








# The History of Seibu in Photos (Part 2)

## Ⅳ The Rebuilding Period (2004–2016)

	2004	2005	2006	2007	2008
Seibu Holdings			<ul style="list-style-type: none"> <li>▶ Seibu Holdings established</li> <li>Takashi Goto appointed President and CEO</li> <li>▶ Group Vision formulated</li> </ul>		 <p>30000 series (2008)</p>
Seibu Railway	<ul style="list-style-type: none"> <li>▶ Executives arrested over violations of the Commercial Code (payoffs to corporate racketeers)</li> <li>▶ False statements discovered in securities reports</li> <li>▶ Seibu Group Management Reform Committee established</li> <li>▶ Company delisted</li> </ul>	<ul style="list-style-type: none"> <li>▶ Takashi Goto appointed special advisor</li> <li>▶ Seibu Group Management Reform Committee issues final report</li> <li>▶ Seibu Railway, Kokudo and Prince Hotels decide on Group rehabilitation via the holding company method</li> </ul>	<p>Mutual through-service begins (2008)</p> 	<ul style="list-style-type: none"> <li>▶ The Emperor and Empress travel to Kawagoe (round-trip between Seibu Shinjuku and Hon-Kawagoe)</li> </ul>	<ul style="list-style-type: none"> <li>▶ 3000 series commuter train introduced on the Shinjuku Line</li> <li>▶ Ikebukuro Line begins mutual through-service operations with the Tokyo Metro Fukutoshin Line</li> </ul>
Prince Hotels and Resorts		<ul style="list-style-type: none"> <li>▶ Epson Shinagawa Aqua Stadium opens</li> <li>▶ Tokyo Prince Hotel Park Tower opens</li> </ul>	<ul style="list-style-type: none"> <li>▶ Kokudo acquired and merged</li> </ul>  <p>Tokyo Prince Hotel Park Tower (2005)</p>	<ul style="list-style-type: none"> <li>▶ Under new branding strategy, hotels divided into three brands; use of new corporate logo begins</li> </ul>  <p>Unveiling of new corporate logo (2007)</p>	
Seibu Bus		<ul style="list-style-type: none"> <li>▶ Ten offices, including the head office, Kawagoe and Sayama sales offices obtain Green Management certification</li> </ul>			
Seibu Properties	<p>Low-floor CNG bus manufactured by Nissan Diesel (at Kawagoe office)</p>			<ul style="list-style-type: none"> <li>▶ Emio Nerima opens</li> </ul>	<p>Emio Nerima, opened in 2007</p>
Seibu Construction					
Izu-Hakone Railway					
Ohmi Railway	<p>The Ohmi Railway Museum, opened in 2007</p> 		<ul style="list-style-type: none"> <li>▶ Ohmi Railway launches You Group, begins amusement park management</li> </ul>	<ul style="list-style-type: none"> <li>▶ Ohmi Railway Museum opens</li> </ul>	<ul style="list-style-type: none"> <li>▶ Begins Tsuchiyama Highway Service</li> <li>▶ Tsuchiyama Service Area opens on the New Meishin Expressway</li> </ul>
Seibu Lions	<ul style="list-style-type: none"> <li>▶ Take league second place, advancing to the playoffs</li> <li>Win the Japan Series for the 12th time (and the first time in 12 years)</li> </ul>			<ul style="list-style-type: none"> <li>▶ Ended the season with a B-class finish for the first time in 26 years</li> </ul>	<ul style="list-style-type: none"> <li>▶ Team name changed to the Saitama Seibu Lions</li> <li>▶ Win league title (first time in four years), and the Japan Series for the 13th time (and the first time in four years)</li> </ul>

In 2004, the now delisted Seibu Group faced a difficult path to rebuilding. Its true value continued to be questioned through the global financial crisis, the Great East Japan Earthquake and a take-over bid by a major shareholder. Here is a look at the Seibu Group's rebirth as it worked to reorganize and strengthen its management, and aim for greater growth.

