



JAPAN AIRLINES

(Joint Press Release)



November 06, 2024

## Japan Airlines and Lime Partner to Provide Sustainable Travel Solutions for Regional and Tourist Destinations in Japan



Left: Takao SUZUKI, Executive Officer, Head of Innovation Division, Japan Airlines Co., Ltd.

Right: Terry TSAI, Country Manager and Regional Head of Asia Pacific, Lime Co., Ltd.

*JAL mileage linkage and port collaboration will supercharge Lime's growth and brand awareness, while offering major benefits to consumers and travelers*

Japan Airlines and Lime, a leading micromobility provider, today announced a partnership to develop last-mile micromobility. The partnership will also aim to expand Lime's port network in Japanese cities, providing communities with more convenient and sustainable travel options. Lime expects the partnership with JAL to supercharge its growth in the country, lending greater brand awareness to the micromobility provider, while benefiting consumers who use its stand up and seated scooters.

The partnership comes as local public transportation faces increased traffic congestion in urban areas, with limited alternative transportation options for business travelers and tourists. Regional cities in Japan without adequate transportation are experiencing out-migration of residents and an aging population, demonstrating a need for new solutions such as what JAL and Lime are presenting. Expanding the use of shared, light-weight electric vehicles can significantly impact local travel by reducing car traffic congestion, decreasing overcrowding on existing public transport services, improving air quality and requiring less space for private car storage.



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As part of its JAL VISION 2030 initiative, Japan Airlines aims to expand beyond traditional transportation and into the Mobility as a Service (MaaS) business. The goal is to maintain and improve local transportation options to foster connections and relationships across a wide area.

Lime launched its service in Japan on August 19, 2024, to promote electric micromobility as a form of public transportation and contribute to a carbon-free and sustainable future. To facilitate intra-regional movement for local residents and travelers, Japan Airlines and Lime, have announced a comprehensive partnership.

### **Partnership Overview**

The key components of the partnership include:

1. Japan's first-ever mileage collaboration between an airline and an electric micromobility sharing service company. Riders can earn 1 JAL miles for every 100 yen (tax excluded) spent on Lime.
2. JAL's support for Lime to further build out its port network in Tokyo and other future cities. Lime's service launch in Okinawa, marks the first port installation that uses Japan Airlines' network. Standing and seated e-scooters will be installed in Naha City with 40 ports starting November 7th, with 180 vehicles available for full-scale service.
3. Developing the short-term rental business for local governments, companies, and tourist destinations. Through this partnership, Lime has launched its first destination business in Japan.

### **From the streets to the sky**

This collaboration program between Japan Airlines and Lime is the first of its kind in Japan between an airline and an electric micro mobility-sharing service company. JAL mileage members can now earn JAL miles every time they ride Lime, receiving 1 mile for every 100 yen (0.73 USD) spent.

To mark the start of the collaboration, two mileage consumer-facing promotions will be carried out from today until December 31, 2024.

1. Lime x JAL First-Time Use Campaign: After registering JAL mileage membership information in the Lime app, new users will receive 100 bonus miles for their first Lime service usage, in addition to the standard mileage accrual.
2. Double Miles Campaign: Register your JAL mileage membership in the Lime app and use Lime services to receive double the standard miles.

### **Japan Airlines' Support for Lime's Port Installation**

In Japan, Lime operates using e-scooter ports for riders to find and park their vehicles easily. Japan Airlines will support Lime in securing new ports in areas where Lime provides services and will assist with the installation of these ports in tourist areas.

