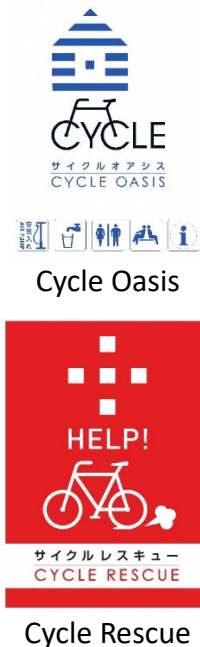


Make Ehime Prefecture a Cycling Paradise

Ehime Prefecture



**Situation
(background,
aims, etc.)**

Ehime Prefecture runs a unique cycling project, advocating for the principles of a cycling life-style, where citizens can nurture a healthy lifestyle, gain motivation in life and friendship. The ultimate aim is for Ehime to become a “Cycling Paradise”.

**Details
(project
outline, etc.)**

- Established 28 cycling courses in the prefecture according to the level of cyclists and installed Blue Line, which is an indication on the road that allows cyclists to enjoy cycling without a map
- Hold an international cycling event
- Secure secondary transportation for cyclists
- Provide facilities where cyclists can rest and receive emergency treatment and services when they are in trouble
- Distribute information using movies

**Results
(features and
innovations,
future
developments,
etc.)**

- The use of Shimanami Kaido Rental Bicycles reached about 58,000 in fiscal year 2018.
- In the international cycling event 2018, the prefecture attracted a total of about 7,215 participants in total; which included people from all the prefectures of Japan and 701 people from 26 countries and regions mainly from Asia, the largest number of participants ever.
- Shimanami Kaido Cycling Road was designated by the country as a primary “National Cycle Route”, which allows it to internationally promote itself to the world as a cycling road representing Japan.