

TRANSPORTATION

Shinkansen Network

OVERVIEW

JR East's five-route Shinkansen network linking Tokyo with five regional cities comprises the Tohoku Shinkansen, between Tokyo and Hachinohe, accounting for 631.9 operating kilometers; the Joetsu Shinkansen, between Tokyo and Niigata, 333.9 operating kilometers; the Nagano Shinkansen, between Tokyo and Nagano, 222.4 operating kilometers; as well as Shinkansen lines with trains operable on Shinkansen and conventional railway lines: the Yamagata Shinkansen, between Tokyo and Shinjo, 421.4 operating kilometers; and the Akita Shinkansen, between Tokyo and Akita, 662.6 operating kilometers.

JR East is taking steps to increase the convenience of its Shinkansen services further. Those efforts include implementing plans to introduce new-type railcars and increasing train services during such busy periods as the Golden Week spring holiday, summer vacation period, and the year-end and New Year period.

For fiscal 2010, traffic volume was 18,152 million passenger kilometers, and revenues from passenger tickets was ¥439.5 billion.

TOPICS

Shinkansen Network to Expand

JR East will commence operations on the Hachinohe–Shin-Aomori segment of the Tohoku Shinkansen Line on December 4, 2010, thereby expanding the Shinkansen network. Extending the line will enable direct services between Tokyo and Shin-Aomori stations that will greatly reduce the journey time: from 3 hours and 59 minutes to 3 hours and 20 minutes. Shortly after cutting the tape for that new service, in March 2011, JR East will introduce new high-speed E5 series railcars for services between Tokyo and Shin-Aomori stations. Those new railcars, named *Hayabusa*, will realize an operational speed of 300 km/h, the fastest in Japan. JR East intends to take advantage of the extension to Shin-Aomori Station and the higher operational speed to continue deepening collaboration with local communities, increase tourist numbers, and steadily encourage use of the new service by business travelers.

New Railcar to Make a Fast Start

The March 2011 debut of new high-speed E5 series railcars for Tohoku Shinkansen Line services between Tokyo and Shin-Aomori stations, beginning December 2010, will launch a Shinkansen service boasting the highest operational speed in the country—300 km/h. Raising the bar further, JR East plans to increase that service's operational speed to 320 km/h from the end of fiscal 2013.

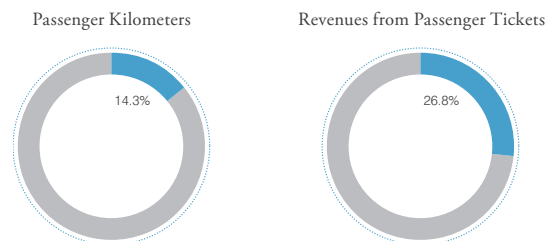
The railcar's design reduces noise, and the long 15-meter "nose" shape of the lead railcar also contributes to improved environmental performance. Further, even when running at 320 km/h, the railcar will achieve ride comfort superior to that of its predecessors thanks to full active suspension in all railcars and a car body tilt control system that improves ride comfort on curves.

Spacious and relaxing, the interiors feature wider seat pitches, electric leg-rests in *Green Cars*, and seats with movable headrests in ordinary cars.



Concept illustration of *GranClass* interior

Composition of Railway Operations in JR East (Shinkansen Network)





Prototype for E5 series

GranClass to Set a New Standard

In conjunction with the beginning of operations of the new high-speed E5 series railcar, JR East will unveil Japan's only first class, or *GranClass*, Shinkansen railcars. *GranClass* will feature a travel environment with a restful, elegant atmosphere and level of service unprecedented in Japanese railway travel. Premium-quality materials and pleasant lighting will create a sophisticated ambience, while wider seat pitches afford passengers additional comfort and ample space. Also, a dedicated attendant will provide meals, beverages, and other onboard services.

OUTLOOK

JR East to Build Prototype for E6 Series

JR East aims to build a new E6 series railcar for the Akita Shinkansen, which will be coupled with the new high-speed E5 series railcar for the Tohoku Shinkansen Line and be capable of an operational speed of 320 km/h. To that end, JR East intends to complete a mass production prototype for the E6 series railcar in July 2010. The E6 series railcar will come into service at the end of fiscal 2013 with a maximum operational speed of 300 km/h that will increase to 320 km/h at the end of fiscal 2014.

