

November 21, 2018

AUTOBACS Announces Opening of New Flagship Shop

A PIT AUTOBACS SHINONOME

- By invitation only on November 23 to 28, fully open from November 29 -

(Translation of major points of Japanese release)

November 21, 2018(Tokyo, Japan) – AUTOBACS SEVEN Co., Ltd. (Representative Director and CEO: Kiomi Kobayashi) announced the opening of the remodeled Super AUTOBACS Tokyo Bay Shinonome, a flagship store in the AUTOBACS Group, as well as a new store, A PIT AUTOBACS SHINONOME. This store will be open by invitation only on Friday (Holiday) November 23 to Wednesday 28, 2018, and will fully open for all customers from Thursday November 29.



Shop Appearance



View from the Entrance

Key points:

- This is a new AUTOBACS store for customers to find everything related to cars in one place.
- It will satisfy all drivers and passengers as well as car-loving customers.

[Concept: A Pit-in for Cars and Customers]

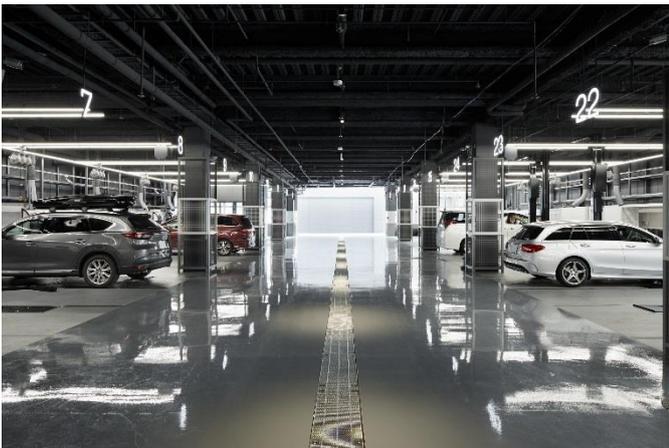
Under the concept of a Pit-in for Cars and Customers, A PIT AUTOBACS SHINONOME will produce and provide a comfortable space to spend time with car goods as well as a place of safety and security for cars. This will be a new AUTOBACS store, which features lifestyle sales rooms proposed by Culture Convenience Club Co., Ltd., through ABT Marketing Co., Ltd.,* established in March 2017. This store introduces the BOOK & CAFE and aims to be a store for customers from a variety of generations, including drivers, their family and friends, to have fun together, equipped with sales rooms in which customers can discover and experience new aspects of cars. Customers who love cars can have more fun and exciting experiences.

* A joint company was established by AUTOBACS and Culture Convenience Club Co., Ltd., which develops a database marketing business. With the shared resources and cooperation of the AUTOBACS Group and the CCC Group, including the AUTOBACS Group's customer base of 15 million customers, AUTOBACS' know-how about cars and CCC Group's customer base of 68 million customers and ability to propose lifestyles, this company aims to structure database services centered on cars and perform marketing services.

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1F: A Maintenance Pit that Provides Feelings of Safety and Cleanliness

The entire Pit is based on a three-color monotone theme (white and two shades of gray), and the furniture on the wall and the equipment are always kept tidy, providing feelings of safety and cleanliness. The new uniform (overall) of the Pit staff with A PIT-dedicated design has the person's name is printed on the back to increase awareness of them as a professional and the sense of trust from customers. PIT LIVE VIEW reports from the location of the pit work and is introduced as a new pit service for customers to spend time in the shop while feeling safe and secure. This service enables customers to verify the status of progress of the work on a smartphone lent at the time of receipt of order of the pit work. In addition, PREMIUM PIT will be introduced as a service for customers who are particular about their cars. An adjacent, independent waiting area is provided in this pit where customers can watch the work. They can also make a reservation by appointing a pit staff who is familiar with their car and use the pit equipment by the hour, with tools and other instruments available.



