

For Immediate Release

December 17, 2018

Park24 Co., Ltd.

Notice of Renewal of CI and BI

Park 24 Co., Ltd. (head office: Chiyoda-ku, Tokyo; President and Representative Director: Koichi Nishikawa; hereinafter, the “Company”) has decided to rebuild its corporate identity (CI) and create a new corporate logo, simultaneously renewing the concept and logo of its Times service brand. The Company will use these logos on a full scale, starting Wednesday, May 1, 2019.

1. Reason for renewal of CI and BI

Since its establishment in Gotanda, Shinagawa-ku, Tokyo in 1971, the Company has been working to establish a highly convenient and environmentally conscious traffic infrastructure and provide related services with a focus on parking facilities to realize stress-free transportation. After opening Japan's first unmanned hourly parking facilities, the Company continued to expand its services and moved forward with efforts for the creation of a comfortable automobile society with a range of efforts, such as the implantation of a nationwide car sharing service in Japan through the use of such parking facilities. Today, it also provides the settlement service, thereby working to create seamless transportation through services not only connected to people and cars, but also communities.

There will be no change in the policy of operating business with a focus on these services, however, with the Company celebrating its 50th anniversary in 2021, it has decided to move its operation base to Gotanda in May 2019, the place in which it started operation, for a fresh start towards the next stage while maintaining its founding principles. In doing so, the Company will renew its CI and brand identity (BI).

2. New CI

The Park24 Group has been promoting mobility services, including car sharing, a new means of transportation, as well as conventional parking facility services, such as facilities available for 24 hours, parking fees charged by the minute and cashless settlements for parking fees. Through such services, it has been continuously taken on challenges to provide customers with the comfort they unconsciously take for granted. The new design represents the Company's stance of continuing to provide new services in pursuit of comfort, so that people, communities and society become more convenient and attractive.

■Corporate philosophy

We create new forms of comfort and convenience by responding to the needs of today and anticipating the needs of tomorrow.

Park24 Group provides comfort and convenience in forms both familiar and entirely new. We help to make urban environments and the lives of people living and working in them richer and pleasanter. We listen carefully to our customers to create services that meet the needs of the times and enhance sustainability. This thinking underpins all our interactions with all our stakeholders.

■The Thinking of the Park24 Group

We make life better

■Company Logo



A symbol that expresses linkage with P used as a basic concept

The logo expresses the dynamic image of a company that creates a social infrastructure by delivering different types of linkages, such as between a variety of services and customers, as well as between services. Blue, a color that is associated with intelligence, has been adopted to add sophistication to the dynamic design.

3. New BI

No hourly parking facility was available when the Company commenced its service. Therefore, the Company named its service Times to easily communicate that the facility is an hourly rental service. In proportion to the increase in the number of signboards on the streets featuring Times, the number of people who associate Times with parking facilities has been increasing.

Currently, however, the Company provides a range of services, including car sharing, car rental and settlements, in addition to parking facilities. With the goal of realizing comfort that responds to and goes ahead of the times, as stated in the new corporate philosophy, it has decided to redefine Times as a brand that provides a variety of services in relation to transportation.

■ Brand Concept

Mobility Link

The unbeatable convenience of having access to precisely the kind of transport you want—car, motorbike, bicycle—exactly when you want it.

A system that offers rapid support for breakdowns and other problems when you are on the move.

Services that link directly to public transport networks.

By empowering people to make smart transport choices, TIMES brings a whole new level of comfort and convenience to the environment around mobility.

By offering services that energize local economies, TIMES transforms places into attractive destinations and builds bonds between people and places.

TIMES contributes to general prosperity by addressing the full spectrum of mobility needs.

TIMES' service outlets and parking lots are an essential part of our modern lifestyle. Together, they form a life-enriching **Mobility Link** that brings people closer together.

■ Brand Logo



The appeal and communicability featured in the meaning of the respective elements, such as colors and letters, have been enhanced. At the same time, improvements have been made to facilitate the change of the logo through efforts to retain the impression of the current logo.



4. Name of Service

The names of some services will be changed due to the renewal of the BI of Times.

Overview of service	New name	Current name
Parking	Times PARKING	Times
Car share	Times CAR SHARE	Times Car PLUS
Rent-a-Car	Times CAR RENTAL	Times Car RENTAL
Members-only service	Times CLUB	Times club
Corporate service	Times BUSINESS SERVICE (Times Business Card : Corporate-only card for settlement of payments)	— (Times Business Card : Corporate-only card for settlement of payments)
Settlement service	Times PAY	Times Pay
Area promotion	Times PROMOTION	Tanoshii Machi (Joyful Town)

5. Date of introduction

Changes will be made gradually, starting from May 1, 2019.

* Changes will be made to some services ahead of others, starting from February 2019.

—Contact Information—

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