

January 10, 2020 (Friday)



Tokyo Metro Co., Ltd.
Bureau of Transportation, Tokyo Metropolitan Government

This First Collaboration Calls for Improving Manners of Local and Foreign Passengers
Tokyo Metro and the Bureau of Transportation of Tokyo Metropolitan
Government Will Jointly Carry Out Subway Manners Awareness Campaign
Holding Manners Awareness Events and Putting Up Manners Posters

Tokyo Metro Co., Ltd. (Head office: Taito-ku, Tokyo, President: Akiyoshi Yamamura, hereinafter referred to as “Tokyo Metro”) and the Bureau of Transportation of Tokyo Metropolitan Government (Head office: Shinjuku-ku, Tokyo, Director: Hiroshi Tsuchibuchi) will carry out the subway manners awareness campaign from January 24, 2020 (Friday).

The Company and the Bureau have jointly called for improving manners so that not only the regular passengers, but also local and foreign passengers visiting Tokyo can use the subway comfortably. This first collaboration calls for improving manners between the Company and the Bureau will be carried out.

In order to help passengers understand the manners of using the subway, the joint team will hold the manners awareness event at the Shinjuku Station West Exit Event Space, and posters on the “Priority Seats” and “Luggage” manners will be put up inside the stations as well as the cars of the Company and the Bureau.

Going forward, the Company and the Bureau will continue to develop measures so that the passengers can use them with a feel of comfort.

For more information on the Subway Manners Awareness Campaign, please refer to the attached sheet.



“Priority Seats” Poster (Image)



“Luggage” Poster (Image)

Tokyo Metro and the Bureau of Transportation of Tokyo Metropolitan Government

Details of the Subway Manners Awareness Campaign

1. Overview

(1) Campaign message: **Enjoy Tokyo with Good Manners**

We aim to enable passengers using the subway to enjoy Tokyo with “Good Manners”.

(2) Theme: **Edo’s “Spirit”**

We express the spirit of Edo to attract passengers for using kanji and designs such as samurai graphics for the posters and wearing Japanese costumes at the time of the event.

2. Implementation content

(1) Holding the manners awareness event

We will hold a stage event to improve manners awareness using quizzes to make it easier for foreign visitors to understand, focusing on manners such as “priority seats” and “baggage”. The event is not only for foreign visitors, but also for the regular local passengers.

Date: January 24, 2020 (Friday), 12:00-18:00

January 25, 2020 (Saturday), 11:00-16:00

Location: Shinjuku Station West Exit Event Space A1 Corner

Contents: Manners quiz, establishment of the manners awareness photo spots, exhibition of manners posters, etc.

“Metopon” and “Toaran” will come to the event.

In addition, we will present a special towel to every participant in the manners quiz.

(2) Putting up manners posters

We have adopted designs that describe in Chinese, Korean and Japanese, mainly in English for drawing large visuals of “priority seats” and “luggage” manners so that the foreign visitors can understand them.

Date: January 24 (Friday) - March 31 (Tuesday), 2020 (planned)

Location: All stations and lines of the Tokyo Metro and the Bureau of Transportation of Tokyo Metropolitan Government

3. Inquiries regarding this matter

Tokyo Metro Customer Center: [Phone] 0120-104106 (9: 00-20: 00, seven days a week, all year round)

Toei Transportation Customer Center: [Phone] 03-3816-5711 (9: 00-20: 00, seven days a week, all year round)