Pit

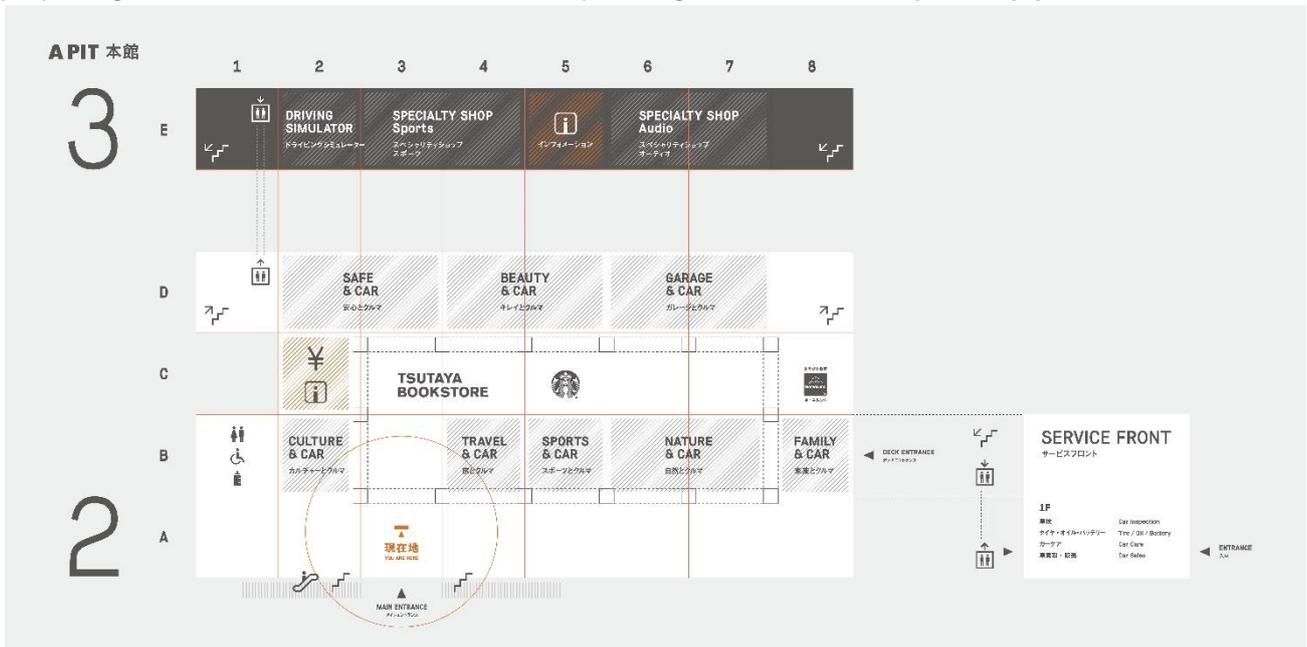


PREMIUM PIT

2F: Proposing Goods that Allow Customers to Feel Comfortable and Find a New Lifestyle

[Proposing Goods by Lifestyle]

The sales rooms are segmented into eight themes. Each segment is intended for goods related to cars that suit each lifestyle, such as travel and cars, nature and cars, garage and cars, family and cars, and others, to propose goods that allow drivers as well as all passengers to find new ways to enjoy their lives with cars.



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[BOOK & CAFE]

TSUTAYA BOOKSTORE SHINONOME is open in the center of the floor, which is a BOOK & CAFE store that proposes a car life (a life that is more fun and more abundant with cars). It contains a variety of books and magazines, including technical books and magazines featuring automobiles, garages and the customization of cars, as well as picture books and children's books that stimulate children's curiosity about cars, and books and magazines about travel and outdoor activities.



Adjacent to TSUTAYA BOOKSTORE SHINONOME is STARBUCKS, a specialty coffee shop from Seattle, U.S. It offers a wide variety of drinks based on espresso extracted from high-quality Arabica coffee beans, pastries and sandwiches.

The store is very spacious with a stairwell that runs through the third floor, and comfortably allows customers to read over coffee while waiting for the maintenance of their cars and to rest while shopping.

TSUTAYA BOOKSTORE SHINONOME aims to be a BOOK & CAFE not only for cars, but also for drivers and passengers to pit in, allowing them to feel alive.

[Provides a Place to Play with a Relaxation Park for Parents and Kids]

The Kids' Corner, adjacent to the BOOK & CAFE, is produced by Børnelund, a company that intends to contribute to the healthy growth of children through play. This space is for customers with very young kids to pass the time while enjoying themselves. Børnelund goods can be purchased here.



3F: Specialty Area Focused on Simulation to Raise Customers' Interest in Cars

[Driving Simulator]



An authentic driving simulator authorized by professional drivers operates permanently, allowing customers to simulate driving on various circuits in a variety of cars that have participated in SUPER GT Races. This simulator features realistic vibrations, sounds and visual effects that we would like customers who love cars to experience at least once.

Number of Registered Models: some 250 models

Number of Registered Circuits: some 200 courses

Fee: 1000 yen per 10 minutes (tax included)

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[Specialty Shop: Sports & Audio]

Sports Specialty Shop, which focuses on the tuning and customization of car parts and accessories, and Audio Specialty Shop, which focuses on audio equipment inside a car, are intended for customers who are very particular about their cars. Sports Specialty Shop features sport seats from a variety of manufacturers, including RECARO, an automobile seat manufacturer with global sales results, and allows customers to try most seats on display.

Audio Specialty Shop features furniture with seated type car navigation systems that simulate the driver's seat and speakers, allowing customers to experience the operation of the car navigation system and the sound from the speakers from the actual distance.



[Store Overview]

Store Name:	A PIT AUTOBACS SHINONOME		
Opening Date:	Friday (Holiday), November 23, 2018 (Only open for invited customers on November 23 to 28.)		
Address:	Shinonome 2-7-20, Koto-ku, Tokyo 135-0062		
TEL & FAX:	TEL: 03-3528-0357 / FAX: 03-3528-3570		
Site Area:	13,649 m ² (4,129 tsubo) <Shared Use>	Sales Room Area:	2,256 m ² (682 tsubo)
Parking Spaces:	295 cars <Shared Use>	Number of Vehicles for Pit Work:	38 cars
Business Hours:	9:00 to 22:00	Holidays:	Irregular
Management Organization:	AUTOBACS SEVEN Co., Ltd.	Representative Director:	Kiomi Kobayashi

Reference Information: Total Number of Domestic Stores of AUTOBACS Group: 598 (As of November 23, 2018)

AUTOBACS ^{*1} :	495	Super AUTOBACS ^{*2} :	74
AUTOBACS EXPRESS:	11	AUTOBACS <i>Secohan Ichiba</i> :	8
AUTOBACS CARS:	10		

*1 AUTOBACS includes Smart+1.

*2 Super AUTOBACS includes A PIT AUTOBACS.

We aim to operate a store that allows customers to consult on everything about cars based on AUTOBACS' management concept of "We constantly propose the best ways for customers to enjoy motoring, to create a rich, car-loving society."

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