

Press Release

November 1, 2019

Coca-Cola Bottlers Japan Inc.

First in Tenri City, Nara Prefecture! The first model of Olympic Torch Relay Memorial vending machine has been installed

~ For promoting the Olympic spirit and serving as a trigger to motivate ~

Coca-Cola Bottlers Japan Inc. (headquartered in Minato-ku, Tokyo and headed by Representative Director & President Calin Dragan; hereafter “CCBJI”) has completed the first installation of Olympic Torch Relay Memorial vending machine at CoFuFun in Tenri City, Nara Prefecture, thanks to this municipality’s deep understanding and full support of this initiative.

This installation aligns with the program proposed by Coca-Cola (Japan) Company, Limited, which serves as Tokyo 2020 Olympic Torch Relay Presenting Partner, to promote the deployment of Olympic Torch Relay Memorial vending machines specifically in the municipalities included in the torch relay route for the purpose of further boosting the regional and nationwide mood in support of the torch relay events.

Olympic Torch Relay Memorial vending machine features an original wrapping that displays the name of the municipality where this machine is installed, along with the date when the torch relay will take place in that part of the municipality. By displaying this set of information, this vending machine is designed to play an active role in notifying and reminding the local citizens when the torch will pass through their communities.

Tenri City is aiming to promote the Olympic Movement including the community-oriented activities to encourage its citizens to participate in international exchange, since the city registered as a host town of France and Egypt. The installation of Olympic Torch Relay Memorial vending machine in this city has been realized through the municipality’s full support of the particular purpose this vending machine is expected to fulfill.

CCBJI hopes that this installation of Olympic Torch Relay Memorial vending machine will lead to further promoting the Olympic spirit and motivating more people to participate in sports and international exchange.

[Outline of installation]

- Date: 11/01/2019 (Fri)
- Location:
 - Tenri City Hall South Square
605, Kawaharajyo-cho, Tenri City, Nara

 - CoFuFun, Tenri station square
803, Kawaharajyo-cho, Tenri City, Nara

 - Nishinagara sports park
595, Nishinagara-cho, Tenri City, Nara



[Attachment for use as reference]

■ Outline of Olympic Torch Relay Memorial vending machine

This is a specially designed vending machine featuring an original wrapping that displays the name of the municipality where it is installed, along with the date when the torch relay will pass through that municipality to notify and remind the people in those communities about this memorial event.



*Pictures shown are for illustration purpose only. Actual color and design may vary.