

Pursuing “extreme safety levels”

Our concept of safety

Since the establishment of the JR East, safety has been the top management priority at JR East, and we have worked relentlessly to heighten our levels of safety. Our earnest efforts to learn from unfortunate accidents in the past have enabled JR East to further the prevention of accidents in the future with our continued developments both in software and in hardware.

Safety initiatives in our medium term management plan

In the JR East 2020 Vision - *i do mu* -, we have set two goals to represent our unflinching commitment to “extreme safety levels”. We will continue implementing our priority improvement plan for safety equipment, reinforce safety weak points, and reduce risks, and we will expand and improve education and training on safety and prevent accidents by correctly analyzing and understanding previous accidents and incidents.

Launch of our 5th 5-year Safety Plan, 2013 Safety Vision

Since our establishment, JR East has continued to create and implement medium term safety plans. With the installation and further development of our safety equipment, along with companywide advancements in safety awareness and skill, we have succeeded in reducing the frequency of railway accidents drastically from levels at the time of the company’s establishment.

In the fiscal year ended March 2010, JR East formulated a new 5-year safety plan, 2013 Safety Vision. With this plan, we are undertaking a variety of measures. New to the 2013 Safety Vision are two approaches: safety related human resource development and system improvements; and, the prevention of accidents before they occur through risk assessment.

In addition, as with our previous Safety Plan, we will continue to target zero accidents involving passenger injuries or fatalities, and zero accidents involving employee fatalities (including employees of Group companies and Partner companies). JR East will continue to remain steadfast in its efforts to achieve “extreme safety levels” through the concerted efforts of all of its employees.



2013 Safety Vision Brochure

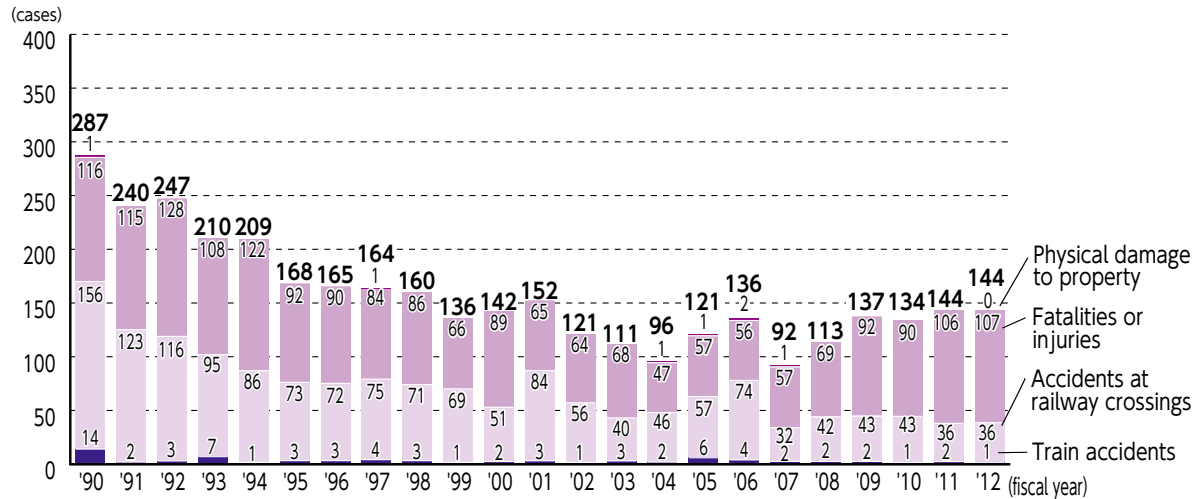
Overall view of the 2013 Safety Vision



Trends in railway accidents

In the fiscal year ending March 2012, JR East recorded 144 railway accidents, including 36 accidents at level crossings involving people or automobiles being hit by trains, accounting for approximately 30 percent of the total accidents. Additionally, JR East recorded 107 accidents involving injury or fatality, including customers on platforms or trespassers on tracks coming into contact with trains, and customers falling onto the tracks from platforms, totaling approximately 70 percent of the total number of accidents. Approximately 70 percent of these injuries or fatalities occurred on platforms, and half of these involved intoxicated customers.

■ Trends in railway accidents



- Physical damage to property: accidents causing more than 5 million yen damage to property by train operation
- Fatalities or injuries: people killed or injured by train operation
- Accidents at railway crossings: people or automobiles being hit by trains
- Train accidents: train collisions, derailments, and train fires

Railway Safety Promotion Committee

JR East has established the Railway Safety Promotion Committee at its Head Office, chaired by the Director General from Railway Operations Headquarters. The committee reviews the organization's basic policies to respond to and prevent accidents, and promotes safety measures within the railway business. There are also Regional Safety Promotion Committees at each branch office and the Shinkansen Transport Dept., chaired by the general managers of the branch offices and the department. These committees implement specific measures in cooperation with the Railway Safety Promotion Committee, and investigate the causes of accidents, implement concrete preventive measures, and promote activities to enhance safety in their service areas.

■ Safety promotion network (as of June 22, 2012)

