

Shinkansen Network

Series E6 mass-production Prototype



Series E6 mass-production Prototype Ordinary Car



Series E6 mass-production Prototype Green Car

OVERVIEW

JR East's five-route Shinkansen network linking Tokyo with five regional cities comprises the Tohoku Shinkansen, between Tokyo and Shin-Aomori, accounting for 713.7 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 holidays, summer vacation period, and the year-end and New Year period.

For fiscal 2011, traffic volume was 17,650 million passenger kilometers, and revenues from passenger tickets was ¥431.5 billion.

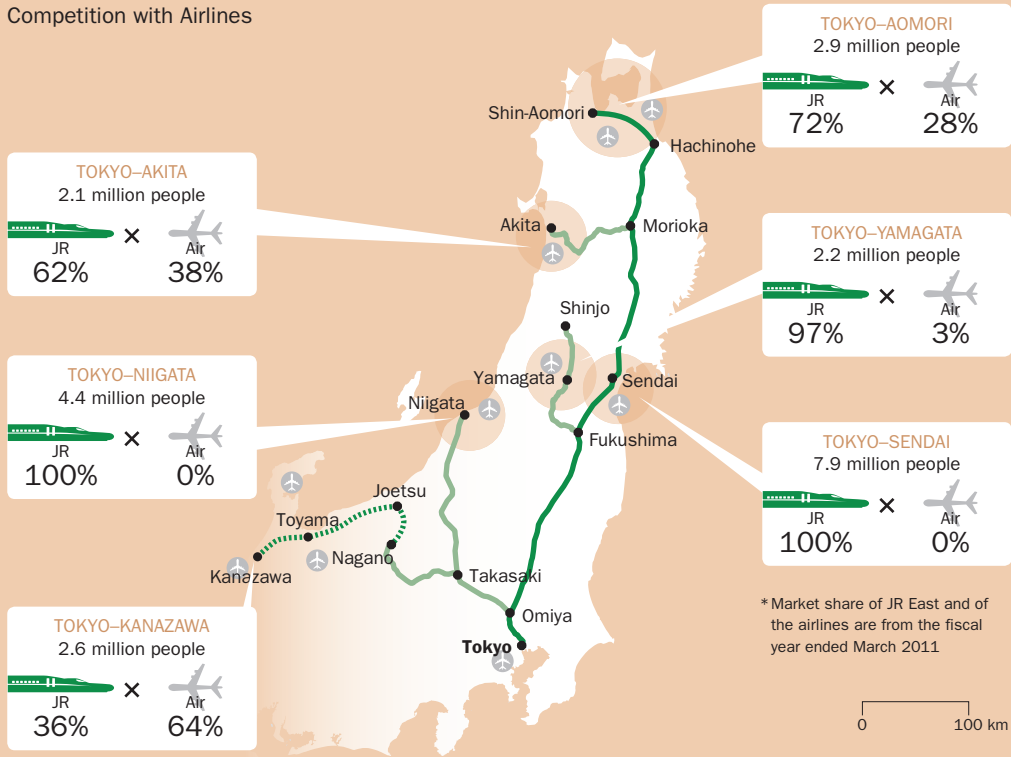
OUTLOOK

PROTOTYPE FOR JR EAST'S SERIES E6 BUILT

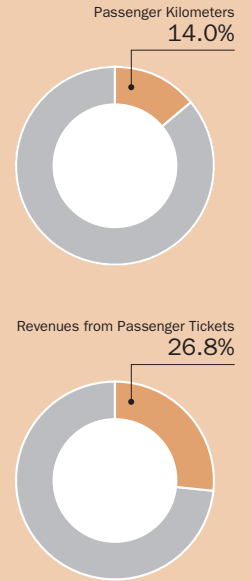
JR East aims to build a new series E6 railcar for the Akita Shinkansen, which will be coupled with the new high-speed *Hayabusa* series E5 railcar for the Tohoku Shinkansen Line and be capable of an operational speed of 320 km/h. To that end, JR East built and has performed test runs since July 2010 on a mass-production prototype for the series E6 railcar. The series E6 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.

The lead car of the series E6 has a long aerodynamic nose, and the rail cars are all equipped with the highly advanced brake system and full-active suspension that is found in the series E5, providing superior environmental efficiency, drive performance and ride comfort, while operating at a speed of 320 km/h. Developed to be operable on both Shinkansen and conventional lines, the series E6 also features exceptional drive stability when faced with the curves and other impediments on conventional tracks.

