

## Creating “Social Value” –Social–

# Tokaido Shinkansen: Constant Effort to Enhance Service

Since its establishment, JR Central has constantly refined not only the safe and punctual but also-fast, frequent, high capacity, environmentally feasible, and comfortable characteristics of the Tokaido Shinkansen, which plays the role of Japan’s main artery transportation, in order to maintain and strengthen its competitiveness. Specifically, we have constantly worked to enhance services through the introduction of the “12 Nozomi Timetable,” the launch of new N700S Shinkansen rolling stock, and the expansion of online reservation and ticketless boarding services, among others.



## Characteristics of the Tokaido Shinkansen

### Safety

**0** accidents



- No accidents resulting in fatalities or injuries of passengers on board since operations commenced
- Improvement of safety awareness and skills through human resources education and training
- Ongoing investment for safety-related facilities

### Punctual

**1.4** minutes



- Average delay time: 1.4 minutes/1 train in service  
\* Results for FY2024 (including delays caused by natural disasters, etc.)

### Fast

**285** km/h



- Maximum speed: 285 km/h
- Between Tokyo and Shin-Osaka: 2 hours 21 minutes  
\* Note: Accurate as of the March 2025 timetable revision (arrival time based on the fastest trains in service)

### Frequent and High Capacity

**383** trains  
**460,000** passengers

- Number of train services per day: 383  
\* Results for FY2024 (including extra trains)
- Number of passengers per day: 460,000  
\* Results for FY2024
- Number of seats available: 1,318 seats/train  
\* 1,314 seats/train for the N700S type introduced in April 2021

### Environmentally feasible

Approx.  
**1/8**  
Approx.  
**1/12**

- The energy consumption amount per seat when traveling between Tokyo and Osaka is approximately 1/8th that of an aircraft.
- The CO<sub>2</sub> emissions for the same condition are around 1/12th.

### Comfortable

- Wide open, quiet space



## “12 Nozomi Timetable” expected to significantly improve our services

When the Company was established in 1987, we were operating the Tokaido Shinkansen at the maximum speed of 220 km/h. We put the Series 300 “Nozomi” into operation in 1992 with the maximum speed of 270 km/h, and, in 2003, we opened Shinagawa Station and raised the maximum speed to 270 km/h for all trains, which allowed us to shift to a Nozomi-centered timetable.

Then, in 2015, the speed of the Tokaido Shinkansen was increased for the first time in 23 years, reaching the maximum speed of 285 km/h.

The Series 700 was retired in the spring of 2020, and we completed the update to the N700A type\* to allow all trains to run at the maximum speed of 285 km/h. We also finished

improvements to equipment and introduced the “12 Nozomi Timetable” in March 2020.

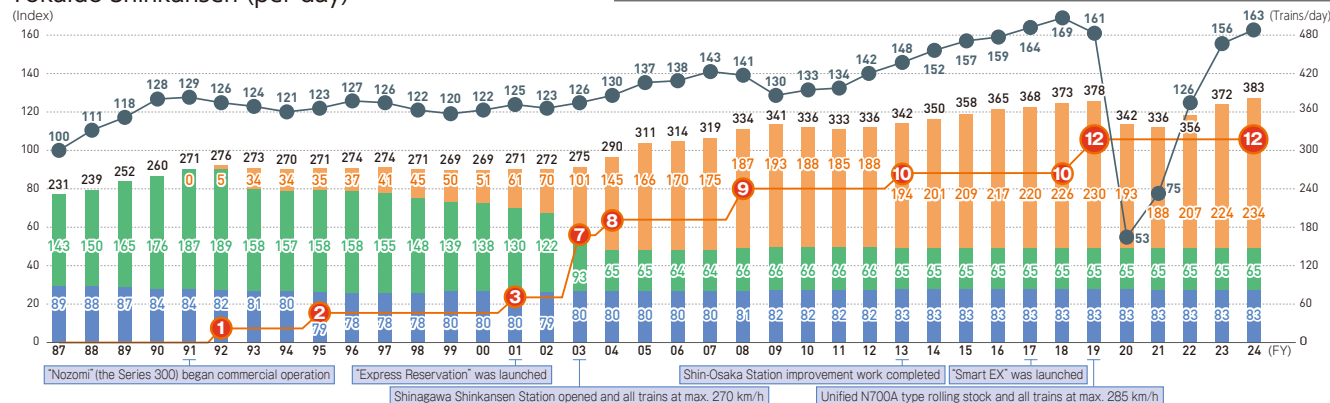
The maximum number of “Nozomi services” per hour increased by two from 10 in either direction, and we can now operate up to 12 “Nozomi” services during busy hours.

