

In a collaboration between West Japan Railway (JR West) and Sanrio's popular Hello Kitty character, the Hello Kitty Shinkansen will begin operation on June 30 with the aim of revitalizing regional communities in western Japan.

May 18, 2018
West Japan Railway Company
Sanrio Co., Ltd.

People. Things. Happenings. The Hello Kitty Shinkansen will link them together when it begins operation on June 30!
Here we present many possibilities for enjoying Shinkansen travel.

1 Operation overview

Start: June 30, 2018 (Sat) Kodama No. 730

Times: Hakata 6:40 – (Kodama No. 730)→11:13 Shin-Osaka
: Shin-Osaka 11:29 – (Kodama No. 741)→15:38 Hakata

Operation Days: Attachment 1

Note: Kodama No. 730 and No. 741 are regular trains operating every day.

Note: Operation days for October 2018 onwards will be announced as soon as they are decided.



Hello Kitty Shinkansen

2 Train interior overview

Car 1 "HELLO! PLAZA" (Attachment 2)

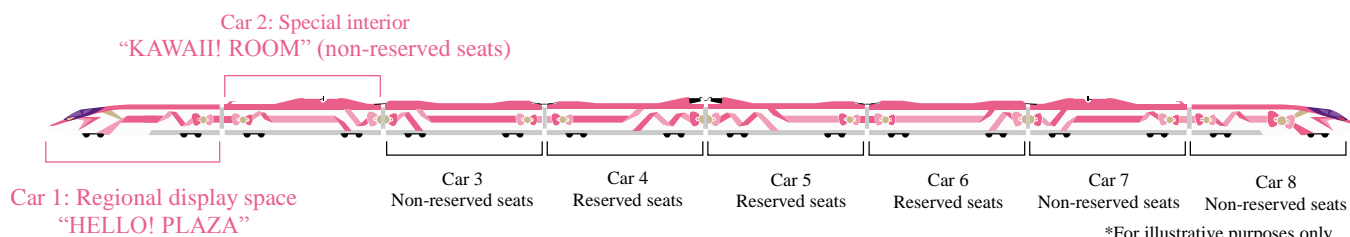
- "HELLO! PLAZA" will present limited-time displays showcasing the various regions of western Japan. In the shop space, distinctive products of those regions will be available for purchase.
- There will also be an image corner featuring attractions of the regions.

Car 2 "KAWAII! ROOM" (Attachment 3)

- This room will feature a cute Hello Kitty design for the first time ever on a JR West Shinkansen.
- Passengers will be able to enjoy the excitement of traveling together with Hello Kitty.
- There will be a photo spot for commemorative photographs together with a Hello Kitty travel guide.

Other

- For the interior chimes, an original melody composed exclusively for the Hello Kitty Shinkansen will be used.



3 Tottori Prefecture and Shimane Prefecture featured in Car 1

- In conjunction with the “Sanin Destination Campaign” scheduled for July to September, Car 1 will feature original “Tottori Hello Kitty” and “Shimane Hello Kitty” designs. Information will be presented on recommended destinations and events in Tottori and Shimane prefectures in this period.
- On certain days, people of the region and the “Sanin DC Ambassador” will come on board to provide information on Sanin travel and the “good things of Sanin.”
- From October, the focus will be on Yamaguchi Prefecture, where the “Bakumatsu Ishin Yamaguchi Destination Campaign and After Destination Campaign” will be held.
- As soon as they are decided, details will be announced on the special Hello Kitty Shinkansen website (jr-hellokittyshinkansen.jp).



Tottori Hello Kitty



Shimane Hello Kitty

4 Travel with Hello Kitty during the Stamp Rally!

- In conjunction with the operation start, there will be a web stamp rally using smartphones to visit the checkpoints.
- Original goods will be presented to people who gather stamps on the train and in Tottori and Shimane.
- As soon as they are decided, details will be announced on the special Hello Kitty Shinkansen website (jr-hellokittyshinkansen.jp).

Period: June 30, 2018 to September 30, 2018.

5 “Hello Kitty Shinkansen Café and Shop” to welcome customers in Hakata Station!

In advance of the start of Hello Kitty Shinkansen operation, the “Hello Kitty Shinkansen Café” (provisional name) is to open in Hakata Station on June 1, 2018. In addition, a June 30 opening is planned for the “Hello Kitty Shinkansen Shop” (provisional name), which will feature Hello Kitty goods. Please stop in during your Hello Kitty Shinkansen travel.

