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Reevo x Japan Travel Tie-up Creates Japan's First National Rental Campervan Network for Foreign Tourists (And Makes it Possible to Tour for Less Than US\$100 a Day)

TOKYO, JAPAN, SEPTEMBER 1, 2015 – A tie-up between Japan's largest independent rental car and campervan network and Japan's largest inbound travel portal means that foreign tourists will soon be able to rent campervans and low-cost rental cars anywhere in Japan, and explore areas far beyond the usual limitations imposed by using a standard JR (Japan Rail) 7-day rail pass. This not only means more flexible and interesting itineraries, but also lower daily costs for two or more people traveling together.

Fukuoka (Kyushu) based rental cars network **Reevo Inc.** and Tokyo-based travel portal **Japan Travel KK** signed an agreement on August 26, 2015, that has them launching the first stage of their "**Reevo x Japan Travel**" campervan rental service in October, 2015. As a result, foreign tourists will not only be able to find and rent campervans and low-cost cars in English, they will also have such options as a bilingual navigation system, bilingual call center support, bilingual driving plans, 3G/4G national mobile router, and English-language self-guided itineraries.

The two companies estimate that renting a campervan for two people or more, for ten days, can be between 30% to 50% cheaper than traveling the same route on scheduled tour buses or a JR Rail Pass. Even if the distance traveled is in excess of 1,000km, the cost per day including a modest food allowance, will still be less than US\$100/person/day. (Note: See attached spreadsheet for calculations and assumptions).

The new **Reevo x Japan Travel** rental campervan service is expected to increase the return of FIT travelers who would like to explore the hinterland of Japan more thoroughly, and who enjoy interacting with locals. While Japan has a reputation for being expensive and rules-bound, apart from a few commonsense traffic and parking rules, traveling by campervan is largely unregulated and can be an unforgettable experience. Further, with bilingual navigation giving step-by-step turning instructions, phone-in emergency support, and Japan's numerous roadside parking and camping facilities, foreign drivers no longer need to be apprehensive about self-drive holidays in Japan.

But most importantly, the new service also means more people can travel where they actually want to go, not where the public rail/bus service takes them. Nagano's snow monkeys, Kamikochi's pristine valleys, Naoshima's world-famous art museums, Mt. Fuji, and Kawaguchiko's five lakes are all far off the beaten track, and a **Reevo x Japan Travel** rental campervan will get you there.

About Japan Travel KK

Japan Travel KK operates one of the largest Japan inbound travel websites for foreign visitors (<http://www.japantravel.com>). The site is notable for its active and extensive community of contributors, numbering more than 7,500 people, who post between 10-30 new travel articles a day in 12 different languages. Japan Travel KK's role is to open up Japan to non-Japanese, providing access to major web services (such as Reevo) that are currently only accessible to Japanese-speakers. The company also provides a wide range of media, content, and consulting services to government, large Japanese companies, airline companies, travel operators, and hotels.

Trade name: Japan Travel K.K.

Representative: CEO Terrie Lloyd

Location: Roppongi OG building 4th floor Nishiazabu Minato-ku Tokyo, JAPAN

Established: November 29th, 2013

Capital: ¥50,268,650

Company URL : <http://www.japantravel.co.jp> (Japanese only)

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Travel site URL: <http://www.japantravel.com> (12 languages)

About Reevo

Reevo manages a car and campervan rentals booking site named “Kitene” (<https://kitene.jp>), which means “Come Along with Us” in Japanese. The Reevo network encompasses 240 domestic rental car operators around Japan, supplying approximately 8,500 (as of July, 2015) rental vehicles. A notable aspect of the Reevo network is the low cost of rental cars, the availability of campervans nationwide, and a large number of driving plans (over 1,000 plans as of Aug 31st, 2015) covering all of Japan. The company’s mission is to help give ordinary people a wonderful experience through travel, and to contribute to the community.

Trade name: Reevo Inc.

Representative director: CEO Ryoma Matsuo

Location: 2-2-18 Daichi building 5th floor Yakuin Cho-ku Fukuoka, JAPAN 810022

Established: July 2011

Capital: ¥3,300,000 (including a capital reserve)

URL : <http://reevo.jp/company>

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