Because JR East is developing it as a railcar that is operable on Shinkansen

and conventional railway lines for the Akita Shinkansen and that is capable of operating at 320 km/h on Shinkansen line segments, the E6 series will incorporate the new technologies introduced to the E5 series railcar, including environmental performance enhancements such as the long "nose" shape of the lead railcar, running performance enhancements such as advanced brake equipment, and comfort enhancements such as full active suspension. Further, the E6 series railcar will have running performance that can cope with the tight curves of conventional line segments.

• Those expansions are planned by the Japan Railway Construction, Transport and Technology Agency (JRJT).

TRANSPORTATION

Kanto Area Network

OVERVIEW

As well as being the area that best exploits the distinctive features of railways, the Kanto area network represents a large earnings base for JR East. By concentrating on strengthening the network by increasing through services as well as implementing measures to ease crowding, JR East is further improving service levels.

For example, JR East is increasing through services (services that join two existing services to allow passengers to travel further without changing trains) on the Shonan-Shinjuku Line, increasing train services during the morning rush hour, and improving seating services by introducing *Green Cars* on local train services. In March 2010, JR East opened Musashi-Kosugi Station on the Yokosuka Line and increased the convenience of the Narita Express and the Shonan-Shinjuku Line.

The Kanto area network comprises 2,536.2 operating kilometers. In fiscal 2010, it accounted for 102,347 million passenger kilometers and revenues from passenger tickets of ¥1,120.7 billion.

TOPICS

New Railcar Rolls Out 1:
Narita Express

Providing access to Narita International Airport from Yokohama, Shinjuku, Omiya, and Hachioji, the Narita Express will replace all railcars with new-type E259 series railcars in summer 2010. October 2009 saw a partial introduction of those new railcars.

Universal design and upgraded comfort and security will give customers peace of mind and amenity.

New Railcar Rolls Out 2:
Keiyo Line and Joban Local Line

Following completion of its introduction to the Chuo Line and the Keihin-Tohoku and Negishi lines, the E233 series railcar will debut on the Joban Local Line. Also, JR East will begin introducing that new railcar to the Keiyo Line.

The new railcar includes backups for such important railcar systems as electronic equipment and safety equipment, thereby further improving transportation stability. Also, JR East has upgraded equipment inside the railcar in order to improve services. For example, the railcar provides passengers with train schedule and transport information through guidance-information devices.

OUTLOOK

Tokyo Metropolitan Area Network to Expand 1:

Tohoku Through Line Development

Targeting operational start-up in fiscal 2014, JR East is continuing to build the Tohoku Through Line.

The Tohoku Through Line project involves building new elevated railway tracks and upgrading existing railway tracks between Tokyo Station and Ueno Station so that certain services of the Utsunomiya, Takasaki, and Joban lines can become through services to Tokyo Station, Shimbashi Station, and Shinagawa Station. Underway since May 2008, that construction project is expected to cost approximately ¥40 billion.

Upon completion, the Tohoku Through Line will ease crowding on the Keihin-Tohoku and Yamanote lines during the morning rush hour and shorten journey times by enabling through services.

Tokyo Metropolitan Area Network to Expand 2:

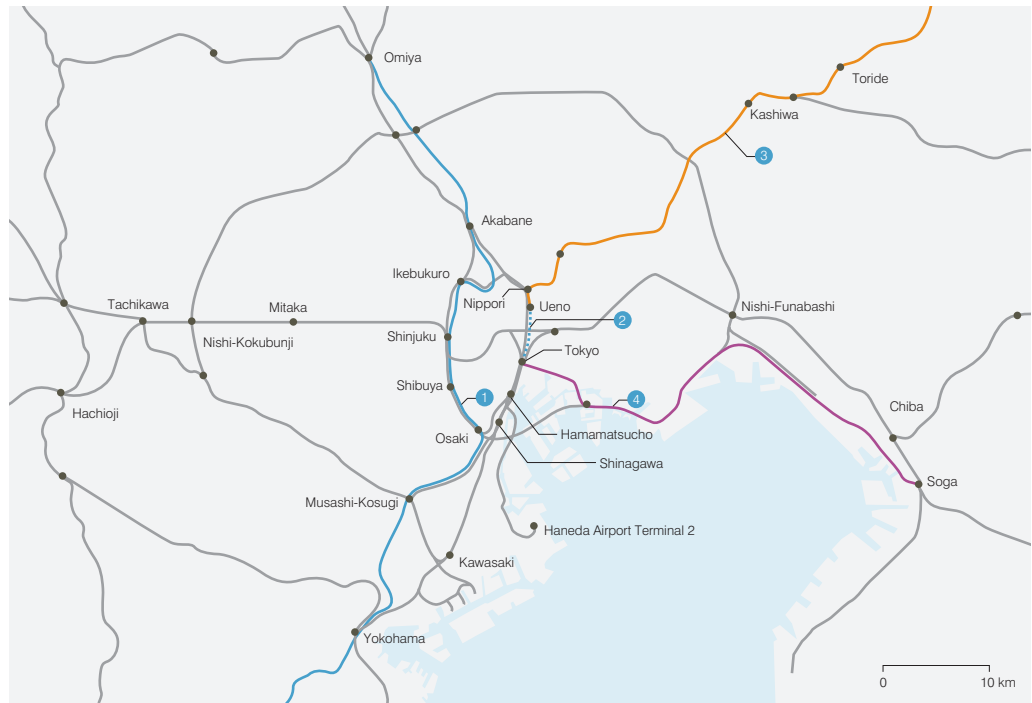
Facilities to Return Trains from Shinagawa Station

In an initiative related to the Tohoku Through Line project, JR East has begun developing new facilities that will enable trains to return from Shinagawa Station.

Currently at Shinagawa Station, Tokaido Line trains arriving from the direction of Tokyo Station cannot return toward Tokyo Station. Therefore, JR East is developing facilities at Shinagawa Station that will allow the return of trains from the Utsunomiya, Takasaki, and Joban lines—which will reach Shinagawa Station with the opening of the Tohoku Through Line.



Concept illustration of Tohoku Through Line



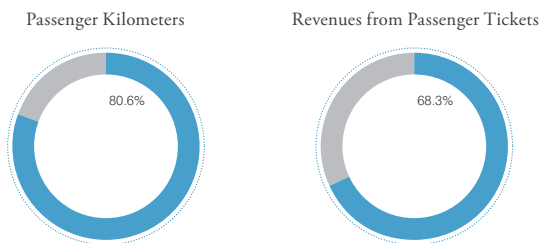
- Through Services**
- 1 Shonan-Shinjuku Line
 - 2 Tohoku Through Line (plan)
- New Railcars**
- 3 Joban Local Line
 - 4 Keiyo Line



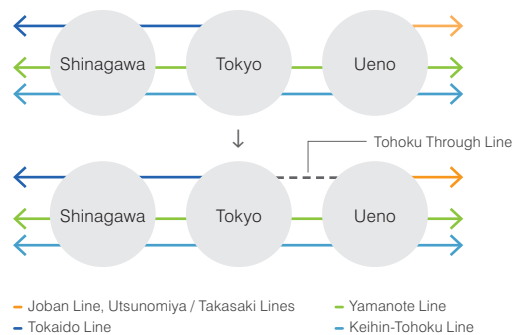
E233 series railcar (right)
New-type E259 Narita Express railcar (far right)



Composition of Railway Operations in JR East (Kanto Area Network)



Concept of the Tohoku Through Line



TRANSPORTATION

Intercity and Regional Networks

OVERVIEW

Intercity networks comprise limited express services linking major cities. Based on regional conditions, JR East is further integrating those services with its Shinkansen services as well as increasing and speeding up limited express services. Further, JR East is shortening journey times by eliminating the need to change trains through the operation of the Yamagata Shinkansen and the Akita Shinkansen services, which can run on Shinkansen lines and conventional lines. Meanwhile, in regional networks JR East is providing transportation services that closely reflect local needs while improving efficiency.

Intercity and regional networks comprise 3,937.7 operating kilometers. In fiscal 2010, they accounted for 6,461 million passenger kilometers and revenues from passenger tickets of ¥80.5 billion.

