

Regional Revitalization Project at Lake Hamana Launch of the Hamanako Cycling Project

JR Central is working with relevant tourism associations in the Lake Hamana area to launch the Hamanako Cycling Project as a tourism-based regional revitalization project. Going forward, we will develop various schemes to encourage many people to take a train to the Lake Hamana area and enjoy cycling there.

1. Background and History

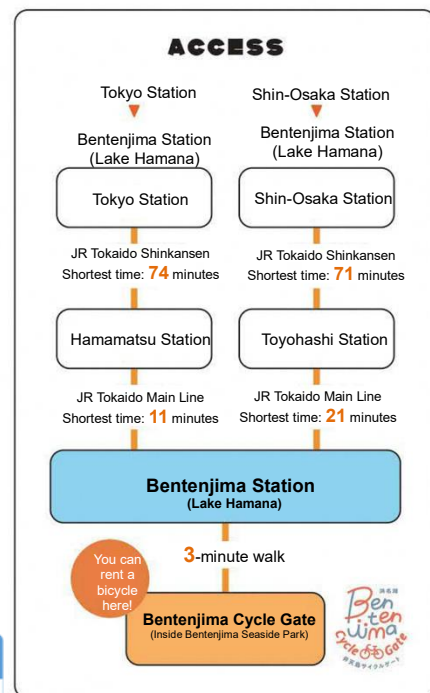
- Recently, cycling-based tourist activities such as cycling along the Shimanami Kaido have become popular. Lake Hamana, which lies along our railway line, has the potential to become a new “cycling mecca.” JR Central has therefore partnered with local tourism associations and other organizations to launch a cycling project with the aim of making Lake Hamana a tourist spot that many people will visit.

(Features of Lake Hamana)

- (1) Since it is possible to set up a cycling course with little elevation change and a moderate distance, even people who have never cycled before can easily try cycling.
- (2) There are attractive nature, gourmet food, and hot springs, and by combining these with cycling, visitors can enjoy cycling as an activity while traveling.
- (3) Lake Hamana is located along the Tokaido Shinkansen line and is easily accessible from the Tokyo Metropolitan and Kansai areas.



Image of Hamanako Cycling



The travel times are the shortest possible times as of April 2025. They do not include transfer time.

Features of Hamanako Cycling (Tourist resources / Course / Access)

2. Project Overview

(1) Opening our first bicycle rental site, “Bentenjima Cycle Gate”! (Attachment 1)

- The Maisaka-cho Tourist Association and JR Central jointly operate a bicycle rental site that will serve as a gateway for cycling around Lake Hamana in Bentenjima Seaside Park, located a 3-minute walk from Bentenjima Station on the JR Tokaido Main Line. This is the first time for JR Central to operate a business site in collaboration with a local business operator and directly manage a rental business.
- We have a wide lineup of attractive bicycles, from electrically assisted e-bikes, which allow even those who are not confident in their physical strength to ride easily, to high-performance sports bikes for those who want to take on serious cycling.
- Some of the bicycles are from Yamaha Motor Co., Ltd. and Daytona Corporation, e-bike manufacturers headquartered in Shizuoka Prefecture.

■ Site name: Bentenjima Cycle Gate

■ Opening date: May 31, 2025 (Sat.)



Appearance image of Bentenjima Cycle Gate

(2) You can eat unadon (grilled eel rice bowl) for just 500

yen!? Offering great gourmet coupons to help you enjoy Lake Hamana! (Attachment 2)

- We have collaborated with locals to develop discount gourmet coupons that will allow you to enjoy Lake Hamana while cycling.
- Taking advantage of Lake Hamana’s unique feature of having tourist attractions scattered within a distance that even beginner cyclists can ride, we have compiled a booklet of discount coupons (23 types in total) for attractions that can be enjoyed by people of all ages and a wide range of users. This is a must-have booklet for anyone cycling around Lake Hamana, so please take this opportunity to use it.

*1 Although each booklet normally sells for 1,500 yen, to commemorate the opening of Bentenjima Cycle Gate, it will be sold for 500 yen for a limited time to Tokaido Shinkansen users who meet certain conditions.

Please see Attachment 2 for usage details.

Example) If you purchase a coupon booklet for 500 yen, you can enjoy a menu item such as a small bowl of grilled eel.



Coupon booklet

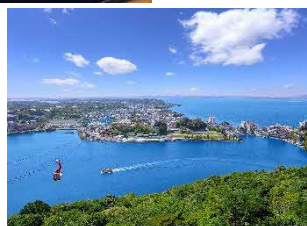


Image of gourmet food and sightseeing attractions where coupons can be used

(3) Holding collaborative events between Hamanako Cycling and “Yowamushi Pedal: Limit Break” and “SKE48” (Attachment 3)

- We will be holding collaborative events with the hugely popular cycling-themed anime “Yowamushi Pedal: Limit Break” and the Nagoya-based female idol group “SKE48.”

