



## Seibu Railway Inbound Initiative

### "Seibu Railway×Laimo & Song song meow Campaign" for International Visitors to Japan

**Begins October 27 (Fri.)!**

- Use the SEIBU 1Day Pass to enjoy Chichibu, Kawagoe, and areas along the Seibu Line!
- Receive limited edition novelties by displaying the PASS! 2 types available!!



The "Seibu Railway×LAIMO Campaign" held by Seibu Railway Co., Ltd. (Location: Tokorozawa City, Saitama Prefecture, President: Hisashi Wakabayashi) from November 4, 2016 (Fri.) to August 31, 2017 (Thur.) and featuring the popular Taiwanese character "LAIMO" proved very popular, attracting many international participants, so this time Seibu Railway is starting a new campaign with the character which also features the new "Song song meow" character.

During the period from October 27, 2017 (Fri.) to August 31, 2018 (Fri.), customers who present applicable passenger tickets at designated exchange locations will receive "Seibu Railway×LAIMO & Song song meow limited edition, original goods". In addition, tourist information about areas along the railway will be provided through "limited edition design pamphlets" featuring LAIMO and Song song meow introducing model courses in Chichibu, Nagatoro, and Kawagoe, and also introducing sights along the Seibu Railway, as well as a special website featuring original animated shorts with LAIMO and Song song meow enjoying areas along the Seibu Railway including the Chichibu, Nagatoro, and Kawagoe tourist destinations. Three animated shorts are planned to be distributed to help customers fully enjoy tourism along the Seibu Railway.

See attachment for details.



LAIMO



Song song meow



Seibu Railway×LAIMO & Song song meow original limited edition goods (containers) (Left: Kawagoe version, Right: Chichibu Version) \*Sample



Original pamphlet (Left: cover, Right: interior) \*Sample



Original animation \*Sample

◇"Seibu Railway×LAIMO & Song song meow Campaign"

1. Campaign Period October 27, 2017 (Fri.) to August 31, 2018 (Fri.)

2. Details

During the above campaign period, customers who present either of the following applicable passenger tickets at designated exchange locations will receive "Seibu Railway×LAIMO & Song song meow limited edition, original goods".

[Eligible Tickets] \*Type and quantity of limited edition goods that can be received differs by ticket type.

No. of goods receivable: 1 item (1 day ticket holders can receive 1 present item)

- ✓ SEIBU 1Day Pass
- ✓ SEIBU 1Day Pass + Nagatoro

No. of goods receivable: 2 items (2 day ticket holders can receive 2 present items)

- ✓ SEIBU 2Day Pass
- ✓ SEIBU 2Day Pass + Nagatoro

[Exchange Locations]

- ✓ Chichibu Tourist Information Center (Seibu Chichibu Line Seibu-Chichibu Station: Building to the right when exiting the station)
- ✓ Hon-Kawagoe Station Tourist Information Center (Seibu Shinjuku Line Hon-Kawagoe Station: Hon-Kawagoe Station Pepe 1<sup>st</sup> floor)

[Seibu Railway×LAIMO & Song song meow original limited edition goods (containers)]

- ✓ Chichibu Version: Features nighttime fireworks, moss pink, Japanese style boats, and fruits symbolizing Chichibu  
\*Only available at the Chichibu Tourist Information Center.
- ✓ Kawagoe Version: Features the Tokino-Kane time bell tower, shrine ema (votive pictures of horses), and the Seibu Line 2000 Series railcar symbolizing Kawagoe.  
\*Only available at the Hon-Kawagoe Station Tourist Information Center.

- \* Passengers with 1 day tickets can receive 1 item consisting of either the Chichibu version or Kawagoe version.
- \* Passengers with 2 day tickets can receive 2 items consisting of either 1 of each design or 2 of the same design.
- \* After receiving presents, ticket backs will be marked with "EXCHANGED" stamps.



3. Seibu Railway×LAIMO & Song song meow original limited edition goods exchange location details

✓ Chichibu Tourist Information Center

Located to the right of the rotary in front of Seibu-Chichibu Station after exiting the ticket gate.

[Address] 1-16-15 Nosakamachi, Chichibu-shi, Saitama-ken

[Exchange period] October 27, 2017 (Fri.) to August 31, 2018 (Fri.)

[Hours] 9:00 to 17:00 365 days a year

(Closed December 29 to January 3)



Chichibu Tourist  
Information Center

✓ Hon-Kawagoe Station Tourist Information Center

Located to the right after exiting the Hon-Kawagoe Station ticket gate, on the 1<sup>st</sup> floor of Hon-Kawagoe Pepe.

[Address] 1-22 Shintomicho, Kawagoe-shi, Saitama-ken

[Exchange period] October 27, 2017 (Fri.) to August 31, 2018 (Fri.)