Also, all “Nozomi” services will travel between Tokyo and Shin-Osaka in less than 2 hours and 30 minutes.

Passengers can reduce their travel time by reserving train seats online at their convenience and using the new, faster “Nozomi.” This has made the Tokaido Shinkansen even more convenient.

\* Generic name of the Series N700 and N700A, and later reflecting the main functions adopted in the N700A

## Number of services and passenger volume of the Tokaido Shinkansen (per day)



\*1 Departures shown include extra trains

\*2 Usage status is shown by means of an index with the sectional transportation volume for FY 1987 as 100.

\*3 Station stops - Nozomi: Shinagawa, Shin-Yokohama, Nagoya, and Kyoto / Hikari: Same as “Nozomi,” plus a few additional stations / Kodama: All stations

\*4 The sum of figures for “Nozomi,” “Hikari” and “Kodama” may not agree with the total due to rounding.

\*5 Departure figures and usage status figures in FY2020 through FY2022 were lower due to the impact of the COVID-19 pandemic

## ▶ Tokaido Shinkansen: Constant Effort to Enhance Service

### ▶ Launch of new N700S Shinkansen rolling stock

We began in July 2020 to introduce the new N700S Shinkansen rolling stock, replacing the N700A type. The N700S is designed based on the results of years of technological development and is equipped with features such as enhanced safety and stability, enhanced comfort and convenience, higher emergency response capability, and a standardized design that can easily be constituted to any length of trainsets.

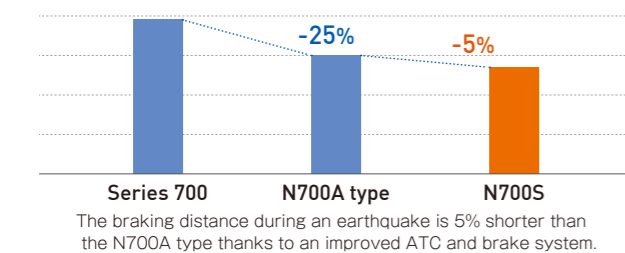
#### Number of New Trainsets

Fiscal Year	2020 to 2023	2024	2025 (plan)	2026 (plan)	2027 (plan)	2028 (plan)	Total
Number of Trainsets	42	7	7	7	8	7	78

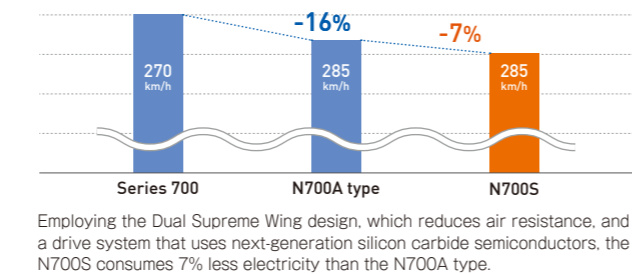
#### Main features of the N700S

Enhanced safety and stability	Enhanced comfort and convenience	Lower running cost	Higher emergency response capability
<ul style="list-style-type: none"> <li>Shorter braking distance in the event of an earthquake <a href="#">Figure 1</a></li> <li>Enhanced snow-resistant features</li> <li>Enhanced status monitoring function</li> </ul>	<ul style="list-style-type: none"> <li>Equipped with a fully active damping control system</li> <li>Additional outlets for mobile devices</li> </ul>	<ul style="list-style-type: none"> <li>Reduced power consumption <a href="#">Figure 2</a></li> <li>Reduced inspection/repair work</li> </ul>	<ul style="list-style-type: none"> <li>Battery-based self-propelled system <a href="#">Figure 3</a></li> <li>Additional security cameras</li> <li>Enhanced intercom functions</li> <li>Toilet functions during power outage</li> </ul>

[Figure 1](#) Shorter braking distance in the event of an earthquake (at 285 km/h)



[Figure 2](#) Reduced power consumption



[Figure 3](#) Battery-based self-propelled system



The N700S is the first high-speed train equipped with a battery-based self-propelled system. It can travel to a location where passengers can safely evacuate in the event of a long power outage following a natural disaster, etc.



