[CLAIMS]

1. A vehicle position utilization system comprising:

a log information acquiring unit configured to acquire log information based on a result of detecting a position of a vehicle;

a determination unit configured to determine an effect according to an assignment condition which is satisfied for a user of the vehicle if a situation of traveling or stop of the vehicle indicated by the log information acquired by the log information acquiring unit satisfies the assignment condition which is predetermined;

a search unit configured to search for the assignment condition capable of being satisfied depending on the future situation of traveling or stop of the vehicle at a current position; and

a guidance information generating unit configured to generate and output information for guidance to the future situation of traveling or stop of the vehicle so that the assignment condition obtained by the search of the search unit is satisfied,

wherein the log information acquiring unit acquires a traveling log information indicating a route which the vehicle traveled, and stop log information indicating a stop position and stop time of the vehicle as the log information,

wherein the determination unit determines the effect according to the assignment condition for the user of the vehicle if the route indicated by the traveling log information and the stop position and the stop time indicated by the stop log information satisfy the assignment condition, and

wherein the search unit searches the situation in which the assignment condition is capable of being satisfied when the vehicle does not stay at a route point which is predetermined at a predetermined time or more right after the vehicle arrives at the route point.

2. The vehicle position utilization system according to claim 1, wherein the determination unit determines the effect if at least one of a transit point, a transit route, a transit area, the number of transits, a stop point, and a stop time of the vehicle indicated by the log information satisfies the assignment condition.

3. The vehicle position utilization system according to claim 1 or 2, wherein the determination unit determines the effect if a charging result of a toll road on which the vehicle has traveled satisfies the assignment condition.

4. The vehicle position utilization system according to any one of claims 1 to 3,

wherein the log information acquiring unit acquires the log information from an on-board unit that detects the current position using a satellite positioning system, and

wherein the determination unit manages the determined effect in association with vehicle information about the vehicle equipped with the on-board unit.

5. A program for causing a computer to function as:

a log information acquiring means configured to acquire log information based on a result of detecting a position of a vehicle;

a determination means configured to determine an effect according to an assignment condition which is satisfied for a user of the vehicle if a situation of traveling or stop of the vehicle indicated by the log information acquired by the log information acquiring means satisfies the assignment condition which is predetermined;

a search means configured to search for the assignment condition capable of being satisfied depending on the future situation of traveling or stop of the vehicle at a current position; and

a guidance information generating means configured to generate and output information for guidance to the future situation of traveling or stop of the vehicle so that the assignment condition obtained by the search of the search means is satisfied,

wherein the log information acquiring means acquires a traveling log information indicating a route which the vehicle traveled, and stop log information indicating a stop position and stop time of the vehicle as the log information,

wherein the determination means determines the effect according to the assignment condition for the user of the vehicle if the route indicated by the traveling log information and the stop position and the stop time indicated by the stop log information satisfy the assignment condition, and

wherein the search means searches the situation in which the assignment condition is capable of being satisfied when the vehicle does not stay at a route point which is predetermined at a predetermined time or more right after the vehicle arrives at the route point.