



## ***Press Release***

### **Japanese classic car event “Nostalgic 2 Days” will be held by vehicle magazine publisher from April 3, 2010 to April 4, 2010 at YOKOHAMA.**

Geibunsha Co. Ltd. (President Tsutomu Oga; Toshima Ward, Tokyo, Japan) will hold 'Nostalgic 2 Days' for two days Saturday, April 3, 2010 and Sunday, April 4 in Pacifico Yokohama (Minato-Mirai the district Yokohama City Kanagawa Prefecture).

Japanese classic car information magazine "Nostalgic Hero" which is the bimonthly publication and the 80s Japanese neo historic car information magazine "Hachimaru-Hero" which is irregular publication is the main promoter at this event. Our magazines sponsors and clients will gather for this event. So, you can meet Japanese classic car specialists who are such as parts manufacturer, the vehicle shops, and Restoring-store from whole nations. The main attendance is male classic car fans whose age range is twentieth to forties. The admission fee is ¥1300 at advance purchase, ¥1500 yen at the place where the event is to be held. (School child is free to enter).

The main purpose of this event is contributes for Japanese classic car markets and restore for our readers who read "Hachimaru-Hero" and "Nostalgic Hero". Also we want to restore for our clients who operated the vehicle shops, and Restoring-store from whole nations. We will make opportunities to make contact for our clients and our reader. So, this event will be best chance to talk with Japanese classic car specialists.

We will make two areas which are sales and exhibition area and dealer's area. In sales and exhibition area will gather over 120 Japanese classic cars. And also these classic cars will be sale at the place. Other hands, in dealer's area will gather parts manufacturer, car life gear products, and miniature car products. This event will be an exhibition and sale, so you will be enjoy to see the cars and also to buy the cars and the classic car's gears.

## ●About "Nostalgic hero" and "Hachimaru-Hero"



### "Nostalgic Hero "

Sale on 1 day per odd number month

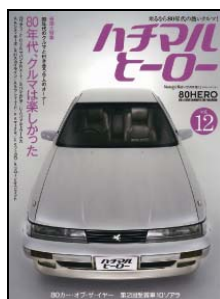
Fixed price 800 yen

**Contents of magazine:** Classic car technical journal from the 1950's to the 1970's. This magazine introduces an original classic car that doesn't add original, the tuning, and remodeling the concept said getting on as much as possible by leaving the car esteeming a condition at that time.

**Starting:** 1986    **Circulation:** 200,000

It puts it on the market in the bookstore in the whole country.

**Reading population:** A man in one's forties is a center. It has a wide reader from one's teens to one's fifties.



### "Hachimaru-Hero "

Three time sale during year

Fixed price 900 yen

**Content of magazine:** Japanese car magazine in the 1980's. When now comes, it is a discontinuation scarce car though the premium feeling as the classic car is still thin. Here also recommends the preservation of the car by the condition of purity.

**Starting:** 2005    **Circulation:** 80,000

It puts it on the market in the bookstore in the whole country.

**Reading population:** A man in one's thirties has a hot reader in middle in his forties from in his twenties at the center.

## ●Content of this event

### Special exhibition

- A great car that became the cover photograph of "Nostalgic Hero" and "Hachimaru-Hero" is exhibited.
- "Nostalgic Hero" 138 all back numbers are exhibited as a history exhibition of 24 years.

### Special sales

- Starting No.3 of "Nostalgic Hero" that became hard-to-find is assumed to be "Facsimile edition" now and limited sales are done.

### Stage event

- The talk show, the autograph session, and the stage event, etc. caused by a familiar, deep people are scheduled to "Nostalgic Hero" and "Hachimaru-Hero" such as racers and designer.



## ●Outline of holding

**Name:** Nostalgic 2 Days

**Session:** Saturday April 3, 2010 and Sunday April 4, 2010

**Hall:** Pacifico Yokohama exhibition hall(C・D)

**Time:** 10:00 - 17:00(At both days.)

**Secretariat:** Geibunsha Co.Ltd. Nostalgic 2 Days secretariat

**Backup:** PACIFIC CONVENTION PLAZA YOKOHAMA

Admission fee: 1,500 yen

## ●Official Web site

<http://nos2days.com/pc/>

## ●Inquiries

Geibunsha Co.Ltd. Nostalgic 2 Days secretariat

TEL +81-3-5992-2052 FAX +81-3-5992-7162

E-mail [nos2days@geibunsha.co.jp](mailto:nos2days@geibunsha.co.jp)

\*We will prepare the logo for the press release and the data of the image in the above-mentioned [Official Web Site](http://nos2days.com/pc/). It would be greatly appreciated if it could use it after it downloads it.