N700S

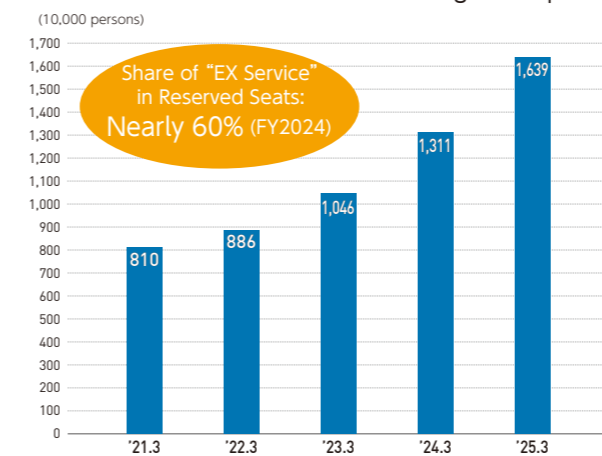
### ▶ Promoting Online Reservation and Ticketless Boarding Services

In an effort to enable customers to more conveniently use the Tokaido Shinkansen, JR Central takes the initiative in promoting greater use of online reservation and ticketless boarding services via "EX Service." Currently, the "EX Service" accounts for nearly 60 percent of all reserved seats sold.

For customers who frequently ride the Shinkansen for business or other reasons, we provide an "Express Reservation" service that offers customers who have signed up using an eligible credit card a discounted member price throughout the year. We also offer "Smart EX," which can be used immediately by registering a credit card with no membership fee, for customers who only occasionally use the Shinkansen, including people traveling to visit their hometown, tourists, and foreigners visiting Japan, so that they can also use the convenient online reservation & ticketless boarding

\*1 A communication app provided by LY Corporation \*2 Cashless payment service provided by PayPay Corporation

#### Numbers of EX Service members and registered persons



EX via LINE

### ▶ Further Enhancing Our EX Reservation Service

Since its launch, the EX Service has expanded its service content based on customer usage patterns and other factors. Since October 2023, we have been operating "EX Shinkansen Travel Packages," a travel product that accommodates changes in train until immediately before boarding and ticketless Shinkansen travel, and "EX Hotels and Activities," a service to allow users to seamlessly book and pay for any combination of lodging facilities, sightseeing plans, car rentals, etc., of their choice, making it more convenient for a variety of situations, including tourism and business. About the same time, we made Shinkansen seats available for reservations up to one year in advance and launched

the "EX Points" service for customers who use the EX Service to board without a ticket.

In response to the needs of Express Reservation corporate members, we have disclosed per capita CO<sub>2</sub> emissions for each section of the Tokaido, the Sanyo, and the Kyushu Shinkansen, and have also launched the GreenEX service, which reduces CO<sub>2</sub> emissions for travel on the Tokaido, the Sanyo, and the Kyushu Shinkansen to net zero by using CO<sub>2</sub>-free electricity.

We aim to enhance our services in terms of both business and tourism by offering products attractive to customers under these structures so that we can increase future usage and revenues.

#### Message



Corporate Executive Officer  
Director General of the  
Shinkansen Operations Division  
**Atsushi  
Tsujimura**

The Tokaido Shinkansen timetable differs every day. By utilizing our infrastructure such as rolling stock and tracks and having various technical departments work together, we are able to configure trains to meet customer needs. This is one of our strengths.

We are making efforts to respond appropriately to demand from inbound tourists, etc. by utilizing the "12 Nozomi Timetable" and flexibly scheduling trains during peak periods. We believe that the increase in transportation volume and revenues is a reflection of such efforts.

For the N700S rolling stock, which will be introduced from 2026, we will be working on "Reform of Business Operations" such as ground facility checks (for some trains) and reducing the labor required for on-board maintenance work, as well as continuing to provide improved services by introducing Premium Class Seats and improving Green Car services. We hope that you will continue to place your trust in the Tokaido Shinkansen as a pillar of our revenue stream.

## ▶ Stimulating Tourist Demand

We are working to stimulate tourist demand by introducing various campaigns for each region or target segment through various information media and sales channels. For Kyoto and Nara, which are the largest tourist resources in our market area, we have continuously implemented travel campaigns in collaboration with local governments and travel agencies, such as the Kyoto Campaign (launched in 1993), the Nara Campaign (from 2005 to 2021), and the renewed Nara Campaign (launched in 2022), and are promoting the use of the Shinkansen mainly from the Tokyo Metropolitan area to the Kansai region. Since March 2025, we have been promoting the new Tokyo Campaign to attract customers traveling to the Tokyo Metropolitan Area. In addition, we are working on coming up with attractive products associated with areas along our railway lines.

Furthermore, we have been actively implementing new promotional measures that capture customer trends and needs, including the launch of the "Oshi Travel" campaign, in which people can enjoy content related to their favorite character or idol, in collaboration with various business operators, and the sale of "Chartered Shinkansen Package," a service to allow customers to charter a whole car of the Tokaido Shinkansen to, for example, hold an event of their own.



