

New Frontier *Express*



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Establishing ambitious targets and paving the way to the next era were pressing issues. With those ends in mind, we established *New Frontier 2008*, initiating it in April 2005.
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Aiming to guide JR East toward sustained, long-term growth, the new medium-term management plan, *New Frontier 2008*, sets out targets for the four-year period through March 2009 while staying true to the vision of becoming a *Trusted Lifestyle Service Creating Group*.
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To further entrench the trust placed in JR East, ensuring safe, reliable transportation operations is indispensable. JR East will tirelessly continue taking on that challenge.
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JR East will make stations—its largest management resource—even more convenient and attractive and keep forging ahead with the development of businesses that create significant synergies with railway operations.
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Suica is not only altering the nature of JR East's long-standing services, it has almost limitless potential as a vehicle for new lifestyle services.
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Based on five key initiatives, JR East will tirelessly research, develop, and introduce leading-edge technologies that create new customer value.