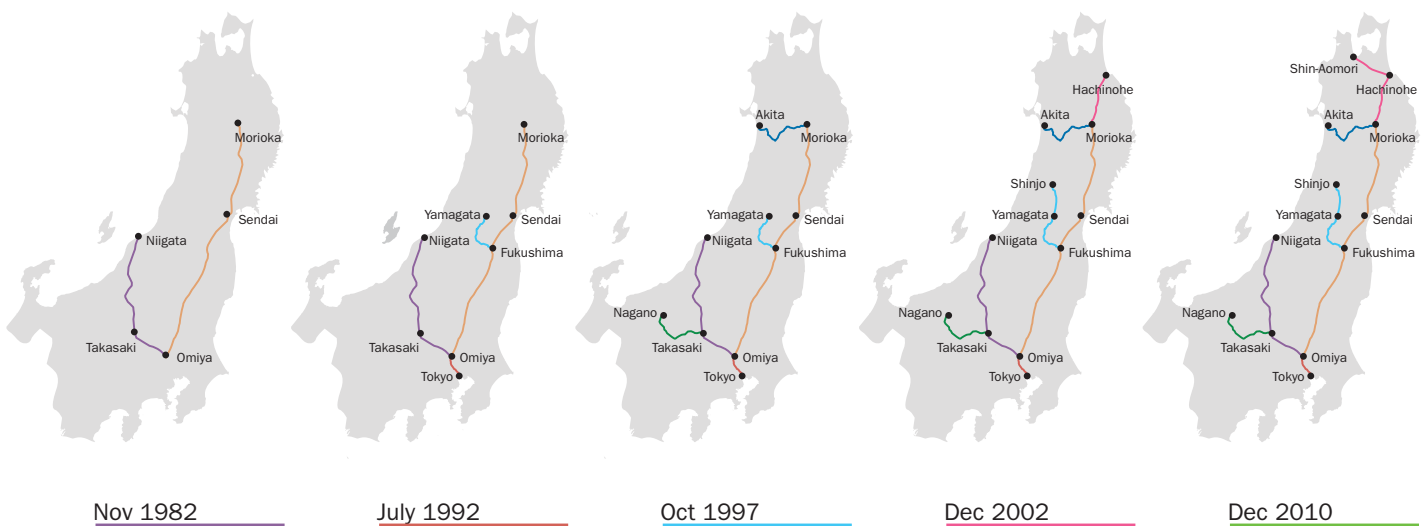
Competition with Airlines



Composition of Railway Operations in JR East (Shinkansen Network)



Chronology of Expansion in JR East's Shinkansen Network




Kanto Area Network

Nambu Line: "Tokyo Megalooop" 



Concept illustration of Tohoku Through Line 



Tokyo Monorail departing from the Haneda Airport Terminal 

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 to connect and build a new network with the Yokosuka and Shonan-Shinjuku lines.

The Kanto area network comprises 2,536.2 operating kilometers. In fiscal 2011, it accounted for 101,633 million passenger kilometers and revenues from passenger tickets of ¥1,100.9 billion.

