



DiDi Mobility Japan Corp

Company Description

[Establishment and Strategic Vision] DiDi Mobility Japan Corp. was established in June 2018 as a strategic joint venture between SoftBank Corp., a leader in the Japanese telecommunications industry, and Didi Chuxing, the world's leading mobile transportation and technology platform. The company was founded with a clear mission: to revolutionize Japan's taxi industry—which had long relied on traditional methods—by introducing cutting-edge digital technology to address chronic driver shortages and enhance passenger convenience.

[Innovation Driven by Global AI Expertise] At the heart of DiDi Mobility Japan's competitive advantage is the advanced AI technology developed by Didi Chuxing. By utilizing big data, including historical trip patterns, real-time traffic conditions, weather forecasts, and local events, the platform can accurately predict demand. This allows for optimized dispatching where taxis are directed to high-demand areas before requests are even made. For passengers, this translates to an industry-leading average wait time of under five minutes. For taxi operators, it means significantly higher efficiency and reduced "deadhead" (unoccupied) time, leading to increased revenue for drivers.

[Superior User Experience and Market Differentiation] Since its launch in Osaka in September 2018, DiDi has focused on creating a seamless user experience tailored to the Japanese market. The app offers intuitive navigation, multiple cashless payment options (including credit cards and PayPay), and the ability to input destinations beforehand to eliminate communication barriers. Furthermore, the company introduced the "DiDi Points" loyalty program, rewarding frequent users—a first in the Japanese taxi app market. As of 2025, the app has surpassed 10 million downloads and holds the top market share in key regions such as Okinawa, demonstrating strong consumer trust and brand recognition.

[Addressing Social Challenges and Future Outlook] DiDi Mobility Japan is evolving beyond a simple hailing service to become a comprehensive mobility solution provider. In response to Japan's changing regulatory landscape, the company is actively supporting the implementation of "Japanese-style ride-sharing" services. It has also launched innovative services like "DiDi Agency Driving" (Un-ten Daiko) to support late-night mobility needs. Additionally, the company provides sophisticated management tools for taxi operators to help digitize their fleets and improve operational transparency.

Operating under the core values of "Transparency," "Fairness," and "Partnership," DiDi Mobility Japan collaborates closely with local taxi companies and government bodies. By blending Didi Chuxing's world-class technological prowess with SoftBank's deep understanding of the Japanese business ecosystem, the company is uniquely positioned to lead the digital transformation of mobility in Japan. Its ultimate goal is to build an inclusive transportation network where everyone can enjoy safe, smart, and sustainable movement.

Company Details

Head Office

Japan

Main Business

タクシー配車プラットフォーム「DiDi」の提供、およびそれに付随するモビリティサービス事業、日本版ライドシェア支援、運転代行配車（沖縄エリア等）

President

和久山 大輔

Established

2018年6月

Capital

1億円

Number of Employees

101 - 500

URL

<https://didimobility.co.jp>

Offices

Main Office

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