribute to the pollution in highly urbanized areas such as Metro Manila. For Global Mobility Service, Philippines, Inc (GMS), the future of commuting in the Philippines will need to be both smart and environment-friendly.

“Electric vehicles can help address some of the challenges that Filipino commuters face on a daily basis, such as safety and efficiency. Electric vehicles can also address the need for a greener mode of transportation,” shares GMS President and CEO Tokushi Nakashima. “At GMS, we believe that providing communication services, charging stations, and payment platforms are critical to the large-scale adoption of electric vehicles in the Philippines.”

To encourage the adoption of electric vehicles in the Philippines' transport system, GMS has partnered with three of the country's foremost business brands, PLDT Alpha, through its wireless arm, SMART Enterprise and Meralco through its subsidiaries, Meralco Energy Inc., and CIS Bayad Center, Inc. The partnership is seen to address key pain points for potential customers, such as communication, power, and billing.

### **Connecting electric vehicles to the cloud**

As part of its efforts to support electric vehicle manufacturers and enable widespread adoption of electric vehicles, GMS has developed the mobility-cloud connecting system (MCCS), which can activate and control the any kinds of vehicle units remotely, determine the vehicle's location, monitor vehicle functionality using a high efficiency CPU security system, and accumulate and send vehicle data through 2G, 3G, and Wi-Fi.

Over the next five years, SMART Enterprise will be providing M2M SIM cards that will be used with the MCCS, which will then allow the MCCS to connect to the Internet and provide wireless internet for the passengers. GMS will also be working with SMART Enterprise to allow operators and drivers to pay for the use of the electric vehicles and to pay for charging the electric vehicles via SMART Enterprise Money's Money-In, Money-Out facility, which is currently offered by almost 30,000 partners nationwide.

This partnership is part of PLDT Alpha's efforts to provide end-to-end Machine-to-Machine (M2M) and Internet of Things (IoT) solutions to Philippine businesses. “Connectivity is critical to the success of IoT-related projects,” says PLDT Alpha First Vice-President and Head Jovy Hernandez. “We want to help improve the lives of Filipinos through our connectivity and enterprise mobility solutions. We hope that through our partnership with GMS, we can make electric vehicles more attainable.”

### **Building charging stations**

One roadblock preventing electric vehicles from becoming more widely spread is the lack of charging stations. To address this, GMS will work with Meralco Energy Inc. (MServ), a wholly-owned subsidiary of Manila Electric Co. (Meralco), for the construction of the charging facilities

that will be needed by the electric tricycles. Likewise, both companies will explore how to propagate the GMS system in different types of electric vehicles, to complete the backend requirements of tracking these EVs and monitoring their charging behavior.

“Our ultimate goal is to make electric vehicle transportation systems available for the public’s daily use. Only with the right infrastructure and support system for electric vehicles can we really see larger-scale adoption,” says Meralco Assistant Vice President and Head of Customer Solutions and Product Development Pearl Santos. “Through this partnership, we hope to further promote green alternative transportation and show that electric vehicles are a viable mode of public transportation.”

### **Making payments hassle-free**

GMS will require operators and drivers associations to pay a weekly or monthly service fee in order to activate and to use the vehicle. To make payments easier for operators and drivers, GMS has signed a memorandum of agreement with Bayad Center, which will allow them to pay for GMS’ services at any of Bayad Centers over 3,600 collection centers nationwide.

Operators and drivers will only need to fill up a form and provide the service ID number or the account number of the MCCS in order to pay for the service fee. Once the payment has been completed, the vehicle can be activated remotely and in real time.

“Our goal is to make the payment process more convenient for both operators and drivers,” says Bayad Center Senior Vice President and Chief Operating Officer Francis P. Quevedo. “We can not only help ensure that the service they provide will remain uninterrupted, but we can also ensure that their operations continue to be cost-efficient.”

GMS is also looking at collaborating with other organizations and businesses in order to provide a bundle of services to accompany the sale of an electric vehicle, ranging from vehicle maintenance, installation of anti-theft systems and integrated monitoring systems, and setting up remote activation and deactivation controls.

With these offerings, GMS hopes that these partnerships will encourage more operators and drivers to switch to electric vehicles and provide much-needed support to the electric vehicle sector as it pursues its goal of putting one million electric vehicles out on the road by 2020.

“By pursuing strategic partnerships with key local players such as SMART Enterprise, Meralco subsidiaries MServ, and Bayad Center, we could finally establish a platform for eco-mobility, one that brings together transportation, communication, and IT. We strongly believe that these partnerships can help facilitate the adoption of electric vehicles in more communities across the Philippines,” says Nakashima. “We look forward to seeing our vision of environment-friendly, innovative mobility becoming a reality.”

*For more information about Global Mobility Service, interested parties can visit <http://www.global-mobility-service.com/en/> or contact GMS Philippine Representative Office Manager Kazumasa Nakashima via email at [ka-nakashima@global-mobility-service.com](mailto:ka-nakashima@global-mobility-service.com) or via mobile at 0998-531-6700 and at 0917-923-6444.*

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## GMS EV Services Blueprint

Global Mobility Service (GMS) is innovating the concept of selling vehicles by creating a bundle of services that will complement the unit. These services include vehicle maintenance, installing anti-theft systems and integrated vehicle monitoring systems, remote activation and deactivation, and setting up systems for weekly or monthly payments, making the purchase of electric vehicles more convenient. This will allow electric vehicle operators to avail of the transport units from GMS at a more affordable price.

In case of delay, GMS will limit the usage of vehicle by remote control. After a grace period, failure to make weekly or monthly would result in the remote deactivation of the unit. However, immediate activation is assured upon payment of the service fees.

Real-time monitoring of the condition and the location of the vehicle via Global Positioning System (GPS) enables GMS to efficiently assess the roadworthiness of the vehicle, provide prompt assistance or protection in case of a theft, and provide needed technical and mechanical support.

### Service model that expand E-tricycle drastically

