

Featuring a "Chichibu" motif, "fun to ride" and "delicious food"



Overview for the all-restaurant car "Tourism Train"!

- Debuts on **April 17, 2016 (Sun.)!**
- The train has been nicknamed "**The Seibu Traveling Restaurant - fifty two seats of happiness!**"
- Reservations will begin being accepted on **February 1, 2016 (Mon.)!**
- A logo mark and dedicated website have also been established!

Seibu Railway Co., Ltd. (Head Office: Tokorozawa City, Saitama Prefecture, President: Hisashi Wakabayashi) has begun development on a "tourism train" to allow customers to enjoy a refined space and experience, and is issuing this release as a notice on the determination of a partial overview of the new service.

The aim was to commence operation of the "Tourism Train" for the Spring of 2016 in order to invigorate areas along our company's railways and provide a new travel style and it has been decided that the service will begin operating on April 17, 2016.

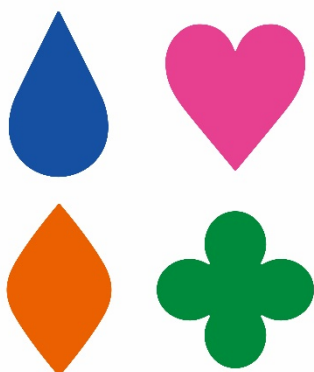
In addition, the train has been nicknamed "The Seibu Traveling Restaurant - fifty two seats of happiness", and a logo mark has been created for the train which is designed to evoke the nature of the Chichibu area.

Music producer Minoru Mukaiya, who has worked on a great number of train departure melodies and onboard chimes, has been hired to compose the onboard chime music for the train.

The official Tourism Train website has also opened today December 17 (Thurs.). Further information on the "Tourism Train" is planned to be released on the official website as it becomes available. Reservations will begin being accepted via the official website on February 1, 2016 (Mon.)

See details on the attached sheet.

西武 旅するレストラン

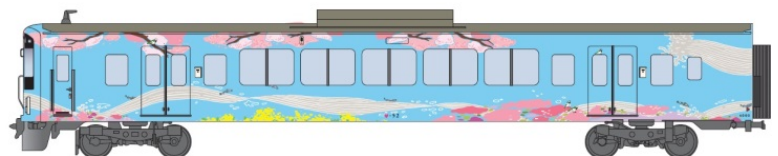


52席の至福
fifty two seats of happiness

Logo mark



Car 4 (Open dining car)



Exterior (Car 1)

*All images are example concepts only and may change in the future.

[Attachment]

Overview of the Tourism Train "The Seibu Traveling Restaurant - fifty two seats of happiness"

1. Specifications

- (1) Operation Start April 17, 2016 (Sun.)
- (2) Train Format 4000 series train car (remake with 4 cars per 1 train)
- (3) Formation and Passenger Capacity
4 car formation / 52 passengers
- (4) Operation Area Planned for routes between Ikebukuro-Seibu Chichibu, Seibu Shinjuku-Seibu Chichibu, Seibu Shinjuku-Hon-Kawagoe stations and other routes
- (5) Operation Dates Planned to operate as a special train service on approximately 100 days per year, mainly on weekends and holidays

2. Nickname

"The Seibu Traveling Restaurant - fifty two seats of happiness"

The "fifty two seats of happiness" naming expresses the "relaxation" and "feeling of being special and exclusive" resulting from spending time in the 52 seat capacity Tourism Train. The name was also chosen for its originality and memorability. In addition the "The Seibu Traveling Restaurant" catchphrase was selected to set off the characteristic "fifty two seats of happiness" name, all being decided to simply convey that this is the Tourism Train being operated by Seibu Railway Co., Ltd. and also a restaurant train where passengers can enjoy delicious food.

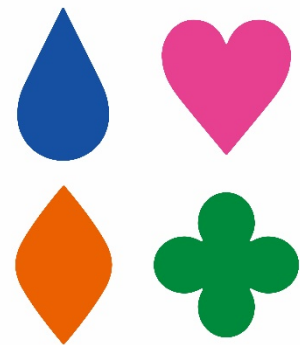
3. Logo mark

The logo mark takes inspiration from the number "52" to express the nature of "Chichibu", one of the leading tourist areas along the Seibu Line, as the shapes from a deck of playing cards, using colors that coordinate with the exterior of the train.

