

2025 年 10 月 21 日

To Whom It May Concern

Fuji Kyuko Co., Ltd.

"San-X Area (tentative name)" Open at Fuji-Q Highland in 2026! !
Experience the "healing and cuteness" of the highly anticipated "San-X Universe"
in real life!
~A new area where San-X characters such as "Rilakkuma," "Sumikkogurashi," and the
nostalgic "Tarepanda" gather

Fuji Kyuko Co., Ltd. (Head Office: Fujiyoshida City, Yamanashi Prefecture; Representative Director and President: Koichiro Horiuchi; hereinafter "Fuji Kyuko") is pleased to announce that it will open the "San-X Area (tentative name)" at Fuji-Q Highland in 2026, in collaboration with San-X Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; Representative Director and President: Hirofumi Senda; hereinafter "San-X"). This new area will serve as a permanent base where visitors can enjoy the world of San-X characters. This will be the first time for San-X to establish a permanent area within a theme park.



Located in a superb location with a view of Mt. Fuji, Fuji-Q Highland will realize a permanent base where visitors can enjoy the world of "San-X Universe," offering a "new experiential park" where a wide range of generations can enjoy themselves in their own way. With this opening, we will communicate its appeal to many domestic and international visitors.

■Key Visual

The key visual expresses an art piece where San-X characters, featuring Mt. Fuji, welcome visitors to an exciting experience at Fuji-Q Highland.

■Concept: "Characters × Healing × Amusement Park = A Chemical Reaction of 'Kawaii'"

The "San-X Area (tentative name)" is an area based on the concept of "Characters × Healing × Amusement Park = A Chemical Reaction of 'Kawaii'". By combining San-X's diverse and healing characters with the thrilling excitement of an amusement park, we aim to create an immersive area that provides a special world. In addition to popular

characters such as "Rilakkuma" and "Sumikkogurashi," new characters that have recently appeared, as well as nostalgic characters like "Tarepanda" and "Nyannyannyanko," will be featured, making it an enjoyable area for a wide range of ages and target demographics.

■ Features of the "San-X Area (tentative name)"

This area aims to be a "new experiential park" where a wide range of generations can enjoy themselves in their own way, built around three key points.

1. Providing genuine amusement park experiences

"Rilakkuma" and "Sumikkogurashi" will appear as attractions, with numerous features allowing visitors to ride with them and interact with the characters.

2. Offering diverse ways to enjoy an immersive space

To deliver a space filled with "healing and cuteness" that expresses the world of the "San-X Universe," visitors of all generations can enjoy themselves freely, with goods to wear, photo spots, and dining experiences that immerse them in the characters' world.

3. Features that make you want to visit repeatedly

As a permanent area, we will continuously introduce anniversary events, new series, and tie-up projects with movies, aiming to create a park where new discoveries can always be made.

※Further details will be announced later, so please stay tuned.

■ Comment from Hirofumi Horiuchi, Managing Director, Fuji Kyuko Co., Ltd.

Fuji-Q Highland has long delivered a "one-and-only" guest experience centered on heart-pounding thrills—Guinness-class roller coasters, haunted houses and more. From now on, as a park that appeals to an even wider range of generations, we will leverage the "healing" and "cuteness" embodied by San-X characters to offer new ways to enjoy the park—not just through attractions but also by "capturing" (photographing), "collecting" and "tasting" experiences—thereby cultivating a fresh wave of repeat visitors.

The opening of the "San-X Area," where San-X's beloved characters—popular across generations in Asia—warmly welcome every guest, marks a major leap forward. By providing a "Positive Escape" (a mental getaway) and a "comforting place to unwind," Fuji-Q Highland will further evolve into a true cultural hub, serving as the gateway to Mount Fuji and the Fuji Five Lakes region and offering visitors from around the world.

This "San-X Area" represents a brand-new chapter for both our companies. We look forward to welcoming San-X fans and thrill-seekers alike!

■Area Overview

Name: "San-X Area (tentative name)"

Opening Date: 2026

Location: 5-6-1 Shin-Nishihara, Fujiyoshida City, Yamanashi Prefecture, 403-0017

Operating Hours: In accordance with Fuji-Q Highland's operating hours

Annual Holidays: Irregular

Access: Car... Approx. 80 minutes from Shinjuku via Chuo Expressway, adjacent to Kawaguchiko IC.

Approx. 90 minutes from Tokyo via Tomei Expressway (Gotemba IC) and Higashi-Fujigoko Road.

Bus... Approx. 100 minutes from Shinjuku by highway bus, get off at Fuji-Q Highland.

Train... From JR Chuo Main Line Otsuki Station, transfer to Fujikyuko Line, get off at Fuji-Q Highland Station.

Approx. 50 minutes from Otsuki Station.

■「About "San-X Universe"」

This new design brings together San-X's unique characters, who previously existed in their own worlds, through the magic of San-X fairies, crossing boundaries to meet. A blend of nostalgia and freshness, from long-loved characters to new friends, they will accompany you and deliver moments filled with smiles.

Why not feel the small magic that gently unravels your heart, together with San-X's friends?



■About San-X

San-X has continually created over 1,000 100% original characters, including Rilakkuma, Sumikko Gurashi, and Tarepanda, delivering their mysterious charm to the world through original products, licensing businesses, various events and promotions, and videos. Their characters are cute on the surface but possess a subtly humorous surrealism and a kindness that embraces and comforts the heart. San-X characters, which are more than just cute, captivate many people.

San-X Co., Ltd.: <https://www.san-x.co.jp/company/>

San-X Official Website: <https://www.san-x.co.jp/>



Company Profile

Company Name: Fuji-Q Highland Co., Ltd.

Representative: Atsushi Uehara

Established: June 1, 1964

Location: 5-6-1 Shin-Nishihara, Fujiyoshida City, Yamanashi Prefecture

Business: Amusement Park Operations

Stock Listing: Unlisted

Official Website: <https://www.fujiq.jp/>

Asset Download URL: <https://> ○○○

Click and download for materials

<https://fujikyu.box.com/v/1021fujikyu01>

Contact for Media Inquiries regarding this matter

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