

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 encourage passengers to enjoy Tokyo while having “Good Manners” on the subway.

(2) Theme: **Edo’s “Spirit”**

By wearing Japanese costumes during events and utilizing Chinese characters and samurai-themed images in posters, we aim to draw passengers’ attention through representing the spirit of Edo.

2. Information regarding the campaign

(1) Holding a manners awareness event

A stage event focusing on luggage and priority seat etiquette will be held with the aim of improving manners on trains. The event will feature a quiz that foreign visitors to Japan will be able to understand easily, but is aimed at regular subway users as well as foreign visitors.

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

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

Location: Shinjuku Station West Exit Event Space A1 Corner

Contents: A good manners quiz, manners awareness photo spots, exhibition of posters about subway etiquette, etc.

The mascots of Tokyo Metro and the Toden Arakawa Line, “Metopon” and “Toaran”, will attend. In addition, participants in the good manners quiz will receive a special “*tenugui*” hand towel.



Metopon



Toaran



Tenugui hand towel

(2) Putting up manners posters

The posters feature large visuals that explain etiquette regarding luggage and priority seats so that foreign visitors will find them easy to understand, and are accompanied mainly by text in English, supplemented by Chinese, Korean and Japanese.

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

Location: All stations and lines operated by 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)