(4) “Cycle train” to operate on the Tokaido Main Line! (Attachment 4)

- A cycle train, which allows passengers to bring on their bicycles without having to dismantle them, will operate on the Tokaido Main Line from Shizuoka Station to Bentenjima and Araimachi Stations on June 8.

For details on “Hamanako Cycling,” please see the website (<https://recommend.jr-central.co.jp/hamanako-cyc/>) (in Japanese).

* All images are for illustrative purposes only.

Opening the bicycle rental site “Bentenjima Cycle Gate”

A new bicycle rental site will be established as a gateway for cycling around Lake Hamana in Bentenjima Seaside Park, whose symbol is a red torii gate floating on the lake. The rental site is jointly operated by the Maisaka-cho Tourist Association and JR Central and welcomes cyclists embarking on a trip around Lake Hamana.

1. Facility overview

- Site name: Bentenjima Cycle Gate
- Opening date: May 31, 2025 (Sat.)
- Business hours: 9:00–16:30 (April to September),
9:00–16:00 (October to March)
* Closed: New Year's holidays (December 29 to January 3)
- Access: Inside Bentenjima Seaside Park (3775-2 Bentenjima, Maisaka-cho, Chuo-ku, Hamamatsu-shi)
* 3-minute walk from JR Bentenjima Station



Logo



Appearance image

2. Bicycle rental overview

- How to make a reservation: You can make a reservation via the website below (until 15:00 the day before the day of use).
Hamanako Cycling bicycle rental reservation site
(<https://hamanako-cyc.rev.n.jp/>) (in Japanese)
- Bike types available (examples):



E-gravel bike (electrically assisted)
7,000 yen/day (tax included)

* Provided by Yamaha Motor Co., Ltd.



E-mini velo (electrically assisted)
4,500 yen/day (tax included)

* Provided by: Daytona Corporation

<Other models available>

E-cross bike (electrically assisted)	5,500 yen/day
Road bike	5,000 yen/day
Mini velo (premium)	5,000 yen/day
Cross bike	4,000 yen/day
City bike	2,000 yen/day

* All prices include tax.

3. Various services

(1) One-way option

Bicycles rented at Bentenjima Cycle Gate can be returned at Kanzanji Onsen (fees apply). In addition, by using a coupon (Attachment 2), you can enjoy gourmet food such as eel in the hot spring town, a day trip to hot springs, or whatever way you like. After dropping off the bicycle, you can take a bus from Kanzanji Onsen to JR Hamamatsu Station.

- Drop-off location: Kanzanji Onsen Tourism Association (1832-1 Kanzanji-cho, Chuo-ku, Hamamatsu-shi, Shizuoka)
* Business hours: 9:00–16:30 (no regular holidays)
- How to use: Please apply when reserving your rental bicycle (up to five bicycles per day).

(2) Bicycle pit (bicycle rest area)

For cyclists, bicycle pumps and various tools are available for free rental. Original goods are also sold. Even if you are not using a rental bicycle, please feel free to stop by.

* Certified as “Hamanako Cycle Tourism Bicycle Pit (bicycle rest area)”

* All images are for illustrative purposes only.

You can eat unadon (grilled eel rice bowl) for just 500 yen!?

Offering great gourmet coupons to help you enjoy Lake Hamana!

The “Hamanako Cycling Yuru Chare Mankitsu Coupon” is a booklet of coupons that can be used near the recommended Hamanako cycling route. You can enjoy discounts worth 2,500 yen at a variety of establishments, from eel specialty restaurants to cafés and hot springs.

To commemorate the opening of Bentenjima Cycle Gate, we will be running a campaign where those who use the Tokaido Shinkansen with the EX Service can purchase a coupon booklet, which normally sells for 1,500 yen, for just 500 yen for a limited time.

This is a must-have booklet for anyone cycling around Lake Hamana, so please take this opportunity to use it.

[Coupon benefits]

- Coupons that can be used at eel specialty restaurants, cafés, hot springs, and other places around Lake Hamana
- For details, please click here (<https://recommend.jp-central.co.jp/hamanako-cyc/coupon/>) (in Japanese).
- * Coupon contents may change without notice.



Hamanako Cycling Yuru Chare Mankitsu Coupon (partial)

[Where to buy]

- This coupon booklet will be sold at Bentenjima Cycle Gate.

[Bentenjima Cycle Gate opening commemoration campaign exclusive to Tokaido Shinkansen users]

■ Campaign overview

- If the conditions are met when purchasing a coupon booklet, it will be sold for 500 yen.

