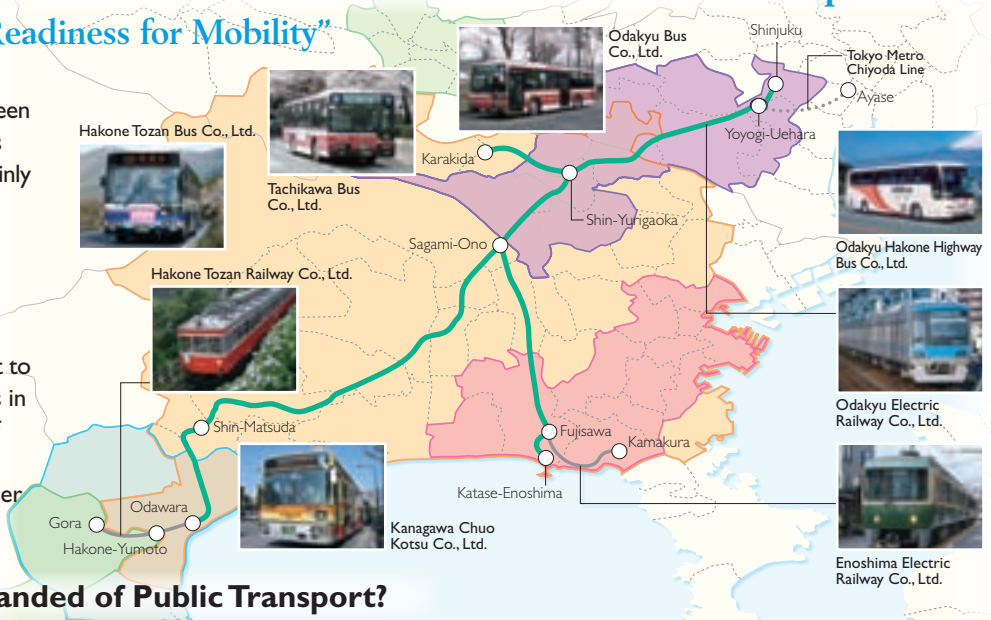


Aiming for Safer, More Convenient and Comfortable Public Transport: Facilitating Customers' "Readiness for Mobility"

To contribute to the growth of local communities, the Odakyu Group has been building public transportation networks through its railway and bus services mainly through the Odakyu Line, which is currently used by approximately 1.96 million people everyday.

Moreover, in recent years we have been facilitating the "readiness for mobility" of our customers in an effort to respond to society's changing demands in accordance with the times, in terms of issues such as global warming and the aging society that is resulting in a smaller number of children.



What Are the Roles Demanded of Public Transport?

At the Odakyu Group, we have been playing an important role in supporting people's lifestyles and economic activities in local communities as a means of transportation for the purposes of commuting and leisure. In playing this role, we have been striving to improve public transportation networks mainly through the Odakyu Line. We have also sought to carry out the additional roles expected of public transport by society that have grown increasingly diverse in recent years.

For example, global warming issues are a common challenge for the entire world, and it is expected that public transportation featuring high energy efficiency will play a major role in achieving a low-carbon society which produces a minimal amount of CO₂. In addition, from the perspective of achieving a safe and secure society, it is imperative for us to enhance safety measures and provide transportation services that can be used by everyone, including seniors, children and people with disabilities.

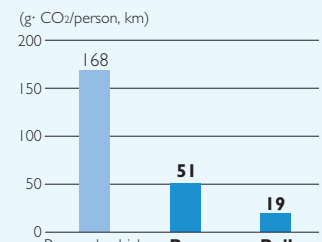
Accordingly, it is necessary for public transportation to play not

merely the essential role of supporting people's lifestyles in local communities, but also to serve as a foundation that protects the future of the global environment and creates a safe and secure society.

ENERGY EFFICIENCY OF PUBLIC TRANSPORT

When a train transports one person for a distance of one kilometer, the discharge of CO₂ is approximately one-ninth that of a private vehicle and one-third that of a bus. In this way, public transport including trains and buses has proved to be a means of transportation with high energy efficiency. For this reason, if use of such transport increases further, the discharge of CO₂ derived from people's transportation throughout society should be reduced as well.

