

October 23, 2018

## AUTOBACS SEVEN announces Opening of New Autobacs Flagship Store; A PIT AUTOBACS SHINONOME

(Translation of major points of Japanese release)

October 23, 2018 (Tokyo, Japan) — AUTOBACS SEVEN Co., Ltd. (Representative Director and CEO: Kiomi Kobayashi), announces that it will open its newly remodeled AUTOBACS Group flagship store SUPER AUTOBACS TOKYO BAY SHINONOME under the new name of A PIT AUTOBACS SHINONOME, on Friday, November 23, 2018 (a Japanese national holiday).



Thinking behind the new store name:

For 21 years as the AUTOBACS Group's flagship store, since the time of its initial opening in June 1997, SUPER AUTOBACS TOKYO BAY SHINONOME has enjoyed the support and patronage of many customers; including both local residents and customers traveling from other prefectures.

As drivers' values with regard to their cars continue to diversify, the name "A PIT AUTOBACS SHINONOME" was chosen based on the store's aim of providing a unique and individualized custom "pit stop" service to each and every one of its customers.

The initial letter "A" also signifies the seven directions that AUTOBACS aims to achieve, and expresses the new image of AUTOBACS.

AUTOBACS	“A” as a symbol of AUTOBACS, carrying on the traditions of the brand
ABC	“A” as the first letter of the alphabet, signifying a new start or beginning
Active	“A” for active and continuous challenge
Advance	“A” for advancement and continuous evolution, and constant efforts to offer something that is new and one-step ahead
Always	“A” for always friendly, everyday service
Authentic	“A” for offering authentic, high-quality products, services and store spaces
Appeal	“A” for building relationships with customers that will enable them to feel appeal and attraction

Points of note:

- AUTOBACS SEVEN’s flagship store will be reborn as a new AUTOBACS store, providing new value to all car users, based on a central “pit stop” concept.

**Concept:**

In addition to car-related safety and security, the new store will also offer a comfortable space where customers can spend quality time with their cars, and new discoveries and experiences through lifestyle-specific proposals.

The store will aim to become a place where car-lovers can enjoy even greater excitement, and where even non-car-loving friends and family members who ride together with them can enjoy themselves too.

The store’s selling spaces are divided into lifestyle-based themes, with themes including Cars, Culture, Travel, Sports, Nature and Family, and will propose new ways for customers to enjoy their cars.

Details of the store’s external appearance and interior will be provided in another release.



**Bookstore and cafe:**

The central area of the second floor of A PIT AUTOBACS SHINONOME will feature the “bookstore & cafe” style TSUTAYA BOOKSTORE SHINONOME, which will propose the “car lifestyle” concept (a lifestyle that is richer and more enjoyable due to being with cars) to customers.

**TSUTAYA  
BOOKSTORE**

The store will offer a full range of specialist car-related books and magazines covering topics such as vintage cars, “garage lifestyle,” and car customization, as well as picture books and children’s books to stimulate children’s curiosity and interest in cars, and an extensive lineup of travel and outdoors-related books and magazines that will make adult readers want to take a trip in their cars.

TSUTAYA BOOKSTORE SHINONOME incorporates a STARBUCKS cafe, which offers an open-feeling ceiling-less space that extends upwards to the third floor, enabling customers to relax and read their books while enjoying a coffee or other drink.

In addition to transforming car maintenance waiting time into relaxation time, this space will also allow customers to deepen their attachment to their cars, and to spend an enjoyable time with their families. TSUTAYA BOOKSTORE SHINONOME aims to enable not just cars but also customers themselves to make a relaxing instore pit stop, by providing a bookstore and cafe space that will help customers to make an energetic start towards their future lives from the next day onwards.

## Kids’ corner:

### BørneLund

The kids’ corner located next to the store’s waiting area was designed and produced by BørneLund, a company that aims to contribute to children’s healthy growth and development through play. This waiting area enables customers with small children to spend an enjoyable time with their children while they wait. Customers can also purchase BørneLund products.

あそびと教育



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## Schedule up until store opening:

October 23, 2018 (Tue)	News release explaining store concept (this release)
November 21 (Wed)	News release regarding store details
November 23 (Fri)*	Store opening
*national holiday	(Between November 23 and 28, entry to the store will be limited exclusively to customers who have been sent an invitation.)
November 29 (Thu)	Open for regular business

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