

April 27, 2016

To enhance people's pleasure of driving, and to make the Ingress game more exciting

AUTOBACS enters into the world of Ingress

Collaboration with a smartphone game application



April 27, 2016 (Tokyo, Japan) – AUTOBACS SEVEN Co., Ltd. (hereafter “the Company”, Representative Director and CEO: Setsuo Wakuda) starts collaboration with the on-line location game “Ingress” provided by Niantic, Inc., a firm that has been independent from Google Corporation in August 2015. All AUTOBACS Group stores including overseas stores (632 stores) are going to appear as new portals in the Ingress game on April 27, 2016.

- The first automobile-related company in Japan entering the Ingress world
- Expecting to appeal to new customers through participation in the game

What is Ingress?

Ingress is an augmented reality multiplayer online mobile game. It is a virtual game that uses the real world as game space. Players are divided into two groups, namely “Resistance” and “Enlightened” and they create links between portals to enhance their control fields over geographical areas. Portals are hidden at places such as landmarks, parks and stores in the real world. To acquire portals for their faction, players must visit and interact with in specified ways. Ingress has been downloaded over fourteen million times by players in over 200 countries. Japan is the second (next to the United States) in number of players for Ingress.

The game encourages players to get outdoors and explore the world around them to acquire portals and it is expected that the addition of more than 600 new portals (AUTOBACS stores) in the Ingress world would increase entertainment of the game. At the same time, the Company hopes if this new IT marketing experiment would increase the number of its customers by encouraging non-automobile users and foreign tourists to find and visit its stores (portals). The Company is the first automobile-related company in Japan collaborating on the Ingress game.



In the real world, customers can acquire new Ingress items at AUTOBACS stores, and in the virtual world of Ingress, players will be able to use AUTOBACS original items or create new original missions linking a series of AUTOBACS store portals. Through this experiment, the Company aims to improve its appeal to car users by offering maintenance tips and ideas that would be essential for transportation both in real and in virtual world.

【AUTOBACS × Ingress】 special website: <http://www.autobacs.com/ingress/>

About Niantic, Inc.

Niantic, Inc. builds mobile real-world experiences that foster fun, exploration, discovery and social interaction. Originally incubated within Google, Niantic was founded by John Hanke, who previously helmed the Google Geo team (including Google Maps and Google Earth) after his startup Keyhole was acquired by Google. In 2015, Niantic, Inc., spun out from Google, becoming an independent company with investments from Google, The Pokémon Company and Nintendo. Niantic, Inc., is currently developing Pokémon GO, a real-world Pokémon game for iOS and Android mobile devices. Niantic K.K. is a Japanese company of Niantic, Inc. For more information on Niantic, Inc., please visit www.nianticlabs.com

With the Group's slogan of "Anything about cars, you find at AUTOBACS" and to provide a comprehensive range of support for customers' car-related needs, AUTOBACS aims to become a store that deals with anything related to cars such as automotive goods and services, statutory safety inspections and maintenance, and automobile purchase and sales.

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