[Hours] 9:00 to 17:00 (From November to March) 365 days a year

(Until 18:00 from April to June, and until 19:00 from July to October)



Hon-Kawagoe Station Tourist  
Information Center

4. Special Campaign Website

The special website will feature campaign details in addition to providing downloads of the "original campaign pamphlets". In addition, passengers can also enjoy original animation shorts featuring Song song meow riding the train from Ikebukuro Station and transferring at Tokorozawa Station for Hon-Kawagoe Station, and then strolling through Kawagoe. Three different animation shorts are planned for distribution during the campaign.

The animations are planned to be provided for viewing on the special website, in addition to YouTube, on digital signage at Ikebukuro Station and Takanobaba Station, and on the Smile Vision onboard 40000 Series, 30000 Series, and 6000 Series trains. The special website is scheduled to open in early November.

Special website: <https://www.goodlucktripjapan.com/special/seibu-laimo-songsongmeow/>

[Reference]

• LAIMO

LAIMO is a popular character in Taiwan, and was featured in a collaboration with a railway company in Japan for the first time in the "Seibu Railway×LAIMO Campaign" held last year.

LAIMO is a lazy, black and white Malayan tapir with a hot and cold personality.

The character has over 1,060,000 fans on Facebook, with new fans joining at a rate of 1,000 per week



Name: LAIMO

Blood Type: AB

Birthday: December 25

Height: 120 cm / Weight: 120 kg

Birthplace: Zoo

Hobbies: Lazing about, laying around, and making fun of koalas

Special Talents: Being absent minded

Favorite Saying: "So basically, I did nothing."

• Song song meow

Song song meow is a popular character in Taiwan and this campaign is the character's first collaboration with a railway company in Japan.

A white cat that is always snuggling and is hard working.

Has approximately 150,000 fans on Instagram, and approximately 200,000 fans on Facebook



Name: Song song meow

Blood Type: O

Birthday: July 5

Weight: 42 kg

Hobbies: Surfing the net, trying sweets

Favorite Things: Smartphones, peave

Favorite Sayings: "Yes, yes!" "Much better!"

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• SEIBU 1Day Pass

Special tickets for international visitors to Japan available since April 1, 2017 (Saturday). The tickets, which allow travelers to hop on and off trains freely on routes designated on the Seibu Railway and Chichibu Railway, and are sold at four locations, including three locations in Ikebukuro Station and one location in Seibu Shinjuku Station.

[Overview] Special offer passenger ticket names, valid areas, valid period, and sales prices are shown in the table below.

Special offer passenger ticket name	Valid areas	Valid period	Price (Adults)	Price (Children)
SEIBU 1 Day Pass	All Seibu Railway lines (excluding the Tamagawa Line)	Valid for day of purchase only	¥1,000	¥500
SEIBU 1 Day Pass + Nagatoro	All Seibu Railway lines (excluding the Tamagawa Line) Chichibu Railway (Mitsumineguchi Station-Nogami Station)	Valid for day of purchase only	¥1,500	¥750
SEIBU 2 Day Pass	All Seibu Railway lines (excluding the Tamagawa Line)	Valid for 2 days	¥2,000	¥1,000
SEIBU 2 Day Pass + Nagatoro	All Seibu Railway lines (excluding the Tamagawa Line) Chichibu Railway (Mitsumineguchi Station-Nogami Station)	Valid for 2 days	¥3,000	¥1,500

[Sales Period] Available year round since April 1, 2017 (Sat.) \*Not available for prepurchase



[Sales Locations]

Seibu Tourist Information Center Ikebukuro

Seibu Railway Ikebukuro Station Limited Express Ticket Counter (1st floor, SEIBU 1Day Pass ticket image underground)

Seibu-Shinjuku Station Limited Express Ticket Counter

\*Can also be purchased on the "Veltra" optional tour specialist website in various countries and regions worldwide.

[Purchase Eligibility] International visitors to Japan

\*Customers must present one of the following when purchasing.

Passport for a country other than Japan

"SEIBU PRINCE CLUB emi card" for international visitors to Japan issued by the Seibu Group

[Reference]

News Release "'Seibu × LAIMO Campaign' event for international visitors to Japan begins November 4 (Fri.)!" (Issued October 5, 2016)

[http://www.seibu-group.co.jp/railways/news/news-release/2016/\\_icsFiles/afieldfile/2016/10/07/20161005LAIMO.pdf](http://www.seibu-group.co.jp/railways/news/news-release/2016/_icsFiles/afieldfile/2016/10/07/20161005LAIMO.pdf)

News Release "'Seibu Railway × Taiwan Railways Administration Friendship Agreement Commemorative Train" now in operation! LAIMO introduces tourist locations in Japan and Taiwan!!" (Issued February 28, 2017)

[https://www.seiburailway.jp/news/news-release/2016/20170228seibu\\_taiwantetsuro.pdf](https://www.seiburailway.jp/news/news-release/2016/20170228seibu_taiwantetsuro.pdf)

◇Customer inquiries:

Seibu Railway Customer Center TEL. (04) 2996-2888

Select options from menu after listening to recorded guidance.

[Hours: Weekdays 9:00-19:00, Saturdays, Sundays and Holidays 9:00-17:00]

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