2009	2010	2011	2012	2013	2014	2015	2016–
<p>►90% of shares of Seibu Transport transferred outside the Group</p>	<p>►Sales of Shinjuku Line special "One Double" commuter passes begin</p>  <p>"One Double" (2009)</p>	<p>►Red Arrow Classic introduced</p> 	<p>►100th anniversary</p> 	<p>►Statement of opposition issued in response to announcement of take-over bid for Seibu shares by Cerberus Group</p> <p>►8th Annual General Meeting of Shareholders held; Company's proposed resolution approved as drafted</p>	<p>►Company relisted on the First Section of the Tokyo Stock Exchange</p> <p>►Seibu Holdings and Seibu Group get redesigned logos</p> <p>►Start of TV commercials overseas</p>  <p>Mutual through-service begins (2013)</p>  <p>New model limited express (2018)</p>	<p>Listing ceremony in 2014</p>  <p>►Continuous grade separation and elevation project between Nerima-Takanodai and Oizumi-gakuen stations</p> 	<p>52 Seats of Happiness (2016)</p>  <p>►2016 Seibu Traveling Restaurant Train "52 Seats of Happiness" begins operation</p> <p>►"Seibu Railway Makes it Happen" established as corporate slogan</p> <p>►2017 40000 series begins operation</p> <p>►2018 New model limited express train begins operation</p>
 <p>Christmas lights decorate the Grand Prince Hotel Akasaka in 2010</p>	<p>►"Gaku-toku" student pass sold for use on all lines</p> <p>►New elementary school student pass established</p>	<p>►Grand Prince Hotel Akasaka closes</p> <p>►Takes in victims of the Great East Japan Earthquake</p>  <p>Grand Prince Hotel Akasaka accepting disaster victims in 2011</p>	<p>►Mutual through-service operations begin with the Tokyo Metro Fukutoshin Line, the Tokyu Toyoko Line, and the Yokohama Minatomirai Line</p> <p>►Shinjuku Line limited express stops at Higashi-Murayama Station; conductorless operations initiated on the Tamako Line between Kokubunji and Seibu-yuenchi</p> 	<p>►Overseas television commercial (2014)</p> 	<p>►Yokohama/Haneda-Karuizawa Line Highway motorcoach begins service to Shinagawa Prince Hotel</p>  <p>Seibu Kogen Bus (2014)</p>	<p>►Enters into marketing alliance agreement with Dusit International (Bangkok, Thailand) and Jin Jiang International Hotel Management (Shanghai, China)</p>  <p>Jin Jiang alliance (2015)</p>	<p>►2016 The Prince Gallery Tokyo Kioicho and the Classic House at Akasaka Prince open</p> <p>►2017 Nagoya's first Prince Hotel to open</p>  <p>Global Gate West Tower</p>
<p>►Seibu Shoji and Seibu Real Estate merge businesses, creating Seibu Properties</p>	<p>►Seibu Railways, Prince Hotel real estate businesses consolidated</p> 	<p>►Obtains Saitama Prefecture Eco-Up Certification</p>  <p>Saitama Seibu Lions take their 13th Japan Series title, the first in four years</p> <p>►"Hohoemi-en" station-front nursery school opens</p>	<p>Emio Tokorozawa opening event in 2012</p> 	<p>►Construction begins on new Tokyo Garden Terrace Kioicho</p> <p>►Seibu begins roll-out of "emilive" rental housing along Seibu Railway lines</p> <p>►Head office and Kansai branch obtain BCP certification</p>  <p>Emiizu Kamonomiya, opened in 2014</p>	<p>►Opens first nursing care facility, Emiizu Higashimakado</p> <p>►Opens second nursing care facility, Emiizu Kamonomiya</p>	<p>►Construction begins on plan to rebuild former Ikebukuro headquarters</p>	<p>►2016 Tokyo Garden Terrace Kioicho mixed-use development opens</p> <p>►2018 Phase I of Tokorozawa Station East Entrance Station Building to open</p>
<p>►Mascot logo, team name logo changed</p> 						<p>►Shogo Akiyama sets NPB single-season record for hits (216).</p>	<p>►2017 100th anniversary</p> <p>►2016 120th anniversary</p>