The spade expresses "water", the diamond "autumn leaves", the club "plants" and "happiness" in the shape of a clover.

The heart is used to express a place and a time that we can spend together with and our feelings for our customers.

西武 旅するレストラン



52席の至福
fifty two seats of happiness

4. Exterior

The exterior design expresses the four seasons of "Chichibu", one of the leading tourist areas along the Seibu Line, and also dynamically depicts the Arakawa River which runs through abundantly natural Chichibu and Musashino.

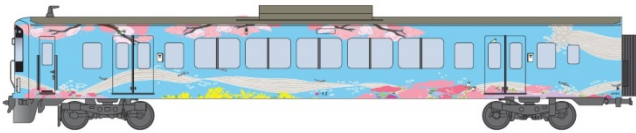
(Concepts for each car)

Car 1: "Spring" the phlox subulata cherry blossoms of Nagatoro

Car 2: "Summer" The green of Chichibu's mountains

Car 3: "Autumn" The autumn leaves of the Chichibu mountains

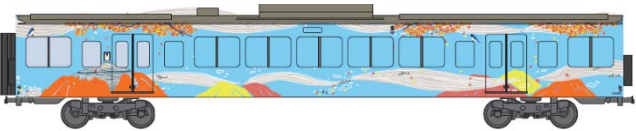
Car 4: "Winter" The Ashigakubo Icicles



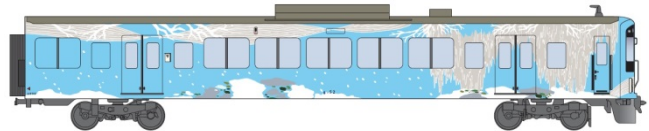
Car 1



Car 2



Car 3



Car 4

*All images are example concepts only and may change in the future.

5. Interior

The interior of the cars features a motif based off of an image of canyons and other features. Portions of the interior of the train also use traditional crafts and locally sourced lumber from areas along the railway.

It is planned to use Chichibu Meisen cloth for dividers for the interior and deck (Car 2 and Car 4).

The ceiling of Car 2 will use Kakishibu Japanese paper.

The ceiling of Car 4 will use Nishikawazai lumber.



Car 2 (Open dining car)



Car 4 (Open dining car)



Car 3 (Kitchen car open kitchen space)

*All images are example concepts only and may change in the future.

6. Onboard chime

Music producer Minoru Mukaiya, who has worked on a great number of train departure melodies and onboard chimes (including working on the melody arrangement for Seibu's Nerima-Takanodai Station), has been hired to compose the onboard chime music for the train which is played after the train departs and before arriving at stations.



<Profile of Onboard Chime Supervisor Minoru Mukaiya>

Had his major debut in 1979 as the keyboardist for the group "Casiopea ". He has gone on to compose and arrange many songs over the years and is popular in Europe, South America, Southeast Asia and other areas throughout the world. In recent years he has proactively adopted video streaming and often broadcasts his music production environments. This has garnered attention from a variety of areas and the music he broadcasts has repeatedly captured the no. 1 spot on the iTunes J-POP charts, and were later collected onto CDs. He has also been an ardent railroad fan since a young age and in 1995 developed the world's first live-action railroad simulation game "Train Simulator".

The technology was highly praised by railway companies and museums, leading to him to currently be involved in the development and creation of industrial simulators as well. He is also often featured in TV and radio appearances as well as lectures and seminars for his wide breadth of knowledge and sharp comments.

-Comments from Minoru Mukaiya-

The "The Seibu Traveling Restaurant - fifty two seats of happiness" takes the town scenery which we are so used to seeing and makes it truly sparkle. I will endeavor to provide music which matches the visual and flavorful enjoyment of the people who use the train to make their time even more memorable and to create a melody which will allow them to enjoy an even happier time. I hope you look forward to it.

7. Official website

The "Tourism Train" official website was opened on December 17 (Thurs.). Further information on the "Tourism Train" will be released on the official website as it becomes available. Reservations can also be made through the site.

