

October 25, 2026
Koiji Kanko Bus Co., Ltd.
Suzu Kotsu Co., Ltd.

Hokuriku's First* Direct Shared Taxi Service Between Suzu and Kanazawa to Launch

Suzu Kotsu Co., Ltd. (located in Suzu City, Ishikawa Prefecture; Representative Director: Shinji Iguchi), a group company of Koiji Kanko Bus Co., Ltd. (head office: Noto Town, Hosu District, Ishikawa Prefecture; Representative Director: Shinji Iguchi), will launch a long-distance shared taxi service connecting central Suzu City and Kanazawa Station on Wednesday, September 30, 2026. Based on reports submitted to the Hokuriku-Shinetsu District Transport Bureau of the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), this will be the first shared taxi service of its kind in the three Hokuriku prefectures of Ishikawa, Toyama, and Fukui. By providing a direct, transfer-free connection between Suzu, located at the tip of the Noto Peninsula, and Kanazawa, the service will add a new public transportation option in the Oku-Noto region, where automobile transportation plays a central role.



The service will operate one round trip per day in principle, departing Suzunari-kan in Suzu City at 5:30 a.m. and the taxi stand at the west exit of Kanazawa Station at 9:00 a.m. Advance reservations are required. Reservations will primarily be accepted through the website, while telephone reservations will also be available for customers who are unable to access the website. The one-way journey between Suzu and Kanazawa will take approximately three hours, including a restroom break. Passengers may also board or alight at Kanazawa Medical University Hospital (Uchinada Town, Kahoku District, Ishikawa Prefecture). The fare will be calculated using Suzu Kotsu Co., Ltd.'s officially filed time-based fare for specified large vehicles of ¥6,250 per 30 minutes. The one-way fare of ¥37,500 will be divided among the passengers. The vehicle can accommodate up to nine passengers, excluding the driver, so the per-person fare decreases as the number of passengers increases. With nine passengers, the fare will be ¥4,167 per person. The number of services may be adjusted flexibly in response to usage and market demand.

The project began when Koiji Kanko Bus Co., Ltd. listened to local residents who expressed a need for travel at times not covered by existing high-capacity regional trunk transportation services. To address these needs, the company held a series of discussions with MLIT, Ishikawa Prefecture, Suzu City, and other relevant authorities, and designed the shared taxi service to complement existing regional trunk

transportation while serving both local residents and tourists. Hokuriku-Shin'etsu District Transport Bureau provided direct guidance and advice during the service design process.

Japan's current shared taxi system was developed following a demonstration project conducted by MLIT in Tokyo's 23 wards and other areas in 2018, was formally introduced as a system in 2021. Since then, shared taxi services have also been introduced in regional areas, although the number of operators remains limited. In many cases, IT companies develop ride-matching applications and work in partnership with local transportation operators. Under this project, however, a local transportation operator will handle the entire process—from reservations and fare collection to passenger transportation. The service has been designed as a self-sustaining business model operated by a private company without relying on public funding to subsidize fares. Meanwhile, initial costs, including development of the website and reservation system, are supported through a Japan Tourism Agency subsidy program.** This is Suzu Kotsu Co., Ltd.'s first new business initiative since its management was renewed through business succession following the 2024 Noto Peninsula Earthquake.

By introducing the Suzu–Kanazawa Direct Shared Taxi, the companies aim to encourage some visitors to Kanazawa to travel onward to the Noto area, thereby promoting a more geographically balanced distribution of tourists, improving mobility for local residents, and helping restore visitor flows to the Noto Peninsula. The service also aims to extend visitors' stays within Ishikawa Prefecture and contribute to the recovery and development of the regional economy.

[For Inquiries Regarding This Press Release]

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* Based on reports submitted to the Hokuriku-Shinetsu District Transport Bureau of MLIT as of September 2026.

** This initiative was selected for the Japan Tourism Agency's "Project to Promote Area-Wide Improvements in Tourism Destination Reception Environments, Including the Prevention and Mitigation of Overtourism."