CLAIMS

1.

A car sharing management device, comprising:

a congestion state computation unit configured to determine a congestion state of a parking lot area based on vehicle use information about use of a target vehicle for car sharing and parking lot use information about use of the parking lot area in which the target vehicle is parked;

an empty space judgement unit configured to judge whether a parking lot area which is presently fully occupied or which is predicted to be fully occupied in the future exists based on the congestion state determined by the congestion state computation unit, and

a use promotion processing-unit configured to perform a use promotion process for promoting use of the parking lot area which is judged to be fully occupied by the empty space judgement unit,

wherein, as the use promotion process, the use promotion processing-unit assigns a predetermined incentive for use of a target vehicle parked in the parking lot area which is judged to be fully occupied, or provides an announcement regarding use of the target vehicle parked in the parking lot area which is judged to be fully occupied to a user, and

wherein the use promotion processing-unit selects a candidate on whom the use promotion process is performed based on a predetermined probability of moving depending on incentive assigning conditions.

2.

The car sharing management device according to Claim 1, further comprising

a use reservation reception unit configured to restrain reception of a reservation for dropping off the target vehicle at the parking lot area which is determined to be fully occupied by the empty space judgement unit.

3.

The car sharing management device according to Claim 1 or 2,

wherein the congestion state computation unit determines a congestion state of the parking lot area based on a current use state and a predicted use state of the parking lot area.

4.

The car sharing management device according to any one of Claims 1 to 3,

wherein the congestion state computation unit determines a congestion state of the parking lot area based on at least any of reservation information of the parking lot area, reservation information of the target vehicle, a past use result of the parking lot area, a past use result of the target vehicle, area characteristics of the parking lot area, weather information of the parking lot area, traffic information near the parking lot area and event information near the parking lot area.

5.

A car sharing management method, comprising:

determining a congestion state of a parking lot area based on vehicle use information about use of a target vehicle for car sharing and parking lot use information about use of the parking lot area in which the target vehicle is parked;

determining whether a parking lot area which is presently fully occupied or which is predicted to be fully occupied in the future exists based on the congestion state, and

performing a use promotion process to promote use of the parking lot area which is judged to be fully occupied by the empty space judgement unit,

wherein, in the step of performing the use promotion process further includes steps of:

as the use promotion process, assigning a predetermined incentive to use of a target vehicle parked in the parking lot area which is judged to be fully occupied, or providing an announcement regarding use of the target vehicle parked in the parking lot area which is judged to be fully occupied to a user, and

selecting a candidate on whom the use promotion process is performed based on a predetermined probability of moving depending on incentive assigning conditions.

6.

A program causing a computer to function as:

a congestion state computation unit configured to determine a congestion state of a parking lot area based on vehicle use information about use of a target vehicle for car sharing and parking lot use information about use of the parking lot area in which the target vehicle is parked;

an empty space judgement unit configured to determine whether a parking lot area which is presently fully occupied or which is predicted to be fully occupied in the future

exists based on the congestion state determined by the congestion state computation operation, and

a use promotion processing-unit configured to perform a use promotion process to promote use of the parking lot area which is judged to be fully occupied by the empty space judgement unit,

wherein, as the use promotion process, the use promotion processing-unit assigns a predetermined incentive to use of a target vehicle parked in the parking lot area which is judged to be fully occupied, or provides an announcement regarding use of the target vehicle parked in the parking lot area which is judged to be fully occupied to a user, and

wherein the use promotion processing-unit selects a candidate on whom the use promotion process is performed based on a predetermined probability of moving depending on incentive assigning conditions.