(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
22 August 2002 (22.08.2002)

PCT

(10) International Publication Number
WO 02/065325 A2

(51) International Patent Classification[7]: G06F 17/00

(21) International Application Number: PCT/JP02/01017

(22) International Filing Date: 7 February 2002 (07.02.2002)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2001-039003 15 February 2001 (15.02.2001) JP

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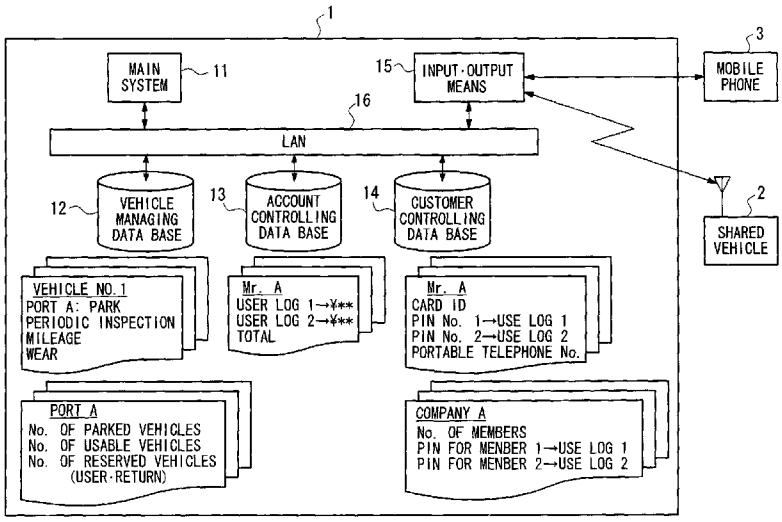
(81) Designated States *(national)*: SG, US.

(84) Designated States *(regional)*: European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR).

Published:
— *without international search report and to be republished upon receipt of that report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: VEHICLE RENTAL MANAGING DEVICE, VEHICLE RENTAL RESERVATION TERMINAL, VEHICLE RENTAL MANAGING SYSTEM, AND VEHICLE RENTAL MANAGING METHOD



(57) Abstract: A vehicle rental managing device, a vehicle rental reservation terminal, a vehicle rental managing system, and a vehicle rental managing method for managing vehicles to be lent to users, which are suitable for enhancing the use of vehicles from a port having an excess number to a port having a deficient number of the vehicules in order to eliminate maldistribution of the vehicles. The vehicle rental managing unit includes a vehicle excess-deficiency determination unit which determines an excess or deficient number of the vehicles at the ports by accessing rental circumstances of the vehicles, and a fee setting unit which sets a fee smaller than a normal for a use of the vehicles being lent from a port determined to have an excess number of the vehicles, or for a use of the vehicles to be returned to a port determined to have a deficient number.

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