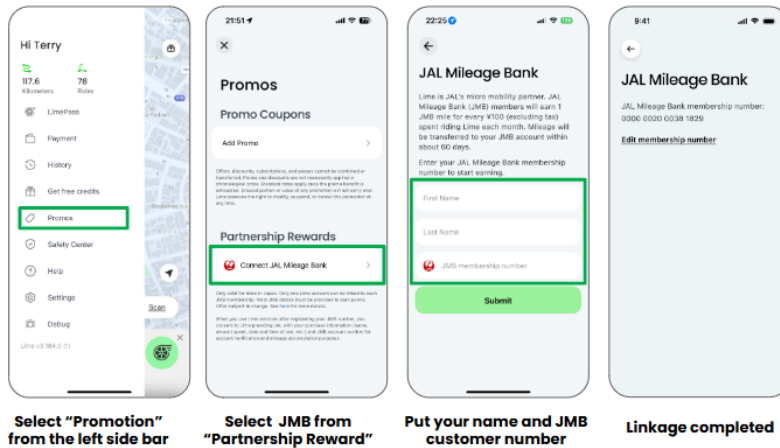
On November 7, 2024, Lime will launch in Naha City, Okinawa Prefecture, with 40 ports and 180 e-scooters, including their seated model which is unique among micromobility operators in Japan.

### **How to link JAL miles:**

- Before riding, riders must download the Lime app and select "Partnership Rewards" from "Promotions" in the menu bar on the left side of the top screen.
- Riders can then enter their JAL mileage number to complete the link. Click here for more details: <https://www.jal.co.jp/jp/ja/jmb/lime> (Japanese only)



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\* Earn 1 mile for every 100 yen (excl. tax) for the total Lime usage amount for one month  
 \* Mileages will be accrued two months after the month of eligible use.

## Executive comments



**Lime K.K.**  
**Country Manager and Regional Head of Asia Pacific: Terry Tsai**

"Lime is proud to partner with Japan Airlines to help solve the last-mile challenge and further integrate regional public transportation. Through this collaboration, we aim to help tourists and local residents reduce their carbon footprint, while providing more seamless connections across our service zones. We look forward to expanding our port network to make free electric micro mobility more convenient, and are committed to promoting safe and secure use of these vehicles to improve sustainable transportation in the region."

## About Japan Airlines

Japan Airlines (JAL), Japan's first private aviation company, was established in 1951 and is a member of the oneworld Alliance. The airline operates a fleet of 227 aircraft (as of March 2024) and began renewing its international long haul aircraft with the Airbus A350-1000 starting 2023 Winter Schedule. Together with other JAL Group and partner airlines, JAL offers an extensive domestic and international network that serves 384 airports across 66 countries/regions. The airline has received numerous accolades for its exceptional service, including being recognized as a certified 5 Star Airline by Skytrax and being awarded the prestigious "World Class" Airline title by APEX, the Airline Passenger Experience Association. The airline is dedicated to ensuring the highest standards of flight safety and overall service quality, striving to be the most preferred airline by customers worldwide.

For details and to learn more, visit JAL's official website at <https://www.jal.com/en/>.

## About Lime

Lime's mission is to build a future where transportation is shared, electric and carbon-free. As a leading global provider of shared electric vehicles, Lime partners with cities to deploy electric bikes and scooters to serve any trip under five miles (8 km). A Time Magazine 100 Most Influential Companies and Fast Company Brand that Matters, Lime has powered more than 700 million rides in more than 280 cities across five continents, spurring a new generation of clean alternatives to car ownership. Learn more at li.me.



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### **Company overview**

Company name: Japan Airlines Co., Ltd.

Head office location: Nomura Real Estate Tennozu Building, 2-4-11 Higashi Shinagawa, Shinagawa-ku, Tokyo

Representative Director: Mitsuko Tottori

Business content: Aviation business

Established: August 1, 1951

Company name: Lime K.K.

Head office location: 9th floor, Shiroyama Trust Tower, 4-3-1 Toranomom, Minato-ku, Tokyo, Tokyo Akasaka Law Office/Gaijuho Joint Office

Representative: Terry Tsai

Business content: Electric mobility sharing service

Established: August 15, 2019

H.P. : <https://www.li.me/ja-jp/>

### **Previous articles about Lime in Japan**

["Lime, the world's largest micro mobility company, launches service in Japan. It also offers Japan's first "seated e-scooters" for sitting and riding, and is also equipped with the industry's first "helmet selfie" function, available in six areas in Tokyo from August 19."](#) (August 19, 2024)

["Lime and Mitsui Sumitomo Insurance collaborate to popularize safe electric micro mobility"](#) (September 6, 2024)