

August 18, 2026

Premium Group Co., Ltd.

**Premium Group Launches
"Car Premium NEXT GENERATIONS CAMP 26-27,"
Its First Junior Golfer Program Supervised
by Professional Golfer Michiko Hattori and Supported by the JGA;
Starts Accepting Applications for the First Camp**

**—Seize the "right" to challenge the world with your own hands.
Set on a prestigious course, this program features top-tier instructors who will teach
the three elements of technique, mindset, and environment building —**

Premium Group Co., Ltd. (Head Office: Minato-ku, Tokyo; President and Representative Director, CEO: Yohichi Shibata; hereinafter "the Company"), an Auto Mobility Service Company providing comprehensive services related to automobiles, will hold the first "Car Premium NEXT GENERATIONS CAMP 26-27" camp, its first original development program for junior golfers who will lead the next generation, on Saturday, November 21, at the Boso Country Club Boso Golf Course. This program will be conducted under the supervision of professional golfer Michiko Hattori (hereinafter "Ms. Hattori") and with the support of the Japan Golf Association (JGA). We are pleased to announce that the special website is open and we have begun accepting applications for participants.

▼ [Click here](#) for entry and detailed information



This program aims to discover and nurture young talent who will compete on the world stage, under the full supervision of Ms. Hattori, an advisor to the Company and coach of the Japan National Women's Golf Team, and with the support of the Japan Golf Association (JGA).

■ Why Premium Group Supports the Challenges of the Next Generation

Under our mission of "contributing to building a richer society," we are promoting "investment in people" that transcends business boundaries and "community investment" aimed at realizing a sustainable society. We have consistently supported the challenges of next-generation athletes. For example, we concluded an advisory contract in October 2025 with Ms. Hattori, coach of the Japan National Women's Golf Team, and in March 2026, we decided to act as a special sponsor for the "Japan Amateur Golf Championship" and "Japan Women's Amateur Golf Championship" organized by the JGA. Through such sponsorship of young professional golfers taking on bold challenges both domestically and internationally, as well as our support for premier amateur tournaments, we continue to back the next generation of athletes.

This time, in order to further accelerate these efforts, we have launched an original program based on our philosophy of nurturing "human resources who forge their own paths to the next stage." The reason we have crowned this program with "Car Premium," our main brand that connects customers and mobility businesses, is an expression of our intention to expand our stance of "staying close to each person's life," which we have cultivated through our automobile business, into the new field of nurturing next-generation athletes. By combining the knowledge of Ms. Hattori, who has extensive global experience, with the value we cherish of "setting high aspirations and challenging everything," we will support the building of a strong mindset and solid foundation for taking on the world.

■ A Special Program to Nurture Players Who Can Succeed on the World Stage, Going Beyond Mere Technical Guidance

This camp is a practical program where participants will acquire the three elements essential for players who are active on the world stage: "mindset," "fundamentals and management," and "environment (parental support)." In addition to skill development for the players, we also provide support programs for parents to help them foster their children's growth. The strength to take on the world is nurtured not only through intense competition, but also through an environment where players learn with their peers and are supported by their families—this program values both aspects.

<Three Key Features of This Program>

1. "Practical Play" & "Seminars by Ms. Hattori" to Train Imagination and Adaptability

By experiencing how to manage a score under restricted conditions, players will hone their imagination and adaptability. Furthermore, through seminars and workshops by Ms. Hattori before and after play, players will cultivate the "autonomy" to think and act for themselves.

2. Special Seminars on "Creating the Best Environment" for Parents to Learn Together

A support system (environment) at home is essential for the success of junior golfers. While the children are playing, we will hold special seminars for parents, inviting not only Ms. Hattori but also experts in physical training and nutrition. This provides a valuable opportunity to learn concrete support methods and know-how for the home, as well as to directly consult on daily upbringing concerns.

3. The "Authentic Stage" of the 2027 Japan Open Golf Championship Venue

The venue is the Boso Country Club Boso Golf Course, one of Japan's leading championship courses that will host the Japan Open Golf Championship in 2027. By playing in a top-tier environment that will be a future grand stage, players can experience the challenge of becoming a professional more realistically.

■ Program Supervisor: Comment from Ms. Hattori

Golf is a sport where you can grow as a person by not only honing your skills, but also by facing your inner self and embracing a challenging spirit, and by fostering a heart that cares for others.

In this camp, I hope that junior golfers will learn while having fun with their peers, and grow step by step.

Also, for all the parents, we have prepared sessions that will positively support your child's growth.

We hope this will be a fruitful time for both parents and children.



Michiko Hattori, Professional Golfer

In 1985, she won the U.S. Women's Amateur Golf Championship, becoming the youngest winner at the time (16 years old) and the first Japanese person to do so.

Turned professional in 1991. Achieved a total of 18 victories on the JLPGA Tour and was crowned the prize money queen in 1998.

Currently, as the coach of the Japan National Women's Golf Team, she continues to lead the Japanese golf world at the forefront of the global stage, having led the team in Tokyo, Paris, and set to lead them again at the 2028 Los Angeles Olympics.

In this camp, in addition to workshops for juniors aimed at competing on the world stage, special seminars for parents will also be held.

■ "Car Premium NEXT GENERATIONS CAMP 26-27" Event Overview

Date: November 21, 2026 (Saturday)

Venue: Boso Country Club, Boso Golf Course (Chiba Prefecture)

Organizer: Premium Group Co., Ltd.

Support: Japan Golf Association (JGA)

Planning & Operation: One For One, Inc.

Eligibility: Junior golfers in 5th to 6th grade of elementary school [1]

Participation Fee: Free

Note: The second camp is scheduled to be held on Saturday, January 9, 2027, featuring a 1-day tournament and other activities.

[1] If the number of applications exceeds the capacity, a selection process may be conducted based on the criteria specified on the special website.

Please check the special website for details on the selection method.

Through the "Car Premium" brand, we will continue to fully support the challenges of young star players who will carry the future of the Japanese golf world, while aiming to build a unique "co-creation ecosystem." Starting with these initiatives for "investment in people" that go beyond our employees, we will promote sustainability management to realize a sustainable society.

-----Company Information-----

[About Premium Group]

Premium Group is an "Auto Mobility Service Company."

We provide advanced solutions to customers, automobile dealers, and automobile maintenance facilities in various processes related to "cars," including procurement, purchase, use, maintenance, and trade-in. The Company was listed on the Second Section of the Tokyo Stock Exchange in December 2017, transferred to the First Section in December 2018, and transitioned to the Prime Market in April 2022. Currently, with a group structure of over 20 companies both in Japan and overseas, we are also expanding our business internationally, primarily 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: 1,827 million yen (as of June 30, 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>

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