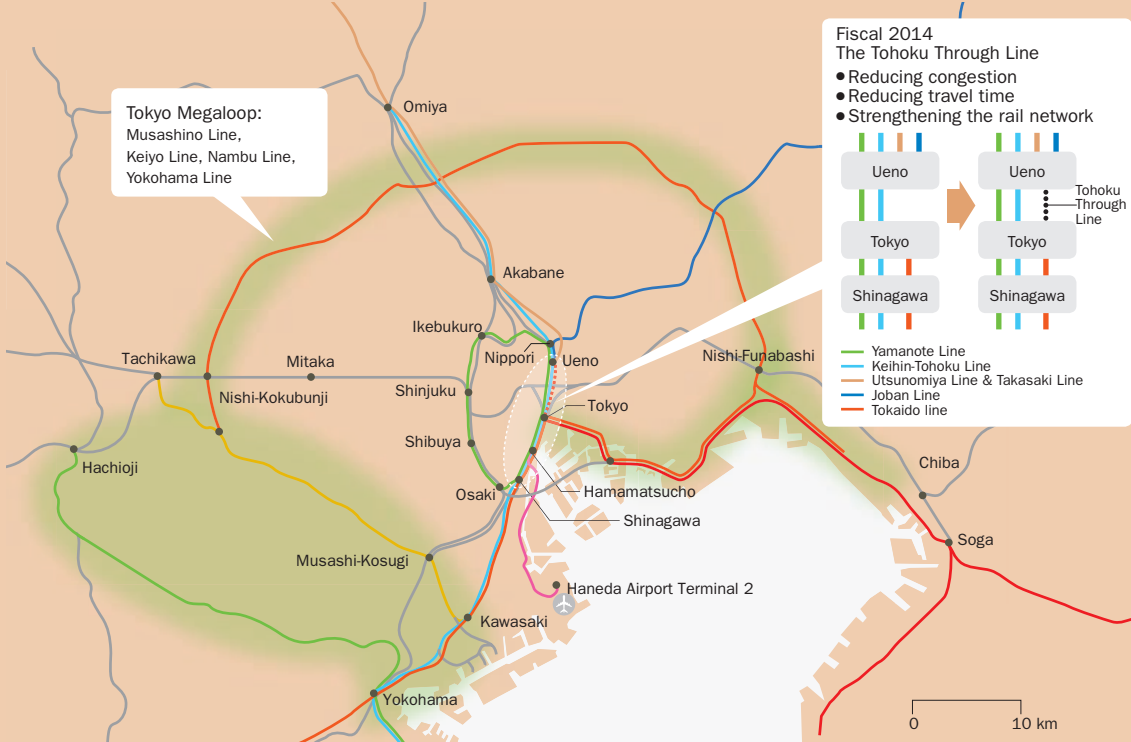
TOPICS

CONVENIENCE ALONG THE TOKYO MEGALOOOP ENHANCED

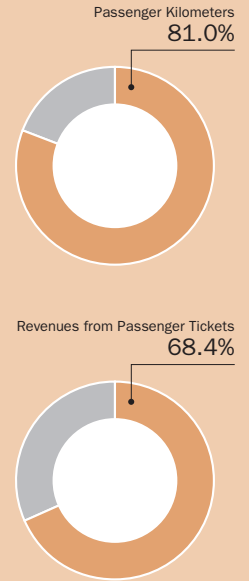
JR East has taken initiatives to enhance train services on its "Tokyo Megalooop," which consists of the Musashino, Keiyo, Nambu and Yokohama lines. These lines, which together form an outer loop around Tokyo, are connected at many points with the lines that other railway companies operate. JR East will improve service convenience along its megaloop as part of an effort to build up a railway network for adjacent residential communities, thereby appealing to people looking for a place to live in Tokyo.

As a case in point, when train schedules were revised in December 2010, JR East introduced the *Shimōsa* and *Musashino* liner trains as new through services for respectively connecting the Musashino Line eastward from Nishi-Funabashi and westward from Hachioji and Fuchu-Honmachi with the Tohoku Line at Omiya Station. This greatly enhanced the convenience and rapidity of the Musashino Line's connections through Omiya.

Strategy for Transportation on Conventional Lines around Tokyo Metropolitan Area Network



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



In addition, JR East finished the construction needed in preparation for upgrading the Nambu Line with rapid trains. Rapid service from Kawasaki to Noborito along this line was launched in April 2011, shortening travel time by around five minutes. Currently the rapid service operates on a day-time schedule of two trains an hour in both directions, between the hours of 10:00 a.m. and 3:00 p.m. from Musashi-Kosugi Station.

TOKYO MONORAIL'S HANEDA AIRPORT INTERNATIONAL TERMINAL STATION OPENED

JR East Group's Tokyo Monorail Co., Ltd. opened its Haneda Airport International Terminal Station in October 2010, to coincide with the opening of a new international passenger terminal at Tokyo's Haneda Airport on October 21, 2010. The new station is situated at the same level as the third-floor departure lobby of the international terminal, and boasts an access time of just one minute on foot from its exits to the departure lobby.

In addition, a new JR East Travel Service Center was opened inside this monorail station as a sales and validation counter of the *Japan Rail Pass* and *JR EAST PASS*. It is also able to offer assistance to visitors from abroad to ensure they have pleasant journeys while in Japan.

OUTLOOK

THE TOHOKU THROUGH LINE DEVELOPMENT

The Tohoku Through Line project involves building new elevated railway tracks and upgrading existing railway tracks between Tokyo Station and Ueno Station. This will be done so that certain services of the Utsunomiya, Takasaki, and Joban lines that now terminate at Ueno Station can instead be linked near Kanda Station to the Tokaido Line bound for Tokyo, Shimbashi and Shinagawa.

Upon completion, the Tohoku Through Line will ease crowding on the Yamanote and Keihin-Tohoku lines during the morning rush hour. The through line will also shorten travel times involving connections from the Utsunomiya, Takasaki and Joban lines to the Tokaido Line. In these ways, the through line will significantly help JR East improve its railway network.

Intercity and Regional Networks

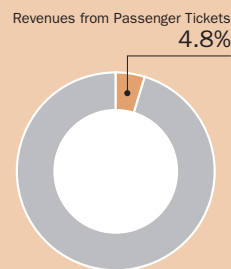
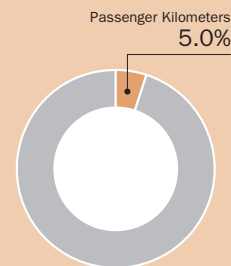
New series E657 railcars



Resort View Furusato

Seating of Resort View Furusato

Composition of Railway Operations in JR East (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 3,841.7 operating kilometers. In fiscal 2011, they accounted for 6,249 million passenger kilometers and revenues from passenger tickets of ¥76.7 billion.