Chugoku JR Bus plans to operate a special wrapping-ad bus in conjunction with Hello Kitty Shinkansen operation. As soon

6 Wrapping-ad bus to operate in collaboration with the Hello Kitty Shinkansen!

as they are decided, details will be announced.

Information (on events, etc.) will be announced as necessary on the special Hello Kitty Shinkansen website (jr-hellokittyshinkansen.jp).

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West Japan Railway Company

4-24, Shibata 2-chome, Kita-ku, Osaka 530-8341


Website <http://www.westjr.co.jp/>

Sanrio Co.,Ltd.

1-11-1, Osaki, Shinagawa-Ku, Tokyo 141-8603

Website <https://www.sanrio.co.jp/>

[Attachment 1] Operations days

 Hello Kitty Shinkansen operation days




























2018 **6**

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30 

2018 **7**

SUN	MON	TUE	WED	THU	FRI	SAT
1 	2 	3 	4 	5 	6 	7 
8 	9 	10 	11 	12 	13 	14 
15 	16 	17 	/	/	/	21 
22 	23 	24 	25 	26 	27 	28 
29 	30 	31 				

2018 **8**

SUN	MON	TUE	WED	THU	FRI	SAT
			1 	2 	3 	4 
5 	6 	7 	/	/	/	11 
12 	13 	14 	15 	16 	17 	18 
19 	20 	21 	22 	23 	24 	25 
26 	27 	28 	29 	30 	31 	

2018 **9**

SUN	MON	TUE	WED	THU	FRI	SAT
						1 
2 	/	/	/	6 	7 	8 
9 	10 	11 	12 	13 	14 	15 
16 	17 	18 	19 	20 	21 	22 
23  ³⁰	24 	25 	/	/	/	29 

Note: Kodama No. 730 and No. 741 are regular trains operating every day.

Note: Operation days for October 2018 onwards will be announced as soon as they are decided.

Stations and Times

TIME & STATION

Kodama No. 730 <small>kodama</small>	Hakata ^{hakata} 6:40 Dep	→ Shin-Osaka ^{shin-osaka} 11:13 Arr
Hakata	Dep 6:40	Shin-Onomichi Dep 8:58
Kokura	Dep 6:58	Fukuyama Dep 9:20
Shin-Shimonoseki	Dep 7:11	Shin-Kurashiki Dep 9:36
Asa	Dep 7:21	Okayama Dep 9:57
Shin-Yamaguchi	Dep 7:31	Aioi Dep 10:23
Tokuyama	Dep 7:45	Himeji Dep 10:39
Shin-Iwakuni	Dep 7:58	Nishi-Akashi Dep 10:50
Hiroshima	Dep 8:13	Shin-Kobe Dep 10:59
Higashi-Hiroshima	Dep 8:37	Shin-Osaka Arr 11:13
Mihara	Dep 8:51	

Kodama No. 741 <small>kodama</small>	Shin-Osaka ^{hin-osaka} 11:29 Dep	→ Hakata ^{hakata} 15:38 Arr
Shin-Osaka	Dep 11:29	Higashi-Hiroshima Dep 13:43
Shin-Kobe	Dep 11:42	Hiroshima Dep 13:55
Nishi-Akashi	Dep 11:51	Shin-Iwakuni Dep 14:09
Himeji	Dep 12:03	Tokuyama Dep 14:22
Aioi	Dep 12:15	Shin-Yamaguchi Dep 14:39
Okayama	Dep 12:32	Asa Dep 14:48
Shin-Kurashiki	Dep 12:45	Shin-Shimonoseki Dep 15:12
Fukuyama	Dep 12:59	Kokura Dep 15:21
Shin-Onomichi	Dep 13:10	Hakata Arr 15:38
Mihara	Dep 13:28	

Note: Please keep in mind that the train cars used are subject to sudden change due to operational circumstances.

[Attachment 2] Car 1: HELLO ! PLAZA



Car 1 is “HELLO! PLAZA,” which presents information on the regions of western Japan on a limited-time basis. There are also special facilities that can only be found here, including shop space where you can purchase limited-edition goods and regional specialty products, space where you can relax and enjoy the scenery, an image corner where you can view regional attractions, etc.

*For illustrative purposes only. The actual design may be different.

[Attachment 3] Car 2: KAWAII ! ROOM



Car 2 is “KAWAII! ROOM,” which features a Hello Kitty design. This room was specially designed for passengers travelling on the Hello Kitty Shinkansen. There is a photo spot for taking commemorative photographs with a Hello Kitty travel guide. Hello Kitty is also hidden somewhere in this car so please come on board and look for her.

*For illustrative purposes only. The actual design may be different.