■ Campaign conditions

- When purchasing a coupon booklet, please present your “EX seat information card” or “Seat information card” for arrival at Hamamatsu Station or Toyohashi Station. (Valid cards must be from the day before or the day of purchase.)
- One booklet of coupons will be sold at a discounted price per “EX seat information card” or “Seat information card.”

* For details on the EX Service, please see the Express Reservation website (<https://expy.jp/>) and the Smart EX website (<https://smart-ex.jp/>) (in Japanese).

■ Campaign period

- From May 31 (Sat.) to August 31 (Sun.), 2025

* All images are for illustrative purposes only.

Collaborative events between Hamanako Cycling and “Yowamushi Pedal: Limit Break” and “SKE48”

We will be holding collaborative events with the hugely popular cycling-themed anime “Yowamushi Pedal: Limit Break” and the Nagoya-based female idol group “SKE48.” The events include the “Key Omikuji” event at Kanzanji Temple, which is located on the Hamanako cycling route and is known as a temple for matchmaking, as well as the “Yowamushi Pedal: Limit Break” Voice Stamp Rally and an event that can be enjoyed on Shinkansen trains.

1. Kanzanji Temple “Key Omikuji” event

Founded by Kobo Daishi, Kanzanji Temple boasts a history of over 1,200 years. The surrounding area is dotted with scenic spots, including an observation deck with a panoramic view of Lake Hamana and Fujimi-iwa. The temple is also known as a matchmaking temple, and its matchmaking ema (votive tablet) with the character for “心” (heart) and a picture of a key are very popular.

This time, with the cooperation of Kanzanji Temple, we will launch the Key Omikuji event. Visitors purchase a key at Bentenjima Cycle Gate before setting off and then open the locked padlock attached to an omikuji slip at Kanzanji Temple to have their fortune told.

To coincide with the launch of the event, we have created a “key omikuji” in collaboration with “Yowamushi Pedal: Limited Break” and “SKE48.” Please join us and find out how strong your bond with your favorite character or idol is!

- Period: From May 31, 2025 (Sat.) (* available while supplies last)
- Location : Bentenjima Cycle Gate, Kanzanji Temple
- Key sales price: 900 yen
- Event overview:

[Yowamushi Pedal: Limit Break x Key Omikuji collaborative event]

- A key that can be purchased comes with an acrylic keychain depicting five popular characters from “Yowamushi Pedal,” including the main character, Sakamichi Onoda. * Up to three keys can be purchased at the same time.
- There are five types of fortunes in total. An omikuji slip comes with an illustration of one of the Yowamushi Pedal characters!



Acrylic keychain and omikuji slip

[SKE48 x Key Omikuji collaborative event]

- Keys are available in three different colors. * You can only purchase one of each key color, up to a total of three.
- There are five types of fortunes in total. An excellent luck omikuji comes with a handwritten message from one of the team members!



Keys and omikuji slip

* All images are for illustrative purposes only.

2. “Yowamushi Pedal: Limit Break x Hamanako Cycling” Voice Stamp Rally

We have prepared an original voice drama that can only be enjoyed on board the Tokaido Shinkansen, as well as spots along the Hamanako cycling route where you can hear the voices of popular characters. Participants will receive a special bonus featuring an original illustration, making this an event that fans will not want to miss. Join Hamanako Cycling and get your hands on limited edition goods that you can only get here!

- Start date: Around June 2025 (planned)
 - * The details will be announced on the website (<https://recommend.jp-central.co.jp/hamanako-cyc/yowapeda/>) (in Japanese) as soon as they are decided.
- Location: On board the Tokaido Shinkansen, Bentenjima Cycle Gate, Hamanako cycling route
- Event overview
 - * You can enjoy each content by accessing the campaign site on board the Tokaido Shinkansen or at spots along the Hamanako cycling route.

[Content that can only be enjoyed on board the Tokaido Shinkansen]

<Original voice drama “Let’s go cycling around Lake Hamana!”>

- Five characters, Sakamichi Onoda, Junta Teshima, Sangaku Manami, Yusuke Makishima, and Jinpachi Toudou, have decided to take the Shinkansen to go cycling around Lake Hamana. Enjoy watching the five characters happily plan their trip, wanting not only to enjoy the waterfront scenery but also to eat this and that and take a bath in a hot spring.
- Those who enjoy the original voice drama will receive an original digital wallpaper! (There are five types in total, and they will be distributed randomly.)



“Yowamushi Pedal” original digital wallpaper

[Content you can enjoy by participating in Hamanako Cycling]

<Digital stamp rally with original voice recordings exclusive to this event>

- A digital stamp rally linked with GPS functionality will be held at five spots along the Hamanako Cycling route between Bentenjima Cycle Gate and Kanzanji Temple. You can enjoy cycling around Lake Hamana while listening to the original voices of the Yowamushi Pedal characters who participate in Hamanako Cycling, recorded specially for this event.
- As a special bonus for completing the stamp rally, you will receive a photo frame-style clear card with an original illustration exclusive to this event at Bentenjima Cycle Gate!



