

SHIFTer Inc. Signs MOU with LINKTOUR, a European Micro-EV Maker, to Collaborate in the Japanese Market

SHIFTer Inc. (Headquarters: Yokohama, Kanagawa; Representative Director: Yoshihiko Kamiaraiso; hereinafter “SHIFTer”), which champions the mission “Redefining mobility, from Japan,” today announced that it has signed a Memorandum of Understanding (MOU) with LINKTOUR to collaborate in the Japanese market.

About LINKTOUR

LINKTOUR is a mobility manufacturer specializing in urban micro-EVs. Its vehicles were unveiled to acclaim at IAA Mobility 2025 (Munich, Germany) in September 2025, and following an official launch in Rome, Italy, later that year, the company has begun expanding across Europe, centered on Italy. Featuring a lightweight aluminum body structure, the vehicles are drawing attention as compact mobility well suited to urban travel.

Background

Across many regions of Japan, mobility challenges are intensifying — younger people moving away from car ownership, difficult driving conditions for older residents, and privately owned cars maintained at low utilization. Yet the need to move never disappears. For the roughly 100 million people living outside Japan’s largest cities, securing a sustainable means of transport has become an urgent priority.

In response, SHIFTer is shifting the premise from “owning” a vehicle to “sharing” one, building subscription and sharing services powered by micro-EVs. Simply using them is kinder to everyday life and to the planet — SHIFTer aims to make riding a clean, environmentally friendly EV the everyday norm in Japan.

About this MOU

Under this MOU, SHIFTer will begin concrete discussions toward collaboration, with a view to adopting LINKTOUR’s vehicles as base vehicles for introduction to the Japanese market. The two companies will advance studies on vehicle specifications and supply arrangements suited to Japan’s regulations and operating environment.

Looking Ahead

Through this collaboration, SHIFTer aims to provide new mobility options in regions outside major cities and to realize its mission of “Redefining mobility, from Japan.” Further details will be announced as discussions progress.

Comment from the Representative

Yoshihiko Kamiaraiso, Representative Director, SHIFTer Inc.

Regional mobility challenges cannot be solved simply by adding more cars. We need to build a new system for using mobility. By delivering LINKTOUR's vehicles — embraced as advanced mobility in European cities — in a way tailored to life in Japan, we will change the shape of mobility from “owning” to “sharing.”

About SHIFTer Inc.

Company	SHIFTer Inc.
Headquarters	46 Yamashita-cho, Naka-ku, Yokohama, Kanagawa, Japan
Representative	Yoshihiko Kamiaraiso, Representative Director
Founded	May 2026
Business	Planning and operation of mobility services
URL	https://shifter.co.jp/

Media Inquiries

SHIFTer Inc., Public Relations Email: info@shifter.co.jp