

June 23, 2010

## Coding System Planned for Hakone Area Bus Routes for Easier Use of Buses in Hakone

To be implemented as part of the tourism undertakings for the  
Hakone/Yugawara/Atami/Ashigara areas.

HAKONE TOZAN BUS Co., Ltd. (Main office: Odawara-shi, Kanagawa; President: Yoshimitsu Ito) of the Odakyu Group, Odakyu Hakone Highway Bus (Main office: Setagaya-ku, Tokyo; President: Kikuo Hamatake) and Numazu Tozan Tokai Bus Co., Ltd. (Main office: Numazu-shi, Shizuoka; President: Kikuo Oshio) will join Izu Hakone Bus and the township of Hakone-machi to begin work on coding bus routes with letters and colors starting from Tuesday, June 15, 2010. In conjunction with this change, some bus stops will also be renamed.

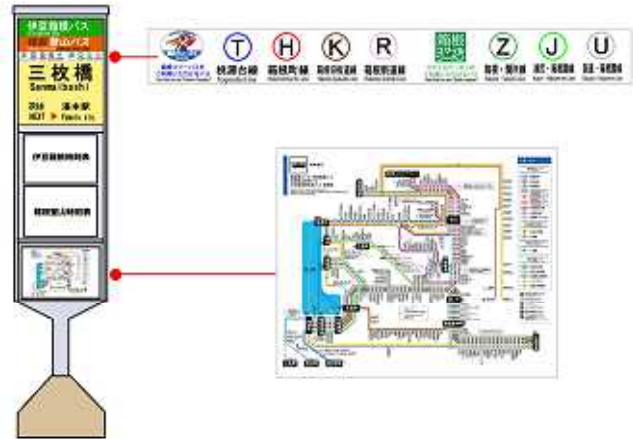
While the bus routes running in the Hakone area are well developed and have substantial number of services running, the routes are complex with several bus companies operating in the same area, thus making mostly first-time visitors complaining about being “confused about which bus to take.” In addition to this, the necessity to improve the convenience of bus routes functioning as secondary transportation after trains has become more imminent, as we work to ensure the increasing number of foreign tourists visiting Hakone can better enjoy their trip comfortably.

With this in mind, we have also decided to change the names of some bus stops as part of our joint effort with Izu Hakone Bus (Seibu Group) based in Hakone and the township of Hakone-machi to code bus routes with alphabets and colors.

This undertaking is to be implemented as part of the new *Hakone/Yugawara/Atami/Ashigara Tourism Area Development* (Chairman of the development promotion council: Masaru Kazuma, chairman of the Hakone Tourist Association) to commence this year as authorized by the Minister of Land, Infrastructure and Transportation under the Act on Promotion of Tourists' Visit and Stay through Development of Tourism Areas.

The Odakyu Group aims to enhance Hakone as a tourist area by helping tourists better understand and get their way around in Hakone.

An overview of the coding system of the bus routes and the renaming of some of the bus stops is provided as follows.



Route alphabetical code will be displayed on the windscreen as well as alongside the destination in the LED display panel where possible (photo is a conceptual image).

Bus stop signs will display the alphabetical code of routes available, with the overall route map also given at the bottom.

## 1. Bus route alphabetical coding system

### Overview

Each bus route operating in the Mt. Hakone area will be given an alphabetical code and color, which will be displayed at terminals, bus stops and on bus display panels.

\* See attached route map.

\* Bus routes available for use to holders of the Hakone Free Pass are those operated by HAKONE TOZAN BUS, Odakyu Hakone Highway Bus (designated areas only) and Numazu Tozan Tokai Bus (designated areas only), while a text saying “Hakone Free Pass is valid for this bus” in Japanese will be indicated on the bus stop display.

\*In regard to the Haneda route (V route), the same coding and color system will also apply on buses of Keihin Kyuko Bus Co., Ltd., which operates shared routes with Odakyu Hakone Highway Bus.

### Date of implementation

Tuesday, June 15, 2010

\* Earlier date likely if time is required for preparations.

### Displaying method

1. Every bus stop display (about 450 displays)
2. LED displays on buses (about 235 displays)
3. Displays at terminals and information centers (about 40 places)
4. Information pamphlet available in 5 languages (Japanese, English, Korean, Mandarin Chinese [simplified and traditional])

\* Number given in the ( ) for 1~3 include Izu Hakone Bus displays.

## 2. Renaming of bus stops

### Details

To make it easier for visitors, the nearest bus stops to the Hakone Sekisho (Hakone Check Point), a representative tourist facility in Hakone, will be renamed as **Hakone Sekisho-ato (Hakone Check Point Site)** from the original name Sekisho-ato Iriguchi (Entrance to the Check Point Site). The renaming applies to the HAKONE TOZAN BUS, Numazu Tozan Tokai Bus, and Izu Hakone Bus stops.

### Bus operators and the old and new bus stop names

Operator	New Name	Current (Old) Name
HAKONE TOZAN BUS	Hakone Sekisho-ato	Sekisho-ato Iriguchi
Numazu Tozan Tokai Bus	Hakone Sekisho-ato	Sekisho-ato Iriguchi
Izu Hakone Bus	Hakone Sekisho-ato	Sekisho-ato Iriguchi

### Effective date

Tuesday, June 15, 2010

