



# News Release

Sanrio



West Japan Railway (JR West) and Sanrio's popular Hello Kitty character will collaborate in a project that aims to revitalize regional communities in western Japan.

March 14, 2018  
West Japan Railway  
Company, Sanrio Co. Ltd.

## People. Things. Happenings. The Hello Kitty Shinkansen Will Link Them Up! Come on a trip with Hello Kitty!

This summer, with the aim of revitalizing regional communities in western Japan, the 500 Series Shinkansen will be transformed into the Hello Kitty Shinkansen. Hello Kitty will serve as a guide and promote the regional charms of western Japan during a limited period of time.

The Shinkansen will be decorated with the Hello Kitty ribbon to "link and connect" passengers with the region. The train's interior decor will be revamped with Hello Kitty's help.

Car 1 will become a special room where passengers can get a closer look at the attractions of the various regions.

Car 2 will be decorated with cute and stylish interiors for passengers to enjoy.



Come and enjoy new encounters and new travel experiences on the Hello Kitty Shinkansen. Come on a trip with Hello Kitty!



- ♥ The train is called the Hello Kitty Shinkansen. The ribbon motif is designed to represent 'links' and 'connection', and Hello Kitty bows are featured on it.
- ♥ It will come into operation in summer 2018.
- ♥ Car 1 will have limited period displays showcasing the various regions of western Japan. First up will be the Sanin Destination Campaign featuring Shimane and Tottori prefectures.
- ♥ Car 2 will have the cute and stylish decoration typical of the Hello Kitty world.
- ♥ And there will be lots more on offer for passengers to enjoy.
- ♥ Further details will gradually be made available on the special website.

<http://www.jr-hellokittysinkansen.jp/>

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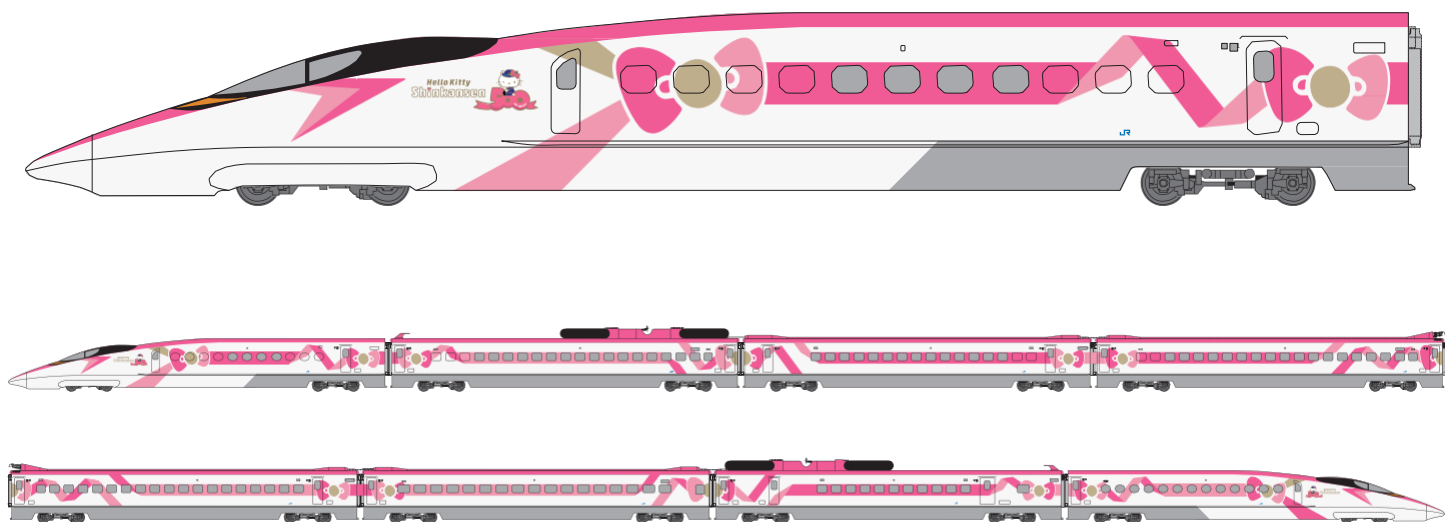
<https://www.sanrio.co.jp/>



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

## <Appendix 2> Exterior Design

The ribbon motif is designed to represent the wish to 'link' and 'connect' regional areas, and Hello Kitty bows are featured on it.



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## <Appendix 3> Regional Hello Kitty

Car 1 will have limited period displays showcasing the various regions of western Japan. First up will be the Sanin Destination Campaign featuring Shimane and Tottori prefectures. Regional Hello Kitty characters for both the prefectures will help with the PR!



The Tottori Prefecture Hello Kitty



The Shimane Prefecture Hello Kitty

You can look forward to seeing regional Hello Kitty characters for other prefectures as well!

(Osaka, Hyogo, Okayama, Hiroshima, Yamaguchi, and Fukuoka prefectures)

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