"Kyoto CP" poster

## ▶ Improving the Environment to Support New Ways of Working

In response to the spread of a new work style in which people can work anywhere, we have been working to enhance the business environment in stations and trains to enable passengers to spend their travel time in a manner suited to their work style. In order to further enhance the in-car environment for businesspeople, we will provide new services going forward.

For the "S Work Car" service, which is operated in Car No. 7 of the Nozomi, Hikari, and Kodama trains, we installed a partition at some of the three-seater B seats and set A and C seats on both sides as "S Work P Seats." The "S Work Car" seats are also available for sale at stations, etc. in addition to the "EX Service," making it easier for passengers to use the service.

In addition, "Business Booths" in the N700S trains have been operated with

a fee on a regular basis gradually from October 1, 2023, with installation on all existing N700S trains completed in FY2024.

Furthermore, in FY2022, we completed setting up semi-private work booths and poles fitted with power outlets that are available free-of-charge in some waiting rooms at all Tokaido Shinkansen stations where Nozomi stops. We also operate "EXPRESS WORK," a paid work space service. In addition to the booth-style space available at all Nozomi stations and some Hikari stations, lounge-style space is available at Tokyo Station.

We aim to continue working to enhance our services in a variety of aspects so that businesspeople who use the Tokaido Shinkansen can spend their travel time in more convenient and comfortable ways.

## ▶ Initiatives to attract inbound tourists

Providing overseas visitors with opportunities to visit the rich tourist attractions along our railway lines is a very important issue from the perspective of increasing revenues and revitalizing local regions along the lines.

We are conducting overseas promotions introducing the attractions of the Tokaido Shinkansen and tourist sites along the line through videos and websites targeting inbound tourists in combination with promotions of local tourism content, "Smart EX," value tickets, and other offerings to boost the number of users.

Smart EX, a flagship service of the Tokaido Shinkansen, offers boarding service via QR tickets to enhance convenience for customers from overseas. We have also expanded our sales channels through partnerships with travel agencies, making our services more accessible. For conventional lines, we have introduced value tickets in areas popular with foreign visitors to Japan,

such as Takayama, Shirakawa-go, the Mt. Fuji area, the Kumano Kodo, and the Tateyama Kurobe Alpine Route, and are strengthening promotional efforts.

We will continue to analyze travel trends and product usage patterns of customers by country and region, further strengthen collaboration with travel agencies, and implement effective promotions so as to encourage more foreign visitors to Japan to use our railway lines.



Global website banner

### Message



Corporate Officer  
Director General of the  
Marketing Division

**Atsushi  
Sakakibara**

To increase profits, we need to boost our "earning power," and we are changing our strategies and approaches.

The first one is "Being outwardly open." In order to meet the changing needs of our customers, we are collaborating with a wider range of content holders to undertake new measures to promote the use of the Tokaido Shinkansen. The second is to "Remove barriers to creativity." The Shinkansen wrestling event utilizing the Chartered Shinkansen Package and the Funny Shinkansen project, which allows customers to enjoy comedy performances by Yoshimoto comedians on board, were made possible by thinking outside the box.

As we continue to plan new projects, we are hearing more and more people say they would like to realize new projects together with JR Central, creating a virtuous cycle that leads to more and more projects.

Starting in FY2026, we will introduce premium class seats with even higher quality equipment and services than in the Green Cars on the Tokaido Shinkansen.

It is our intention to continue to respond to changing customer needs, create new demand, and strive to provide high added value products and services in order to achieve further revenue growth.

### Message



Corporate Executive Officer  
Director General of  
the Conventional Lines  
Operations Division

**Masami Nitta**

Conventional lines centered on the Nagoya and Shizuoka areas are used by customers living in these areas as a means of daily transportation, forming an integrated transportation network with the Tokaido Shinkansen. In operating conventional lines, we place the highest priority on ensuring safety. We have responded to natural disasters, which have become more frequent and more severe in recent years, with the understanding and cooperation of all concerned in the region.

Amid various changes in the business environment surrounding conventional lines, such as the decline in the population along the lines, the development of road networks and the diversification of work styles Conventional Lines Operations Division is also focusing on "revenue expansion" by implementing railway usage and sales promotion measures through regional cooperation, introduction of new rolling stock and efforts to attract inbound tourists and on "reform of business operations" to reduce recurring costs. Through these efforts, we will build an operating system that can continue to efficiently provide comfortable railway services far into the future, to continue providing safe and reliable transportation, while at the same time working to refine transportation services on conventional lines in cooperation with the communities along our lines.

