

May 18, 2026
Premium Group Co., Ltd.

RIDE&LINK Co., Ltd. a Joint Venture Between Premium Group and Bike O & Co., Ltd., Opens Integrated Store "Car Premium Nishi-Tokyo Store"

~Simultaneously Launching "Bike Premium Club Supported by Car Premium," a Membership Business for Motorcycle Dealers~

Premium Group Co., Ltd. (Head Office: Minato-ku, Tokyo; President and Representative Director, CEO: Yohichi Shibata; hereinafter "the Company"), an automobility company providing comprehensive services related to automobiles, is pleased to announce the full-scale launch of operations by RIDE&LINK Co., Ltd. (hereinafter "RIDE&LINK"), a joint venture with Bike O & Co., Ltd. (Head Office: Setagaya-ku, Tokyo; Representative Director and CEO: Atsushi Sawa; hereinafter "Bike O").

As the first phase, the following two initiatives will be rolled out starting May 15, 2026.

- Opening of "Car Premium Nishi-Tokyo Store": A multi-purpose store to verify new business models and sales methods.
- Launch of "Bike Premium Club Supported by Car Premium": A new membership service for motorcycle dealers.

Through this business, we aim to provide new consumer experiences that transcend the boundaries between four-wheeled and two-wheeled vehicles and to solve industry challenges.



From left in photo:

Yuji Usui, Co-Representative Director, RIDE&LINK Co., Ltd.;

Atsushi Sawa, Representative Director and CEO, Bike O & Co., Ltd.;

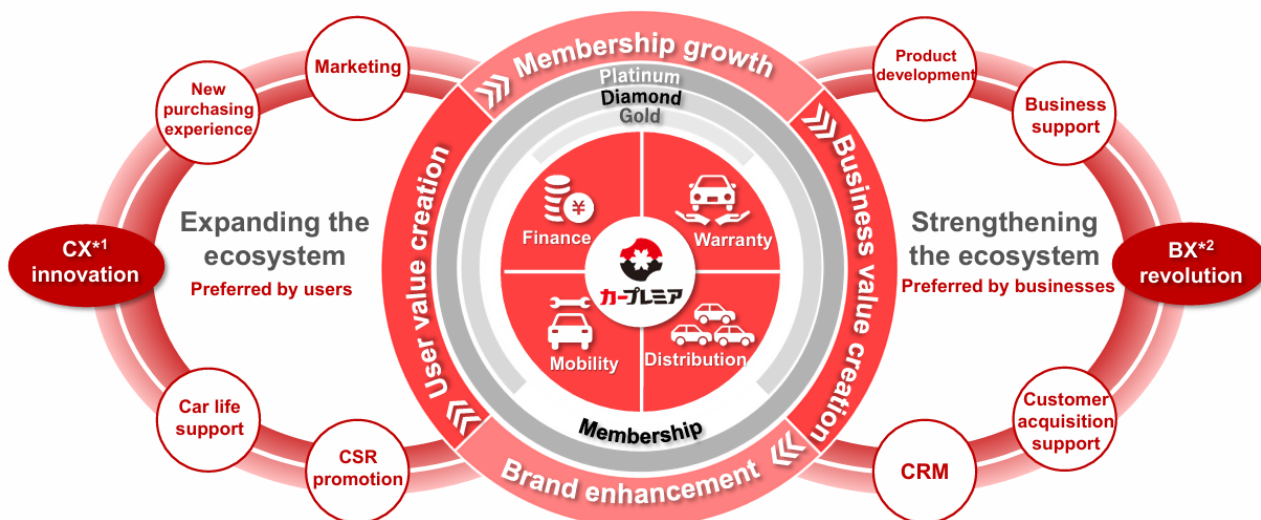
Yohichi Shibata, President and Representative Director, CEO, Premium Group Co., Ltd.;

Yoshiyuki Tsuchiya, Co-Representative Director, RIDE&LINK Co., Ltd.

■ Building an "Auto Mobility Ecosystem" Covering Both Four-Wheeled and Two-Wheeled Vehicles

Currently, the mobility industry faces structural challenges such as changes in consumer purchasing behavior and delays in digital transformation (DX) among dealers. Under these circumstances, the Company has set forth the "Completion of the Auto Mobility Ecosystem" and the construction of a "one-and-only Car Premium Ecosystem" in its new medium-term management plan, "Change & Prove 2030."

This business represents the first step in "proving" a new distribution standard that transcends the boundaries between four-wheeled and two-wheeled vehicles by fusing the platform operation expertise established in the four-wheel market with the overwhelming resources of Bike O in the motorcycle industry. By rolling out these results to partners (affiliated dealers) nationwide, we will work together to create a new future for the mobility industry through innovation in customer experience (CX).



