



June 18, 2021

To the press,

West Nippon Expressway Co., Ltd.
West Nippon Expressway Service Holdings Co., Ltd.
West Nippon Expressway Retail Co., Ltd.
Coca-Cola Bottlers Japan Inc.

"Highway Coffee Pass", first subscription service on highway, offered for limited time!

— SAPA2021! Let's restore a vibrant Japan! "Essential Worker Support Program"—
Service to allow subscribers to drink 2 bottles of Coca-Cola's popular product "Georgia Japan Craftsman Black" per day for fixed monthly fee
To start from Thursday, July 1, 2021 for first 500 applicants/ 20% off on monthly fee for initial purchase

West Nippon Expressway Co., Ltd. (Kita-ku, Osaka City; Representative Director & President Hidekazu Maekawa), West Nippon Expressway Service Holdings Co., Ltd. (Kita-ku, Osaka City; Representative Director & President Masaharu Nakane), West Nippon Expressway Retail Co., Ltd. (Kita-ku, Osaka City; Representative Director & President Kohei Nakano), and Coca-Cola Bottlers Japan Inc. (Minato-ku, Tokyo; Representative Director & President Calin Dragan) will start a subscription service "Highway Coffee Pass" from July 1 this year for a limited period of about six month. Subscribers will be eligible to receive two bottles of target product per day at 48 outlets located in service areas/parking areas (SA/PA) run by West Nippon Expressway Retail Co., Ltd. for a monthly fee of 3,500 yen (2,800 yen for the initial month) (tax included).

"Highway Coffee Pass" has come to fruition as a result of a shared desire of NEXCO West Japan Group and Coca-Cola Bottlers Japan Inc. to do something for daily users of the highways including truck drivers who are engaged in transporting various goods as essential workers in an effort to support Japan's economic activities and our daily lives amid the Covid pandemic. This will be the first subscription service provided on highways.

1. Service name: Highway Coffee Pass

2. Service description: A service that allows users (subscribers) to receive 2 bottles of target



product every day at participating outlets

Participating outlets: 48 outlets at service areas and parking areas run by West Japan Expressway Retail Co., Ltd. [Attachment 1]

(Not available in convenience stores and vending machines)

Target product: Japan Craftsman Black (500mlPET)

* You cannot receive two bottles at the same time (The second bottle can be received three hours after the first one.)

■ Georgia Japan Craftsman Black 500mlPET (Coca-Cola product)

Coffee produced using the cold-water extraction* which has been uniquely developed in Japan, characterized by the rich aroma and flavor of coffee while having a clear taste with less bitterness and off-note tastes.

* Uses 5% cold-brew coffee

3. Application period:

Jul. 1 (Thu), 2021 midnight to Nov. 30 (Tue), 2021, 11:59 p.m.

* The first 500 applications will be accepted. (first-come first-served basis)

4. Service provision period:

Jul. 1 (Thu), 2021 midnight to Dec. 31 (Fri), 2021, 11:59 p.m.

* Available during business hours of the participating outlets

5. Price (monthly amount): Initial month: 2,800 yen incl. tax ; 2nd month onwards:

3,500 yen incl. tax.

E.g.: Initial month; 2,800 yen → 2nd month; 3,500 yen → 3rd month; 3,500 yen

...A saving of about 5,000 yen if receiving two bottles every day for 30 days (total 60 bottles)!

(When purchasing at normal selling price: 139 yen incl. tax x 60 bottles = 8,340 yen)

* Payments methods available for use: Credit cards, Apple Pay, and Google Pay only.
(Visa/Master Card/JCB/Diners Club Card/American Express/Discover Card)

6. How to apply

* The application page is accessible from the QR code on the posters displayed in the participating outlets and the West Nippon Expressway Retail Co. Ltd. website.

→ URL: <https://w-retail.co.jp/motenasu/index.html>

* A website provided by favy Co., Ltd. will be used for the application process and presentation of membership coupon.

* After application, the contract will be automatically renewed unless you cancel the automatic recurring payment.



(The images are for illustration purposes only. They may differ from actual appearance.)

