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.

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.

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

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.
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 Prefecture and Shimane Prefecture featured in Car 1**

- Tottori Hello Kitty
- Shimane Hello Kitty

**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.

**“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 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**

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[Website](http://www.westir.co.jp/)

**Sanrio Co., Ltd.**

1-11-1, Osaki, Shinagawa-ku, Tokyo 141-8830

[Website](https://www.sanrio.co.jp/)
Hello Kitty Shinkansen operation days

### Stations and Times

#### TIME & STATION

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<thead>
<tr>
<th>Kodama No. 730</th>
<th>Hakata Dep</th>
<th>6:40</th>
<th>Shin-Okuoka Arr</th>
<th>11:13 Arr</th>
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Note: Please keep in mind that the train cars used are subject to sudden change due to operational circumstances.

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.

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