

## Guide to the Introduction of Premium Time

This year, CYCLE MODE Secretariat plans to hold the new "Premium Time" preview exhibit for the first time. Premium Time will be held on the first day of the Tokyo show, for a limited number of attendants. We believe that by attracting a core group of highly motivated attendants, exhibitors will be able to promote their products in a more efficient manner. The details of the Premium Time are explained below. We hope that you will support and participate in this new program.

### ■ Purpose

- To limit the attendees to the mid- to high-level consumers and provide ample space for all participants.
- To provide segmented attendees with more detailed product introduction and more efficient test-ride experience.
- To promote sales by raising the attendees' level of satisfaction to further increase their motivation to purchase.

### ■ Premium Time Details

#### 【Time and Date】

Friday, November 5, 2010 11:00-14:00

\* First day of the CYCLE MODE Tokyo exhibit (Makuhari Messe)

\* Regular exhibit hours are 14:00-20:00

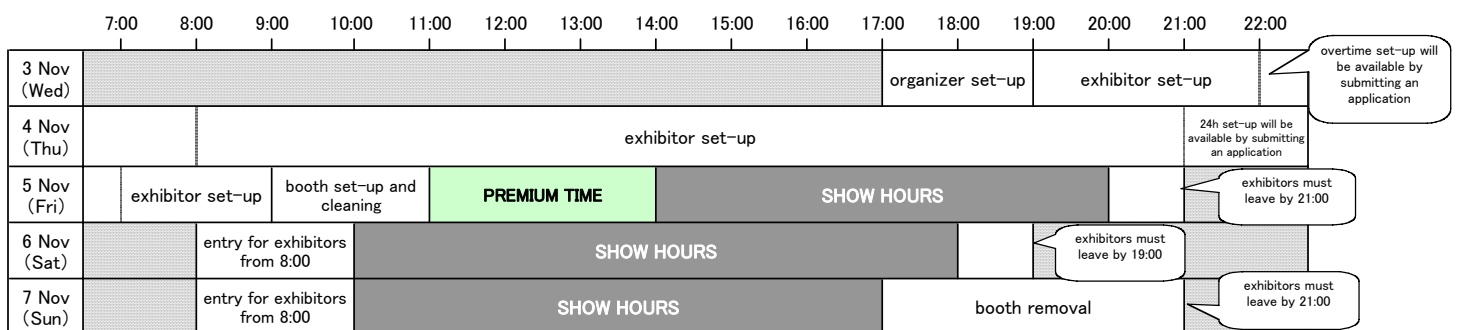
#### 【Requirements for Attending Premium Time】

Attendees with the Premium Time Tickets may attend the exhibit between 11:00 and 20:00 on Friday, November 5, 2010. The exhibit is open only to these ticket-holders during Premium Time (11:00 and 14:00). Regular attendees will be admitted after 14:00.

### ■ Change in Installation and Exhibit Hours

Due to the introduction of the new Premium Time exhibit, the installation and exhibit hours on Friday, November 5 has been changed as follows. We appreciate your understanding and cooperation.

#### ● Schedule of Tokyo Venue



◆ Inquiries About Premium Time ◆  
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