November 20, 2026

East Japan Railway Company

Sanrio Characters Come to Welcome Suica Mobile!

Limited-Time Card Designs Available Now

- East Japan Railway Company (hereinafter referred to as "JR East") is offering limited-time card designs featuring Sanrio characters on Welcome Suica Mobile, an app for inbound visitors to Japan.
- Welcome Suica Mobile allows users to issue and top up (add funds to) a Suica directly through the app, before or after arriving in Japan, eliminating the need to use station ticket counters or ticket machines. Suica can be used for travel on trains, buses, and other public transportation, as well as for shopping.
- Make travel and shopping more fun with these limited-time card designs! JR East aims to make travel in Japan more fun by bringing Sanrio characters along for the journey, while continuing to deliver reliability and memorable experiences through Welcome Suica Mobile.

1. Period
   Friday, November 20, 2026 to the end of October 2027
   *Start and end dates subject to change.

2. Overview
   During the campaign, Welcome Suica Mobile app users receive limited-time card designs featuring Sanrio characters.



*Images are for illustrative purposes only. Designs may be subject to change without notice.

3. Eligibility
   - During the campaign, users must either issue or already have a valid Suica in the Welcome Suica Mobile app.

   *Users who issued their Suica before the campaign must update to the latest version of the app. Card design displayed in the Wallet app may differ.

   *No sign-up necessary.

4. Additional Details
   - Welcome Suica Mobile features are unavailable between 2:00 and 4:00 AM JST.
   - Once applied, limited-time card designs cannot be reverted to the standard design.
   - The campaign is scheduled to end at the end of October 2027, but may end earlier.
   - Limited-time designs are generally available only in the Welcome Suica Mobile app.
   - Limited-time designs may not be available on all devices or under all operating conditions.

   Visit our website for details.
   https://www.jreast.co.jp/multi/wsm_autumn2026/

*Suica is a registered trademark of East Japan Railway Company. Registered in JPO.
*All photos and images in the News section are for illustrative purposes only.
*Limited-time card design availability may be subject to change or cancellation without notice.