

SHIMANO PRESS RELEASE

Shimano Inc.
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SHIMANO SQUARE Opens **on Feb. 8, 2017 in the Knowledge Capital of Grand Front Osaka,** **to Offer New Urban Sport Lifestyle through Cycling and Fishing**

Shimano Inc. (President: Yozo Shimano, Head Office: Sakai City) will open SHIMANO SQUARE in the Knowledge Capital of Grand Front Osaka (Kita-ku, Osaka City) on February 8, with the aim of communicating the attraction of its products and creating and offering new urban sport lifestyle through cycling and fishing.

SHIMANO SQUARE, a place for “encounters,” “experiencing value,” “having a moving experience” and “physical and mental relaxation,” has a relaxing café and a lab that presents information about cycling and fishing.

In the Lab, there is a gallery displaying both old and new products of Shimano, and specialist “concierges” provide customers with individual consultation related to cycling and fishing. In addition, the Lab plans to organize a wide variety of events, including workshops related to bicycles and fishing. SHIMANO SQUARE also has a store selling various goods and sundries to help create a better quality of life.

We hope that SHIMANO SQUARE will provide an opportunity for even those who are unfamiliar with cycling and fishing to have direct contact with our products, and help them know how they can enjoy the world of quality cycling and fishing. We also hope that they will share their life-enriching experiences and values.

The aim of SHIMANO SQUARE is to create new values and culture by combining our “lifestyles with cycling/fishing” with various types of urban culture, people and values free from a traditional mindset. By utilizing the synergy generated here, we hope to promote the health and happiness of people around the world.

[Features of SHIMANO SQUARE]

• Lab displaying Shimano's products and technologies

The Lab displays both old and new products of Shimano which have been produced with Shimano's comprehensive wisdom and technology. We hope that the various displays will help viewers learn about how cycling- and fishing-related technologies have changed over the years, and understand not only the high performance qualities and beauty of our products, but also the messages that we would like to convey to our customers.

• Café where customers can relax in a comfortable environment

The Café has a library of books about cycling and fishing culture. Customers can spend a quality and relaxing leisure time here while reading books. The Café serves original sandwiches and beverages made from only the finest ingredients.

• Concierges offering customers consultation related to cycling and fishing

Our specialist "Concierges" stationed at SHIMANO SQUARE offer customers general information and recommendations about cycling and fishing. In response to customer requests, they provide a wide range of cycling and fishing related information from basic to expert such as information about cycling courses, fishing spots, bicycles, and fishing tackles.

• Store selling a careful selection of quality goods

The Store sells small, life-enriching items, as well as high-quality and stylish goods and sundries, all of which have been carefully selected by SHIMANO SQUARE.

[Outline of the Facility]

Name	: SHIMANO SQUARE
Locations	: Knowledge Capital 4F of Grand Front Osaka North Wing 3-1 Ofuka-cho, Kita-ku, Osaka City
Telephone	: 06-4256-6789 (from Feb. 7)
Floor area	: approx. 309 m ²
Concept	: bike & fishing, urban life, café
Hours	: 10:00 - 21:00 Closed: every Monday
Website	: http://www.shimanosquare.com (to be launched on Feb. 7)



External appearance



Lab