

# News Release

November 19, 2020

To the press

Coca-Cola Bottlers Japan Inc.

## Coca-Cola Bottlers Japan installs “Shimanami Kaido Cycling Road Support Vending Machine” in the precinct of Ooyama Shrine (Bicycle Shrine)

### A new design wrap of the cycling manga “Long Rider Stories!” appears

On Friday, November 20, Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) installs a “Shimanami Kaido Cycling Road Support Vending Machine” in the precinct of Ooyama Shrine (Habu-cho, Innoshima, Onomichi), which is the only “bicycle shrine” in Japan.

The “Shimanami Kaido Cycling Road Support Vending Machine” to be installed this time in the precinct of Ooyama Shrine has a new wrap design featuring the cycling manga “Long Rider Stories!” (Note 1), in which Shimanami Kaido Cycling Road appears. This is the 9th support vending machine for us (Note 2). We will donate part of our proceeds from this vending machine to Shimanami Kaido Cycling Road Promotion Council Hiroshima Headquarters (Note 3) to help continue to keep the Shimanami Kaido Cycling Road toll free.



自販機側面



自販機正面



自販機側面

Images of new wrap design of the “Shimanami Kaido Cycling Road Support Vending Machine” featuring the cycling manga “Long Rider Stories!”

Under our new corporate philosophy, “Paint it Red!”, we aim to fulfill our “mission” to deliver happy moments to everyone while creating value; work on CSV (Creating Shared Value) through our core business to address community challenges; and continue to join hands with various partners going forward.

(Note 1) “Long Rider Stories!”

This manga series features a story about a cycling team of five female university students, and has run since the April 2019 issue of Monthly BUSHIROAD (BUSHIROAD MEDIA). The Shimanami Kaido Cycling Road appears in “Long Rider Stories!”

(Note 2)

The first vending machine was installed in July 2014 in the Onomichi rest area of Onomichi Bridge (Mukaihigashi-cho, Onomichi, Hiroshima).

(Note 3) Shimanami Kaido Cycling Road Promotion Council Hiroshima Headquarters

This was established with the main purpose of continuing to keep the Shimanami Kaido Cycling Road toll free in June 2014. It is composed of members of Hiroshima Prefecture and Onomichi City, and Tourism Section of Hiroshima Prefecture serves as its Secretariat. In June 2014, we entered into an agreement with Shimanami Kaido Cycling Road Promotion Council and have installed support vending machines since then as one of the initiatives to make the toll for bicycles to cross the six bridges of Shimanami Kaido Cycling Road free (usually, a toll of 500 yen is charged).

\*Please note that the information contained in this news release is as of the date of release and may have changed since then.