“Yowamushi Pedal” photo frame-style clear cards

For details, please check the website (<https://recommend.jp-central.co.jp/hamanako-cyc/yowapeda/>) (in Japanese).

Operation of a cycle train on the Tokaido Main Line

A cycle train, which allows passengers to bring on their bicycles without having to dismantle them, will operate on the Tokaido Main Line from Shizuoka Station to Bentenjima and Araimachi Stations on the following date. Please use it.

<Cycle train operating time>

- Operation date: June 8, 2025 (Sun.)
- Train name, operating time, and train station stops * All seats are reserved, and the train will pass through all stations not listed.

Train name	Departure from Shizuoka Station	Departure from Mochimune Station	Departure from Hamamatsu Station	Arrival at Bentenjima Station	Arrival at Araimachi Station
Rapid Hamakuru	7:37	7:50	8:57	9:09	9:17

Train name	Departure from Araimachi Station	Departure from Bentenjima Station	Arrival at Hamamatsu Station	Arrival at Mochimune Station	Arrival at Shizuoka Station
Rapid Hamakuru	16:30	16:36	16:48	17:45	17:53

- Reservation start date: From 10:00 on May 20, 2025 (Tue.)
- Ticket sales locations: Available at major JR stations and travel agency counters nationwide
 - * Tickets cannot be purchased via “Eki-net,” “e5489,” or “reserved seat ticket machines.”
- In addition to a basic fare ticket, a reserved seat ticket (530 yen) is required. Moreover, if you wish to bring your bicycle without dismantling it, you will need to purchase a reserved seat ticket and then pre-purchase a “bicycle carry-on ticket (550 yen)” on the JR Tokai Market Shizuoka Branch website by 15:00 on Friday, June 6. <https://market.jr-central.co.jp/shop/c/chillsky/> (in Japanese)
 - * When purchasing a bicycle carry-on ticket, you will need to enter the seat number of the reserved seat ticket you purchased earlier. Please see the above website for details on the cancellation policy, etc.
 - Please note that a bicycle carry-on ticket will only be available between Shizuoka Station / Mochimune Station / Hamamatsu Station and Bentenjima Station / Araimachi Station.
- A bicycle carry-on ticket comes with an original handkerchief towel for the train bound for Araimachi Station and original candies for the train departing from Araimachi Station. These will be provided on the train on the day.
- On the day of boarding, please come to the ticket gate of the boarding station (the conventional line ticket gate for Shizuoka Station and Hamamatsu Station) at least 15 minutes before departure and show the staff the reservation receipt for the bicycle carry-on ticket that we sent you by email. If you are late for this time, you may not be able to board the train.
- There are stairs between the platform and the ticket gate at Shizuoka Station, Mochimune Station (inbound), Hamamatsu Station, and Bentenjima Station. Although staff will guide you between the platform and the ticket gate, you will need to carry your bicycle yourself to get around.
- There are no dedicated racks or spaces on the train. Secure your bicycle with the rubber band provided by our company. We also ask that you use a lightweight bicycle (a road bike type).
- The two-car 313 series train (with long seats) will be operated, taking into consideration the ease of boarding and disembarking for passengers with a bicycle and the need to secure their bicycles. Please note that the train used may suddenly change without prior notice.

◆ Notes when using a cycle train

- (1) You are responsible for your own safety and that of those around you.
- (2) When moving or carrying a bicycle within station premises (ticket gates, platforms, etc.), on stairs, or on trains, please keep an appropriate distance from other passengers.
- (3) Never ride a bicycle within station premises (ticket gates, platforms, etc.) or on trains.
- (4) When waiting for a train on the platform, please make sure that you and your bicycle stay behind the yellow braille blocks (for guiding visually impaired people).
- (5) Trains may make sudden stops. Please secure your bicycle with a rubber band or something similar to prevent it from falling over or sliding away, and support it yourself.
- (6) When on board a train, please wait until the train has stopped before moving your bicycle.
- (7) We cannot compensate for the loss, damage, or soiling of bicycles brought on board.
- (8) When trains are delayed or unable to operate due to an accident, disaster, or other event and replacement transportation is provided by bus or taxi, bicycles cannot be brought on board.
- (9) If you are using a train other than a cycle train, in order to bring your bicycle on board, you will need to either dismantle it and store it in a special bag or fold it and store it in a special bag if it is a folding bicycle.

* Limited to a bicycle with a total length, width, and height of no more than 250 cm (length up to 2 m) and weighing no more than 30 kg.