1. "Car Premium Nishi-Tokyo Store": An Integrated Store Aiming to Solve Consumer Issues by Verifying New Business Models and Sales Methods





This store is not intended solely for vehicle sales; rather, it is positioned as a facility to develop and verify a "standard model for customer service, warranty explanation, and financial proposals" required for the coming era.

- **Highly Transparent Purchasing Experience Utilizing Digital Tools**

We aim to provide a more transparent purchasing experience by digitizing and intuitively "visualizing" comparisons of warranty details and payment plans, which tend to be complex. Leveraging the unique insights of the Company, which has continuously provided "finance and warranty" services to the used car industry, we will build customer service operations for the DX era that allow even first-time buyers to select vehicles with peace of mind and without hesitation.

- **Providing Comprehensive Peace of Mind (After-Sales Follow-Up)**

We will design a system that provides end-to-end support from post-purchase warranty and maintenance to troubleshooting, establishing a model for providing "continuous peace of mind" in collaboration with the nationwide Car Premium Maintenance Facility Network (CPG).

The "safe and secure industry-standard infrastructure" established at this store will be sequentially shared as know-how with affiliated dealers nationwide.

- **Purpose of Store Opening**

The primary objective of this store is to maximize transparency in service delivery to customers, creating a world where anyone can easily and without hesitation purchase vehicles with peace of mind, including online in the future. Establishing trust that the "Car Premium brand = safety and security" and creating an environment where customers feel that "there are no problems with Car Premium," whether at a physical store or online, is one of the important indicators for this business. Through verification at physical stores, we will work toward embodying a next-generation mobility distribution model and providing even more "safe and secure" services to affiliated dealers.

2. Membership Business for Motorcycle Dealers: "Bike Premium Club Supported by Car Premium"

バイクプレミアムクラブ

Supported by **カープレミアム**

We will provide a "Motorcycle Market Activation Platform" that solves the business challenges faced by motorcycle dealers and supports their sustainable growth.

- **Shared Inventory Platform**

This is a members-only marketplace where dealers mutually support each other's wholesale inventory. By securing new sales destinations and procurement sources, we contribute to improving inventory liquidity and cash flow efficiency for business operators.

- **Motorcycle Finance (Auto Credit) and Motorcycle Warranty**

We provide independent loans leveraging our know-how, as well as "Car Premium Motorcycle Warranty," a members-only motorcycle warranty service with extensive coverage. By creating an environment that offers end users new purchase options and peace of mind, we strongly support the creation of sales opportunities and improved profitability for business operators.

- Store Overview

- Store Name: Car Premium Nishi-Tokyo Store
- Opening Date: May 15, 2026 (Fri.)
- Location: 1411-6 Kumagawa, Fussa-shi, Tokyo (Approx. 18 minutes by vehicle from Hachioji IC or Akiruno IC)
- Business Hours: 10:00–19:00 (Closed: Tuesdays)

- Overview of Joint Venture (RIDE&LINK)

- Company name: RIDE&LINK Co., Ltd.
- Representatives: Co-Representative Directors Yoshiyuki Tsuchiya (Premium Group), Yuji Usui (BIKE O & COMPANY)
- Location: 15F Ark Hills South Tower, 1-4-5 Roppongi, Minato-ku, Tokyo
- Established: December 2025
- Share capital: 60 million yen
- Business activities: Operation of membership business for motorcycle dealers and platform business centered on said business; operation of combined automobile and motorcycle dealerships

—————Company Information—————

【About Premium Group】

Premium Group is an "Auto Mobility Service Company."

We provide advanced solutions to customers and all automobile dealers and automobile maintenance facilities in various processes related to "cars," including procurement, purchase, use, maintenance, and trade-in.

Listed on the First Section of the Tokyo Stock Exchange in December 2018 and transitioned to the Prime Market in April 2022. Currently, with a group structure of more than 20 companies in Japan and overseas, we are also developing business overseas, mainly in Southeast Asia.

〈Company Profile〉

Company name: Premium Group Co., Ltd. (holding company)

Listed market: Tokyo Stock Exchange Prime Market (Securities Code: 7199)

Representative: Yohichi Shibata, President and Representative Director, CEO

Location: 19F Okura Prestige Tower, 2-10-4 Toranomom, Minato-ku, Tokyo

Established: May 2015 (Group founded in November 2007)

Share capital: 1,817 million yen (as of March 31, 2026)

Business description: Management and operation of a corporate group through the holding of shares, etc.

URL: <https://www.premium-group.co.jp/>

<Inquiries regarding this matter>

Premium Group Co., Ltd.

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