

Coca-Cola BOTTTLERS JAPAN INC.

コカ・コーラ ボトラーズジャパン株式会社

News Release

April 20, 2018

Dear all

Coca-Cola Bottlers Japan Inc. to support “Aichi Free Wi-Fi” program by donating part of sales from Coca-Cola Slim Bottle Nagoya Design

~Publicize the facilities where free Wi-Fi LAN service is available through Coca-Cola & Aichi collaboration stickers~

Coca-Cola Bottlers Japan Inc. (headquartered in Minato Ward, Tokyo, and headed by Representative Director and President Tamio Yoshimatsu) will donate part of sales from *Coca-Cola Slim Bottle Nagoya Design* to Aichi Prefecture so that they can utilize it to promote “Aichi Free Wi-Fi” program intended to offer foreign tourists free Wi-Fi LAN service at specified facilities and disseminate information on where they can benefit from this service.

Our support includes creating collaboration stickers bearing the symbol mark of the program and recommending our customers to put up the sticker at their outlets and registering with “Aichi Free Wi-Fi” portal site, etc.



Mr. Hideaki Ohmura, Governor of Aichi Pref. (Right) and Keisuke Seki, Head of Chubu Area Sales, CCBJI (Left)

■ **Comment of Mr. Hideaki Ohmura, Governor of Aichi Prefecture**

In Aichi, we work on various programs by setting 2015 as the “first year of Aichi as tourist destination.” The number of foreign tourists visiting Aichi hit a record high in 2017. Traffic to “Aichi Free Wi-Fi” portal site is growing, but we would like to promote this program further. We anticipate that we can largely expand the use of this free public Wi-Fi LAN service through collaboration with Coca-Cola.

■ **Comment of Keisuke Seki, Head of Chubu Area Sales, CCBJI**

Our sales territory has expanded since January this year when we became Coca-Cola Bottlers Japan Inc. but as we have always been, we are “community-based” and “customer-oriented” under a region sales system. As Chubu Area Sales, we will continue to support regional programs like this “Aichi Free Wi-Fi” program.

■ **Outline of “Aichi Free Wi-Fi”**

“Aichi Free Wi-Fi” is a program to facilitate the deployment of public wireless LAN that can be accessed by anyone for free of charge at stores, shopping arcades, accommodations, tourist spots, etc. Such locations put up the symbol mark of the program, and information on access points, etc. is also disseminated through “Aichi Free Wi-Fi” portal site operated by Aichi Prefecture.

The prefecture intends to attract tourists and liven up the area by promoting the deployment of free public Wi-Fi LAN by private-sector facilities and disseminating information on the program.



Collaboration sticker bearing the symbol mark

■ **Coca-Cola Slim Bottle Nagoya Design**

Coca-Cola Slim Bottle Regional Design is special products with package featuring tourist spots of the region in stylish illustration. Nagoya Design bearing a samurai and Nagoya Castle on the package has been sold since Monday, November 20, 2017 in a limited area.