TOPICS

INTRODUCTION OF NEW RESORT-TYPE TRAINS

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 introduced the series HB-E300, a new resort-type railcar driven on a hybrid system.

These new resort-type railcars with a hybrid system were introduced in October 2010 to the Oito Line and Iiyama Line, as the *Resort View Furusato* liner trains, in conjunction with the *Shinshu Destination Campaign*. Then on December 4, 2010, they were introduced to the Gono Line, as the *Resort Shirakami (Aoike version)* liner, and to the Ominato Line and Tsugaru Line, as the *Resort Asunaro* liner, in conjunction with the opening of the Tohoku Shinkansen Line's Shin-Aomori Station.

OUTLOOK

INTRODUCTION OF NEW LIMITED EXPRESS RAILCARS ON THE JOBAN LINE

The limited express service along the Joban Line from Ueno Station is scheduled to be phased in with new railcars (Series E657) from spring 2012 onward. These series E657 railcars, enhanced for ride comfort and quietness, will have compartments equipped with WiMAX for broadband accessibility and with universal design features. The basic underlying design concept was to develop a series of railcars with a pleasant and comfortable passenger compartment, responsive to the needs of business travelers and equipped with features offering safety and reassurance for all passengers.

Tourism Development



Tabi-Ichi pamphlet

JR EAST PASS

<http://www.jreast.co.jp/e/eastpass/>

OVERVIEW

Roughly speaking, the passengers found on JR East's Shinkansen Lines are half traveling for business, and half for tourism. For this reason, creating an extra demand for tourism will lead to an increase in JR East's ridership. And a buildup of the areas that are attractive to tourists within JR East's railway service area is absolutely essential to creating this extra demand. The Tourism Development of JR East is fully engaged with local communities in generating this demand, focused on cultivating attractions, refining them and conducting the related publicity.

TOPICS AND OUTLOOK

REDISCOVERING THE REGION PROJECTS TO STEP UP TOURISM DEVELOPMENT

Rediscovering the Region Projects is an approach by which JR East's railway and lifestyle services work together to generate both interactive synergies and also a flow of people and merchandise back and forth between the Tokyo Metropolitan area and the outlying regions. This project enables the JR East Group and various local communities to collaborate on strategies and ideas for generating this traffic while at the same time clarifying the roles expected of each other. In transforming this traffic into a dynamic loop culminating in Tokyo, JR East can

create new markets, particularly as regards cultivating the movement of passengers inbound for Tokyo. The project is thus a means by which the Company aims to stimulate economic activity in its service area and make significant headway in strengthening the Group's businesses.

One embodiment of this approach is *Tabi-Ichi*, a packaged travel product designed for local communities to publicize their lesser known tourist attractions, which the travel agency services of JR East cooperate in recommending to customers.

More specifically, *Tabi-Ichi* is a product centered on the concept of bringing city dwellers in contact with regional attractions, customs, produce, cuisine and hospitality. This travel product is both a springboard for communities to showcase their local character by the season of the year, and also for JR East to market their folk culture and customs as tourist attractions. The aims are for JR East to partner in the development of local communities, and develop new markets from grass roots tourism.

INBOUND STRATEGY: 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 travelers from abroad, JR East has launched a variety of promotions to attract more travelers to Japan. In recent years, travelers not only from North America and Europe, but also from China and the other rapidly growing countries of Asia, have been coming to Japan. Working to link these travelers with the *Visit Japan Campaign*, and also encouraging them to consume the goods and services the Group has to offer, are an important part of JR East's strategy for gaining new customers.

At the same time, the Company is not taking it for granted that an increase in the numbers of these tourists will result in an increase in JR East's railway ridership. The Company recognizes that it must continue to work at this, as it has been doing continually by offering tourist-dedicated products, facilities for providing information to tourists, and publicity about destinations, events and attractions available within the JR East service area.

Among the products JR East sells to these travelers from abroad are *JR EAST PASS*, *Japan Rail Pass* and *Suica & N'EX*, which combines a discounted Narita Express ticket from Narita airport into Tokyo with a *Suica* card designed as a memento for their use, and a *Suica & Monorail* ticket that permits combined travel from Haneda Airport into central Tokyo with a similar *Suica* card.

In addition, JR East has launched *JR-EAST Shinkansen Reservation*, an online portal for customers residing abroad to reserve seating and purchase their tickets for Shinkansen and other major limited express railway services of JR East in advance of their travel to Japan.