



NEWS RELEASE



January 22, 2019
West Japan Railway Company
Sanrio Co., Ltd.

Hello Kitty and “HARUKA” welcome visitors from across the globe to Kansai

Introducing “Hello Kitty HARUKA”!

The Kansai-Airport Express “HARUKA” wrapped in Hello Kitty!



The West Japan Railway Company is proud to announce a collaboration with the popular character, Hello Kitty, featuring operation of a Kansai-Airport Express “HARUKA” train with an original Hello Kitty-wrapping.

The theme for this train is “a traditional Japanese welcome”. This special HARUKA design links the gateway to the Kansai region, the Kansai Airport, with the ancient capital of Kyoto, bustling with travelers from both Japan and abroad, to welcome visitors to the region. This new train joins forces with the Hello Kitty Shinkansen that debuted in June 2018 to provide a new travel experience.



Hello Kitty
HARUKA



Wrapping Overview



Train: Kansai-Airport Express “HARUKA”, 1 train (6 cars)

Service area: Between Kansai-airport and Kyoto (Maibara)

Start of service: Tuesday, January 29, 2019

Plan for introduction: Series 2 and 3 are in the planning stages using the same concept but with different designs.

Service plan: “Hello Kitty HARUKA” offers regular Express “HARUKA” service. Operation schedule varies depending on the day, and the train may not operate on some days.

Design Concept



The design theme is “a traditional Japanese welcome”.

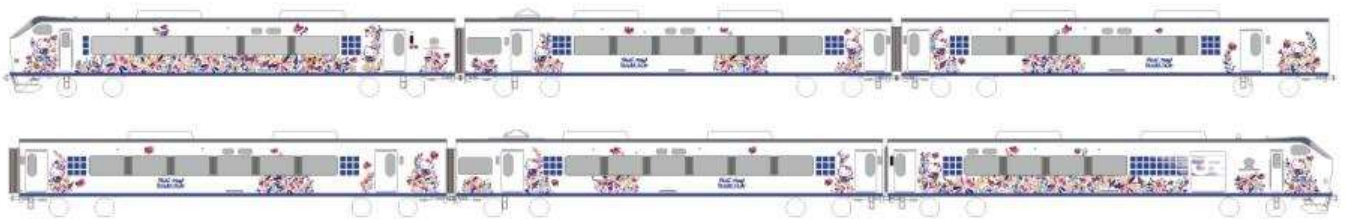
Since ancient times, Japan has produced beauty through decorations made in motifs of the flora and fauna found in nature.

These traditional motifs have been combined with Hello Kitty and given a cool color scheme for a

design that delivers a new kind of “modern traditional Japanese” feel.

The first design is based in the navy blue that is also used for the body of “HARUKA” trains, employing motifs of butterflies, flowers and other nature themes.

Outer Design



*Pictures are concept images and may differ from the actual design.

Interior Design



✿ The doors, spaces between windows and other parts of the interior of all cars have been decorated with the art from the exterior design.

Once you have boarded, you can still enjoy the look of “Hello Kitty HARUKA”.



*Pictures are concept images and may differ from the actual design.



Related News



Kansai-airport Station Decorations

On Tuesday, February 5, ticket vending machines at Kansai-airport Station, the station of departure for the “Hello Kitty HARUKA”, will be decorated with an original design.



Welcome Event

A welcome event will be held at Kansai-airport Station on Tuesday, February 5 from 1:00 to 3:00 pm. Hello Kitty will make an appearance at the event, along with other welcoming activities by Ryuho Sasaoka, head of Ikebana Mishoryu-Sasaoka and Kyoto City.

**Further press releases regarding this event to be made available at a later date.*



Special Website

Check out our special website (<http://www.jr-hellokittyharuka.jp/en/>), which details the concept and design of “Hello Kitty HARUKA”

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