

September 5, 2018

Grand Opening of Car-Refresh Store, Smart+1 UTSUNOMIYA Store

Refreshments for cars and customers! The first Smart+1 store in Kanto area



AUTOBACS SEVEN Co., Ltd. (Representative Director and Chief Executive Officer: Kiomi Kobayashi) will open a new type of business store "Smart+1", focusing on car washing and coating, which will be the first store opening in Kanto area, in Utsunomiya, Tochigi, on Friday, September 7, 2018.

Points of note:

- Smart+1 is a car-refreshing store that focuses on hand car washing and coating.
- We stylishly provide a waiting area, choice of goods and notifications to visit again.
- We offer +1 service that enables both cars and customers to be refreshed.

Recently there has been an increase in the number of people who wash their cars using a coin car wash or who turn to stores that provide a car washing service because they do not have the space to wash their cars at home. The first Smart+1 store was opened at Ibaraki, Osaka in 2017, as a store specialized in car maintenance especially car washing and coating, to respond to such needs of customers. Hand car washing service uses pure water that does not contain almost any impurities. You can wait and relax at the lounge in the store until the maintenance service is finished.

Unlike original AUTOBACS stores, Smart+1 has no sales space for car goods. Maintenance items such as tires, oil and batteries are not displayed at the sales space but are ready for the customers who made service reservations.

From September 7 to 30, as of the grand opening sale, planning to run the campaign sale for hand car washing with pure water and coating.

The name Smart+1 is based on the concept of providing three Smarts Plus One Value. The logo mark is green, which means relaxation and refreshment.



CAR-REFRESH STORE
Smart+1

Signboard logo mark



Web page for reservation
access from smartphone

Smart time management...Reservation-first system

Smart+1 enables customers to use the limited time “smartly” with its reservation-first service system. You can make a reservation as early as three hours before in the following three ways: (1) reservation by visiting; (2) reservation by smartphone: special website (<https://yoyaku.autobacs.jp/smart/>) and (3) reservation by telephone: special reception center for reservations.

Smart choice of goods...Membership system

Autobacs stores have a rich inventory of goods and provide car enthusiasts with the pleasure of choice for their cars. Some customers who do not know much about cars say that they cannot decide on which car goods are most suitable for their tastes and needs. Through its full membership system, Smart+1 presents goods that are most suitable for customers’ tastes and needs at the time of reservation by registering information about the customers’ cars. Customers can discerningly choose from among that selection according to their budget and other elements.

Smart notification to visit again...Notification about the time to wash cars and get an oil change

Customers who do not know much about cars are not very interested in the maintenance cycle of tires, oil and batteries. Among other things, they tend to forget the timing for oil changes. Smart+1 notifies the customer about this timing for maintenance with a two-month cycle for car washing and a six-month cycle for oil changes. Once a customer uses our service, we will “smartly” notify him or her about the next time to return.

『+1』...Providing a space that enables customers to be more refreshed than when they entered the store as well as their cars

The store serves coffee and pastries such as muffins or cookies at “Smart+1 Café” in the store for customers to relax while waiting. It accommodates customers with a relaxing time for their enjoyment while they wait.

The overview of the store is as follows.

Store name	Smart+1 UTSUNOMIYA Store	Opening date	Friday, September 7, 2018.
Location	Utsunomiya-city, Tochigi		
Site Area	3,881 square meters*	Floor space	281 square meters
Parking spaces	9 cars*	Service bays	4 bays
Opening hours	10:00am to 7:00pm (week days) 9:00am to 6:00pm (Saturday, Sunday, and holidays)	Store holiday	Monday (if a Monday is a national holiday, then the next day)
Operated by	AUTOBACS SEVEN Co., Ltd.		

Total number of stores of the AUTOACS Group (as of September 7, 2018)

AUTOBACS	494	Super AUTOBACS	74
AUTOBACS EXPRESS	11	AUTOBACS Secohan Ichiba	8
AUTOBACS CARS	10		

*AUTOBACS includes Smart+1 store.

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