## Creating "Social Value" –Social–

# Conventional Lines: Maintenance and Development of Social Infrastructure

By operating conventional lines in the Tokai region that form a network with the Tokaido Shinkansen, JR Central supports the people in this region and, in a broader sense, undertakes the mission of supporting social infrastructure. By continuing to further refine the operation of a network of conventional lines, we will contribute to the maintenance and development of social infrastructure.

## ▶ Mission as social infrastructure of the local community

Along with the management of Japan's main transportation artery, JR Central operates in a locally-oriented manner a network of conventional lines in the Tokai Region, centered on the Nagoya and Shizuoka areas, thereby supporting the people in these areas. The 12 conventional lines operated by JR Central, total approximately 1,400 km in operating kilometers, which is approximately 2.5 times the length of the Tokaido Shinkansen, and play a role as a means of transportation for daily life, including commuting to work and school. In other words, they serve as social infrastructure of the local community. We have steadily improved our services by, for example, introducing new vehicles and thereby increasing the speed and frequency of the services.

In order to enhance the convenience of limited express trains, we will continue to develop an integrated network of the Shinkansen and conventional lines by improving connections between the two and increase flexibility in the operation by increasing the frequency of services or number of cars per train to absorb demand fluctuations caused by seasonal factors and events. In FY2022, we began putting the new hybrid powered limited express "Series HC85" into commercial service for our limited express train "Hida." Series HC85 has been introduced to all our "Hida" and "Nanki" limited express trains through FY2023. Furthermore, given the recent steady increase in usage, we are planning to introduce six more cars in FY2027 in addition to the cars already in service. In addition, with an eye toward replacing the Series 383 tilting cars currently used on the Shinano limited express trains, we are planning to manufacture a pre-production model of the new Series 385 limited express train in FY2026. While maintaining the speed of the Series 383, which is the fastest train in Japan to run around curves, the Series 385

will incorporate next-generation pendulum control technology to further enhance ride comfort and improve safety.

Moreover, in order to offer convenient timetables for local train passengers, we will continue to develop a convenient rapid train system, operate trains at regular intervals, and increase the frequency of services or the number of cars per train, especially during the morning and evening commuting hours. Furthermore, we put the Series 315 commuter electric railcar into commercial operation in FY2021, which will continue to be introduced to conventional lines centered on the Nagoya and Shizuoka areas through FY2025. Starting in FY2024, we have been installing in-car security cameras on the Series 313 trains operating to and from Nagoya Station. In addition, as the Series 75 diesel railcars used for the "Mie" rapid trains (between Nagoya and Ise-shi/Toba) and local trains on the Takayama Line and Taita Line are due for renewal, we plan to manufacture new hybrid-powered limited express Series HC35 cars and gradually introduce them from FY2028 to FY2029. By launching these new vehicles, we will improve services for our customers by providing safety, stability, comfort and convenience and by further enhancing environmental performance.



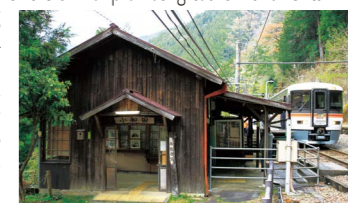
New Series HC85 limited express vehicle

## ▶ Sales and marketing in coordination with local communities along our lines

Areas along our lines are blessed with many tourist resources. While continuing to strengthen our relationships with local residents and travel agencies at tourist spots in our operating areas, we are working to stimulate tourist demand by publicizing attractive tourist resources at stations, on trains, through our website and by other means and by taking various sales and marketing measures.

For example, we offer a train journey with a sense of the extraordinary by operating the express train "Iida Line Unexplored Stations" on the Iida Line, which runs through remote mountain stations and scenic sections, during periods of high tourist demand. Furthermore, we are holding the "Sawayaka Walking" service, offering free-of-charge walking tours requiring no reservation that start from our stations and visit wayside sightseeing spots. In FY2024, marking the 90th anniversary of the full opening of Takayama Line and the 90th anniversary of the Gotemba Line, we implemented commemorative projects in collaboration with local municipalities along the lines. We

also operated the cruise train "THE ROYAL EXPRESS "SHIZUOKA-FUJI CRUISE TRAIN"" in partnership with Tokyu Corporation, with the aim of promoting tourism and revitalizing the region. We are also collaborating with local governments, travel agencies, etc. through the Destination Campaign organized jointly by the six JR companies to develop attractive tourism resources and products and operate sightseeing trains, etc., contributing to regional revitalization as well as promoting the use of the Shinkansen and conventional lines.



Kowada Station and "Iida Line  
Unexplored Stations" express train