7. How to use

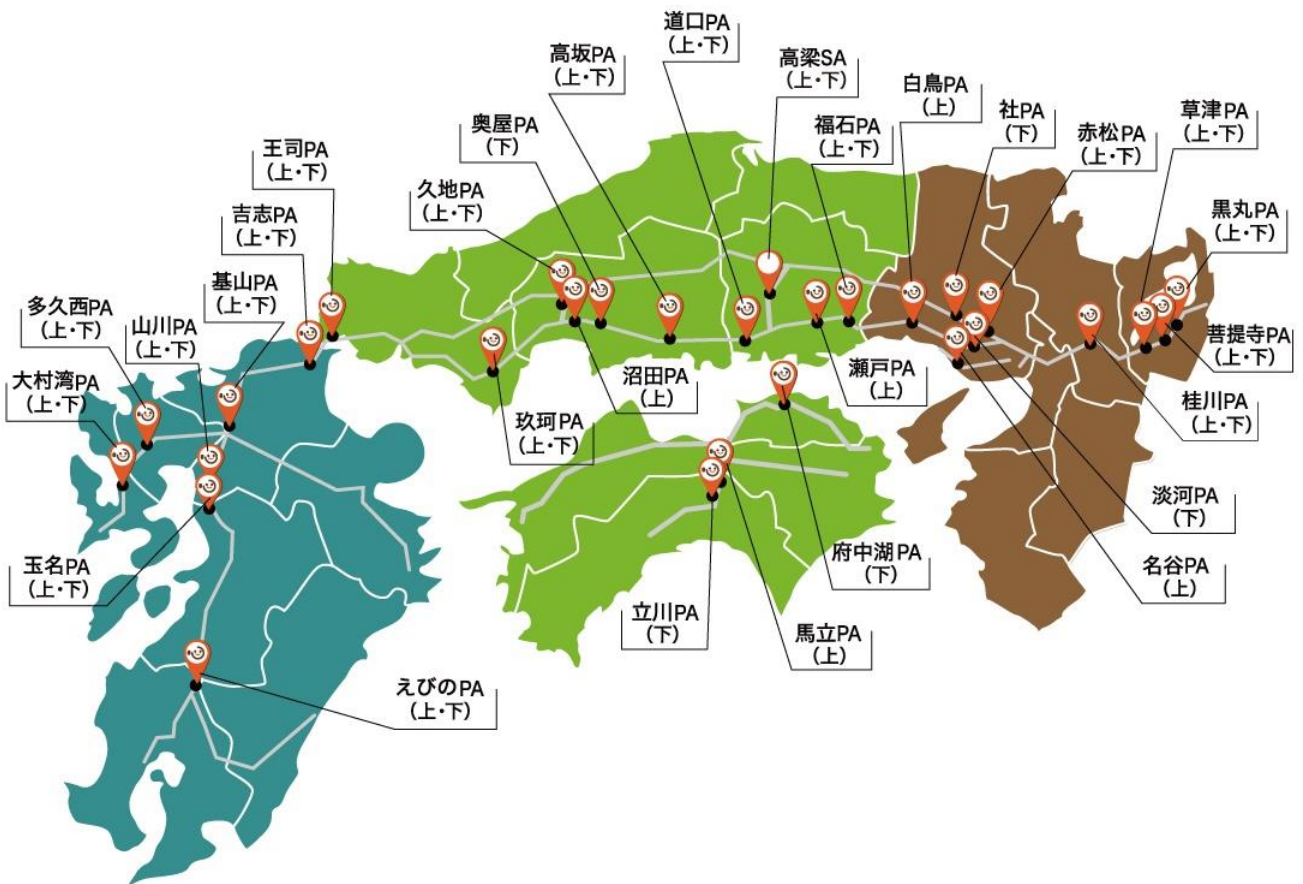
* Other products can be purchased at the same time when using the membership coupon.



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※Please note that the information contained in the news release is current as of the date of release. Certain information may have changed since the date of release.

[Stores eligible for the Highway Coffee Pass]



路線名称	SA・PA名称
E1 名神高速道路	黒丸PA(上)
	黒丸PA(下)
	菩提寺PA(上)
	菩提寺PA(下)
	草津PA(上)
	草津PA(下)
	桂川PA(上)
	桂川PA(下)
E2A 中国自動車道	赤松PA(上)
	赤松PA(下)
	社PA(下)
	王司PA(上)
E2 山陽自動車道	王司PA(下)
	淡河PA(下)
	白鳥PA(上)
	福石PA(上)
	福石PA(下)
	瀬戸PA(上)
	道口PA(上)
	道口PA(下)
	高坂PA(上)
	高坂PA(下)
	奥屋PA(下)
	沼田PA(上)
	玖珂PA(上)
	玖珂PA(下)

路線名称	SA・PA名称
E93 第二神明道路	名谷PA(上)
E73 岡山自動車道	高梁SA(上)
	高梁SA(下)
E74 広島自動車道	久地PA(上)
	久地PA(下)
E11 高松自動車道	府中湖PA(下)
E32 高知自動車道	馬立PA(上)
	立川PA(下)
E3 九州自動車道	吉志PA(上)
	吉志PA(下)
	基山PA(上)
	基山PA(下)
	山川PA(上)
	山川PA(下)
	玉名PA(上)
	玉名PA(下)
えびのPA(上)	
E34 長崎自動車道	えびのPA(下)
	多々西PA(上)
	多々西PA(下)
	大村湾PA(上)
大村湾PA(下)	