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NEWS RELEASE

24 March, 2016

1st anniversary! Hospitality from 'rapi:tldier', our image character for foreign tourists

Nankai Electric Railway Co., Ltd. based on the Medium-term management plan 'Deep Development of 133 Plan', which is currently being promoted, Expansion of Inbound Business is raised as one of the basic policy.

These years, with the relaxation of visa, prosperity of Southeast Asia, and a weaker yen have come a rapid increase on foreign tourists. The foreign individual passengers who use our Airport Line increase dramatically.

In order to let foreign tourists know more about Limited Express Rapi:t, we created a special image character for foreign tourists named 'rapi:tldier' (Hero of Kansai Airport) last February.

Since then, various initiatives have been promoted: taking part in travel fairs overseas, press release on YouTube and Facebook. Now, to welcome the tourists, a life-size sculpture will be set at Kansai Airport Station and a comic foreground will be set at NAMBA Station from 28th February (Mon).

Besides, it is decided that the operation period of Limited Express Rapi:t with rapi:tldier's stickers(1set train) will be extended for one year, which has started operating since last March.

For more details, please refer to the following attachment.

Life-size sculpture (left) and comic foreground (both are image)

Contact us
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Attachment

1． Hero of Kansai Airport ‘rapi:tldier’s hospitality

（1）Setting of life-size sculpture

Place: 2F ticket gate of Kansai Airport Station (inside), (Address: 1Senshu-kuko-naka, Tajiri-cho, Sennan-gun, Osaka)

Period: 28th February (Mon),2016 ～31st March(Fri),2017

（2）Setting of comic foreground

Place: 2F central gate of NAMBA Station (inside), (Address: 5-1-60 Namba Chuo-ku, Osaka)

Period: 28th February (Mon),2016 ～31st March(Fri),2017

（3）Operation period of Limited Express Rapi:t with rapi:tldier’s stickers is extended.

Place: the body of Limited Express Rapi:t (1 set train)

Period: be extended till 31st March (Fri), 2017 ※being posted since 26th March, 2015

2． Press release on WEB site

（1）Fan’s page ‘rapi:tldier mania’ on Facebook

www.facebook.com/rapitldier-mania-1558569717741572/

（2）Movie released on YouTube

[English]

・Episode1『The birth of rapi:tldier!』

http://youtu.be/HJ8WStAgQog

・episode 2 『The curse of GOKIBLER』

https://youtu.be/IbjIT-AnCqo

[日本語]

・第１話 『ラピートルジャー誕生!』

http://youtu.be/cPzdOLL5v-w

・第２話『ゴキブラーの怨念』

https://youtu.be/L8jmbjFNGZA

（３）Special page inside Nankai Electric Railway's global site 'How to Enjoy OSAKA'
http://www.howto-osaka.com.e.iv.hp.transer.com/en/special/other/rapitldier/contents/

３．Reference: What's 'rapi:tldier'?

（１）Name
Hero of Kansai Airport: rapi:tldier

（２）Concept
Design based on Limited Express Rapi:t
with a Retro future look, expressing the speed and power.

（３）Record of events (travel fairs, etc)overseas attended

- 25th February～1st March, 2015　Thai International Travel Fair(TITF) #16
- 15th ～18th May,2015　2015 Kaohdiung International Travel Fair (KTF)
- 11th ～14th June,2015　Korea World Travel Fair (KOTFA)2015
- 13th ～16th August,2015　Thai International Travel Fair(TITF) #17
- 11th ～14th September,2015　Busan International Travel Fair (BITF)2015
- 6th ～ 9th November,2015　Taipei International Travel Fair 2015(KTF)
- 17th ～21st February, 2016　Thai International Travel Fair(TITF) #18