

Railway stations perform an important role as the hubs of their cities

I have a dream.

People choose trains because they are a safe, comfortable, and convenient mode of transportation

Railway services help create cities that are full of life and in harmony with people and the environment

Introduction

In April 1987, East Japan Railway Company (JR East) was established through division and privatization of the Japanese National Railways.

At that time, its customers and the Japanese public were expectant and anxious about the revival of Japan's railways.

During the more than two decades since then, JR East achieved full privatization—the ultimate goal of the restructuring of the Japanese National Railways.

On the way to reaching that goal, JR East surmounted the numerous obstacles one at a time by emphasizing its autonomy and receiving the support of its customers, local communities, and other stakeholders.

However, amid constantly changing business and social conditions, we must not stagnate and lose the drive to continue taking on new goals.

The greatest risk is becoming complacent about past successes.

New goals have to inspire everyone working at JR East.

Moreover, these goals must go beyond the immediate future.

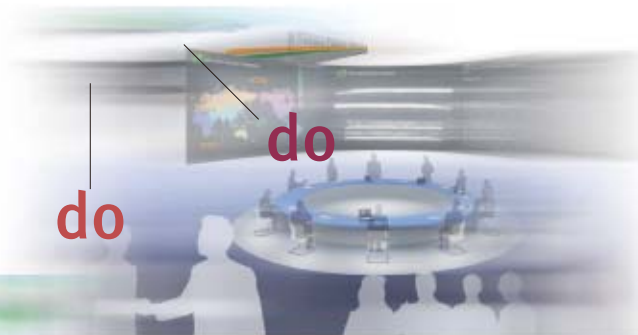
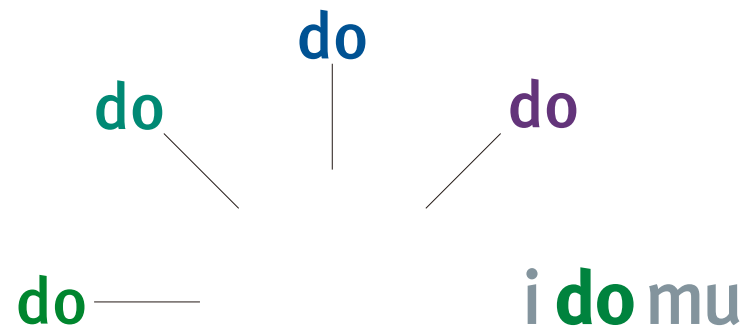
Having depicted the kind of company we want to be in 10 years time, we have decided to move management efforts up a gear to achieve that vision, and we have resolved to reform ourselves.

In order to firmly grasp rapidly changing management conditions and fulfil our roles and responsibilities,

we will launch initiatives that advance us toward the next era of our development.



Railcars that run on fuel cells are in operation



Our technology is spreading around the world



Suica for everyone, everywhere

Our DNA

To avoid repeating the failure of the Japanese National Railways, we believe it is absolutely vital to never lose sight of our reforming ideals.

First: Thinking and acting for ourselves, upholding management autonomy

Second: Achieving regionally rooted management

Third: Aiming to be a company capable of responding appropriately, flexibly, and promptly to changing times and conditions

We will make the continued pursuit of those goals the basis of our corporate management.

i do mu; challenge

In order to fulfil the public-service role of a railway company, we will continue devoting “the utmost effort to steadfastly ensuring safety everyday,” a task that on the face of it appears mundane but one that is no by means easy to achieve. Success in that effort is based on “thoroughly carrying out decisions.” However, this does not mean that “we only need to carry out decisions” and that “we can ignore change and do not have to strive to improve.”

Changes occur constantly. We cannot avoid it.

Further, potential risks around us can develop into real crises at any moment.

Therefore, untiring creative destruction in corporate management is indispensable for the development of companies.

We must be fully aware that without such an approach, we cannot even maintain our present status.

Always eager to reform ourselves and placing the ideal of “*i do mu*,” which means “*challenge*” in Japanese, at the center of our management approach, we will drive toward achievement of our vision.

Unifying everyone in the group and renewing our motivation, we will launch the “JR East 2020 Vision —*i do mu*—.”