URL : <http://www.seibu-group.co.jp/railways/seibu52-shifuku/index.html>



Official website

8. Reservation commencement date

Reservations will begin being accepted via the official website on February 1, 2016 (Mon.) (For passage between April 2016-June 2016) Further details will be released on the official website as it becomes available.

9. Meal Details

Content planned to provide customers with a refined and enjoyable new food and travel style. Detailed menu content will be announced on the official website.

10. Creative

The Tourism Train will provide passengers with a new, enjoyable travel style by consulting with specialists from various areas.

- ◆ General production/operations NKB Co., Ltd.
- ◆ Exterior/interior design: Kengo Kuma of Kengo Kuma and Associates
- ◆ Symbol/logo design: Masayoshi Kodaira of Flame Inc.
- ◆ Naming/copywriting development: Masakazu Taniyama of Taniyama Advertising

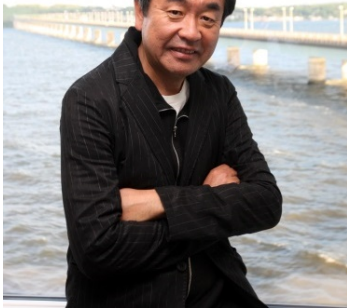
(Titles omitted)

<Creative Profiles>

Exterior and Interior Design Kengo Kuma

Kengo Kuma Architect

Born in 1964. Graduated the University of Tokyo Department of Architecture. Established Kengo Kuma and Associates in 1990. Currently serves as a professor at the University of Tokyo. He was awarded the Prize of Architectural Institute of Japan in 1997 for the "Noh Stage in the Forest", the Mainichi Art Award in 1010 for the "Nezu Museum", and the Minister of Education, Culture, Sports, Science and Technology Art Commendation in 2011 for the "Yusuhara Wooden Bridge Museum".



In recent years he has worked on the Suntory Museum of Art, Asakusa Culture Tourist Information Center, Nagaoka City Hall Aore, Kabuki-za Theater, Toshima City Hall New Building, Besançon Art Center and Cité de la Musique, and FRAC Marseille, and currently has projects underway in 16 countries. His writings include "Chisana Kenchiku" (Iwanami Shoten), "Shizenna Kenchiku" (Iwanami Shoten), "Kenchikuka, Hashiru" (Shinchosha), "Boku no Basho" (Daiwa Shobo), "Hiroba" (Tankosha Publishing), and many other works.

Logo Design Masayoshi Kodaira



Masayoshi Kodaira Art Director/Graphic Designer (Flame)

Born in Osaka in 1970. He went freelance in 1997 after working at Akita Design Kan and established FLAME in 2001.

Major Works: Art direction and design for "Art Fair Tokyo" and "Rolling Stone Japan", advertising and commercials for "Laforet Harajuku", collaborations with BAO BAO ISSEY MIYAKE, artwork for INORAN (LUNA SEA), GLAY and Yo Hitoto, etc.

Major Awards: Tokyo ADC Prize, ONE SHOW Gold and Silver Prize, D&AD Yellow Pencil, etc.

His writings include "School of Design", "School of Graphic Design" (Coauthored/Seibundo Shinkosha), etc.

Naming Masakazu Taniyama



Masakazu Taniyama Copywriter (Taniyama Advertising)

Born in Osaka in 1961, he joined Hakuhold Inc. in 1961.

In 1997, he established Taniyama Advertising.

Major Works: Tokyo Gas "Gas Pa Cho!", Shiseido TSUBAKI "Nihon no josei wa, utsukushii", Shinchosha "Yonda?", Nippon Television "Nitele Eigyocho", Kirin Beverage "Namacha", etc.

Major Awards: TCC Prize, Asahi Advertising Award, Mainichi Advertising Award, Nihon Shinbun Kyokai The Japan Newspaper Publishers & Editors Association Advertising Award, and many more.

[Reference]

- News release issued June 16, 2015 (Tues.) (No. 15-021)

http://www.seibu-group.co.jp/railways/news/news-release/2015/_icsFiles/afieldfile/2015/06/16/20150616kankou_densya_1.pdf

END