TOPICS

Hybrid Resort Trains to Further Vitalize Regions and Regional Railway Lines

At present, JR East operates resort trains that make train journeys even more enjoyable for tourists by linking directly to resort areas. Those services are very popular with customers throughout the year. With that in mind, JR East will introduce new-type resort trains incorporating hybrid systems to the Tsugaru and Ominato lines and the Gono Line in December 2010, in order to coincide with the launch of operations on the Hachinohe–Shin-Aomori segment of the Tohoku Shinkansen Line, as well as to the Oito Line and the Iiyama Line to coincide with the fall 2010 *Shinshu Destination Campaign*.

Further, the new resort trains will incorporate hybrid systems similar to those used by the world's first commercial hybrid railcars, which JR East introduced to the Koumi Line in summer 2007.

OUTLOOK

Steam Locomotive to Boost Regions and Regional Railway Lines

JR East has one C57 series and one D51 series steam locomotive. Operating as *SL Banetsu Monogatari*, *SL Okutone*, and *SL Usui*, the steam locomotives are popular with customers. With a view to enabling more customers to experience a steam locomotive journey and to preserve steam locomotives for future generations as a valuable part of Japan's industrial heritage, JR East is restoring one C61 series steam locomotive. This steam locomotive will enter service from spring 2011.

After restoration, the C61 series steam locomotive will mainly operate in the Takasaki area, between Takasaki and Minakami and between Takasaki and Yokokawa. Together the C61 series and the D51 series steam locomotives will operate for approximately 110 days per year during weekends and other busy periods. At the same time, JR East will recreate seven old-type railcars for use in travel packages and at events in various regions.

Composition of Railway Operations in JR East (Intercity and Regional Networks)

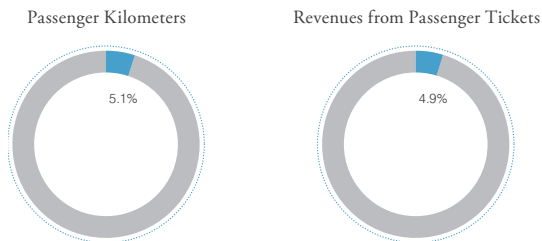


Image of new-type resort train (above)
C61 series steam locomotive (right)

TRANSPORTATION

Travel Agency Services

OVERVIEW

Travel package sales mainly consist of JR East's unique *View Travel Products* for individuals, which take advantage of its railway network and regional tourism development. By selling *View Travel Products*, JR East promotes the use of its railway network and invigorates regional economies by increasing tourism.

Also, JR East is enhancing services for customers by improving sales systems through such initiatives as developing new *View Plaza* travel agencies in the Tokyo metropolitan area as well as increasing Internet sales through *eki-net* and mail-order sales through the *View Reservation Center*.

TOPICS AND OUTLOOK

Rediscovering the Region Projects to Step Up Tourism Development

JR East creates demand for journeys by railway through the development of secondary transportation from stations or the introduction of resort trains while furthering the development of tourism in regions by collaborating with local communities in *Destination Campaign* initiatives.

Aiming to activate regional economies ever further, JR East will take full advantage of its extensive management resources in *Rediscovering the Region Projects*. In those projects, JR East will work with regions to unearth a range of tourism resources, thereby heightening each region's appeal. Another facet of the projects will involve exploiting JR East's sales channels in the Tokyo metropolitan area to market regional products.

Also, JR East will establish *Tabi-Ichi* as a travel product brand themed on coexistence with local communities. Launched in July 2009, the new brand features travel packages based on local residents' ideas and direct involvement.

Measures to Attract More Overseas Tourists

In collaboration with the *Visit Japan Campaign*, a joint private and public sector initiative aimed at increasing the number of visitors to Japan, JR East is taking a variety of steps to attract more tourists from overseas.

As well as selling discount tickets for individual travelers, such as *JR EAST PASS* and *Japan Rail Pass*, JR East offers *Suica & N'EX*, which combines *Suica* with a discount Narita Express ticket and features a distinctive design. Also, JR East began an online seat reservation service for customers overseas, *JR-EAST Shinkansen Reservation*, from March 2008.

In addition, given the planned expansion of international flight services to Haneda Airport (Tokyo International Airport) at the end of October 2010, JR East will work with Group companies Tokyo Monorail Co., Ltd., and JR EAST VIEW Travel Service Co., Ltd., to examine further upgrading of related services.



JR EAST PASS
Tabi-Ichi pamphlet (right)