CO₂ Discharge Classified by Type of Transportation



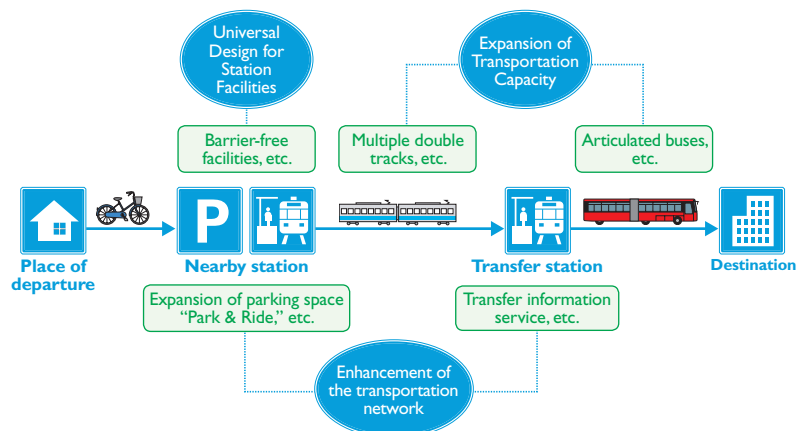
Source: Foundation for Promoting Personal Mobility and Ecological Transportation, "Transportation/Traffic and Environment, 2010 Version"

Facilitating Our Customers' "Readiness for Mobility"

To play the roles demanded from public transport, at the Odakyu Group we are facilitating the "readiness for mobility" of our customers.

More specifically, we are expanding our transportation capacity through development of multiple double tracks, implementing universal facility design for everyone's ease of use, expanding parking space around stations, and enhancing transportation networks by providing information on railway and bus transfers.

At the same time, we are promoting environmentally conscious activities by introducing energy-saving passenger cars, and conducting energy conservation activities at railway stations and promoting the use of "green power."



Enhancement of the Transportation Network

Enhancing the Train/Bus Network: Offering the Transfer Information Service

The Odakyu Group promotes the introduction of the transfer information system between buses (Kanagawa Chuo Kotsu Co., Ltd. and Odakyu Bus Co., Ltd.) and the railway (the Odakyu Line) with the aim of providing its customers with more comfortable transportation services. This system links the real-time bus operation information to the railway time-table, so that customers can identify the optimal routes when transferring between buses and trains as well as the time required for reaching their destination, by using their cellular phones and/or personal computers. We are planning to expand the service areas going forward.



Information system for bus/railway operations

Kanagawa Chuo Kotsu Co., Ltd.
Information system for bus/railway operations:
<http://real.kanachu.jp/OERtransfer/SelectArea>

*Japanese only

Odakyu Bus Co., Ltd.
Odakyu route-bus navigation:
<http://www.odakyubus-navi.com/>

*Japanese only

Striving to Boost Convenience in Transfer from Bicycle to Bus, by Expanding Parking Space and Promoting “Cycle & Bus Ride”

Odakyu Electric Railway promotes the expansion of parking space around railway stations to encourage use of public transportation and eliminate the problem of bicycles that are abandoned in front of stations. Furthermore, to improve the convenience of transfer, we provide a variety of information on our website on parking space for bicycles and vehicles located along the Odakyu Line, including addresses, contacts, fees for different services, and the method for signing an contract.

Moreover, in 2009 Kanagawa Chuo Kotsu Co., Ltd. began operating bicycle rack buses that can hold up to two bicycles in front of a bus. We have also helped boost convenience in the “Cycle & Bus Ride” for customers who transfer between a bicycle and a bus, by expanding bicycle parking space through relinquishing part of our office space.



Parking space (in front of Seijogakuen-mae Station)



Bicycle rack bus



Odakyu parking space for bicycles and vehicles:
www.odakyu.jp/guide/parking/index.html

*Japanese only

Enhancing the Train/Personal Vehicle Network: Promoting “Park & Ride”

Enoshima Electric Railway Co., Ltd. is promoting “Park & Ride” and “Park & Bus Ride” in collaboration with the city of Kamakura. Through this system, customers can park their vehicles at designated parking spaces located in Yuigahama and Shichirigahama and transfer to a train or a bus to get to the center of Kamakura (except during certain periods).

In addition, Odakyu Department Store Co., Ltd. has implemented the special “Park & Ride” program. With this program, a parking free coupon is given to customers whose purchases have exceeded a certain amount at the Machida Branch of Odakyu Department Store. The coupon is valid for the designated parking space located adjacent to three Odakyu Line stations: Tsurukawa, Sagami-ono and Ebina.

OFFERING ENVIRONMENTALLY CONSCIOUS PRODUCTS

Use of Carbon Offset

The carbon offset system eliminates CO₂ discharge from railways and buses by supporting programs to address global warming issues such as the natural energy power generation project.

The Odakyu Group has utilized the system for various purposes such as the environmentally conscious discount travel coupon called “Hakone Old Highway Number Ticket” offered by Odakyu Electric Railway Co., Ltd.,

Hakone Tozan Railway Co., Ltd. and Hakone Tozan Bus Co., Ltd. as well as the eco-bus commuter pass “Green Eco Pass” issued by Kanagawa Chuo Kotsu Co., Ltd., targeted at corporations. In addition, Odakyu Bus Co., Ltd. has achieved virtually CO₂ zero emission virtually by utilizing the carbon offset system for Hybrid buses which can reduced drastically CO₂ emission.