

December 22, 2016

New-style AUTOBACS opens in Akita and Yamaguchi

A new type of store solves inconvenience felt by customers



Selling area (AUTOBACS AKITA YURIHONJO)

December 22, 2016 (Tokyo, Japan)--AUTOBACS SEVEN CO., LTD. (Representative Director and CEO: Kiomi Kobayashi; hereinafter "AUTOBACS") announced that on December 23, 2016 (Friday/holiday) it will reopen the renovated AUTOABCS AKITA YURIHONJO Store and AUTOBACS IWAKUNI Store, which originally opened in 2012.

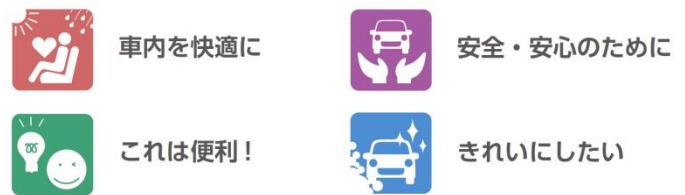
As a result of a questionnaire of customers who had shopped at AUTOBACS, it was found that customers were feeling some inconvenience when they purchased items or received installation services at AUTOBACS stores, such as "it is difficult to select items" or "I have to wait a long time until the pit service starts." To solve these issues, AUTOBACS has developed a new-style store.

AUTOBACS's new store features the following major changes from its conventional store:

[Items are now easy to find and select]

In the conventional store, merchandise was displayed by 12 categories, such as tires, car navigation equipment, car shampoos, and air fresheners. In contrast, the newly reopened two stores classify and display items by four scenes, Comfortable, Safe, Convenient, and Clean, creating a sales floor where customers can easily select items according to their purpose and use. In addition, the new stores have carefully selected offerings comprising popular items at nationwide AUTOBACS stores, making it easier still, even if a customer is not familiar with automobiles.

Because many customers asked to try out the merchandise in a car, AUTOBACS has also expanded its line of hands-on samples, which can also be tried out in the customer's own car.



Classification signs by scene



Image of sample display

[Pit services are offered on a reservation basis]

In the exchange and installation services of parts and consumables offered at conventional stores, the waiting time tended to be long, causing customer dissatisfaction. In the new stores, however, the installation and replacement services are offered on a reservation basis to eliminate unnecessary waiting time. In line with this change, customers are now able to make a reservation via phone or online for pit services, including conventional oil change, tire, battery, and “one-coin” services (those that can be purchased with one coin), such as water-repellent finishing of speed glass. In addition, the reservation time slot is now available on a 15-minute basis, instead of the previous 30-minute basis, which AUTOBACS believes will improve convenience for customers.



Screen image of online reservation for pit services

<Web address: online reservation for pit services>

AUTOBACS AUTOABCS AKITA YURIHONJO Store

https://yoyaku.autobacs.jp/pit_reserve/index.php?st=105013

AUTOBACS IWAKUNI Store

https://yoyaku.autobacs.jp/pit_reserve/index.php?st=390418

Toll-free number (reservation only) 0800-222-4891(Open hours: 10:00 - 17:30)

[In-store facilities are remarkably improved]

The facilities have been considerably improved as well. Although fluorescent lighting was previously used in stores, the new stores have installed spot-type LED bulbs with low power consumption, ensuring brightness while considering the environment. By lowering the height of display furniture from the previous height of 1,800 millimeters to 1,200 millimeters, it has also enhanced visibility in a store, aiming for a sales floor where customers can easily find and shop for items.

The waiting area for customers during the pit service produces a calm and simple space like a lounge and also offers a kid's space so that customers with small children can also stay comfortably.



In-store lighting (AUTOBACS IWAKUNI Store)



Display furniture with a height of 1,200 millimeters (AUTOBACS IWAKUNI Store)



Waiting area (AUTOBACS IWAKUNI Store)

AUTOBACS will review its efforts at the two stores and listen to our customers' opinions, utilizing them for better store management.

Overview of the new stores:

(AUTOABCS AKITA YURIHONJO Store)

Store name	AUTOABCS AKITA YURIHONJO Store	Opening date	Friday, December 23, 2016
Location	Yurihonjo city, Akita	Site Area	2,931 square meters
Sales floor space	47 square meters	Parking spaces	44 cars
Service bays	2 bays	Opening hours	10:00am to 7:00pm
Store holiday	Thursday	Operated by	AUTOBACS SEVEN CO., LTD.

(AUTOBACS IWAKUNI Store)

Store name	AUTOABCS IWAKUNI Store	Opening date	Friday, December 23, 2016
Location	Iwakuni city, Yamaguchi	Site Area	3,425 square meters
Sales floor space	97 square meters	Parking spaces	54 cars
Service bays	2 bays	Opening hours	10:00am to 7:00pm
Store holiday	Thursday	Operated by	AUTOBACS SEVEN CO., LTD.

Total number of stores of the AUTOBACS Group (as of December 23, 2016)

AUTOBACS	497	Super AUTOBACS	74
AUTOBACS EXPRESS	12	AUTOBACS <i>Secohan Ichiba</i>	9
AUTOBACS CARS Stand-alone Store	2	AUTOBACS Used Car Purchase Store	6

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