

**Car Lease** Fixed- Monthly- Charge Service

We produce the plan highly to consider of users' convenience and security. It has been working successfully because it is easy and safe. The leasing periods range from 6 months to 7 years. All the costs of the car leasing, including maintenance, are contained in the package. Check the website of ALTERNATIVA specialized in the car lease for people from overseas for details at <http://www.alternativa-japan.com/>

**Automobile Insurance Double Check Service**

We prosecute "Safety Check" to judge if the conditions offered in the insurance suite each of our customers or not. We highly deem the conditions and reconfirmation of the insurance are seriously important for them to drive safely and be helped smoothly without worries in the unexpected events, including accidents.

**Kounotori Rent-a-Car Service**

We provide mainly the hybrid or small cars to the users to visit Tajima in consideration to reduce the impacts to the nature environments. We have the mini trucks and station wagons to serve to our customers at request. Please visit our website at <http://www.alternativa-japan.com/kounotori-rent-a-car/>

**Business Support Plan and Outsourcing Service**

We are pleased to provide consulting services, including trainings and skill-up lessons based on our long-accumulated experiences, to our competitors engaged in auto repair and maintenance industry nationwide. We also send our staff to help practically at the sites of auto factories for "Kaizen".

**Sales of New and Used Cars**

As one of Daihatsu Shops, we sell mainly the Daihatsu new cars. Regarding used cars, we will be prepared to find and introduce what you exactly need from the nationwide markets.

**Sheet Metal Forming & Painting**

We have the well-experienced and trained staff to repair, metal-form and paint your cars to get them back to normal as possible. In case you are involved in the accidents, we are always prepared to assist you at the sites and negotiate with the insurance companies.

**Maintenance**

Trust us with the regular car safety checks, other usual inspections and maintenances. We are proud to be a kind of a doctor of your cars to protect them and your safe drives.

**International Businesses**

We have been promoting the businesses in Myanmar and Sri Lanka in the wake of industrial globalization. We are expanding our businesses to Asia, Australia, New Zealand, Russia and Africa.

**EVENT**

We Wataki pay attention to the employees' education and training. We are convinced that both our management teams and employees will be able to playing the important roles in the communities by learning and growing together.

Our Events Contribute to :

Enhance volunteer and hospitality spirits

Share team spirits and achievements

Learn PDCA

**January**

**"Mochitsuki" traditional pounding rice cakes event for the New Year's sales**

We hold "mochitsuki" event for the New Year's Sales every year. Our Auction Members and staff join to enjoy it together. Pounded fresh "Mochi", rice cakes are cooked in "Zouni", Japanese traditional soup dish for New Year's to be served to all the participants.



**April & October**

**Live Events**

We hold two live events a year in April and October. Our store is to turn to be an exciting live concert hall. Let's share the groove with the players and our staff!



**May**

**Beach Clean Voluntary Activities**

Our in-house fishing club members conduct the "Beach Cleaning" at "Kei-no-Hama" in May every year. We also clean the community areas in the morning of the third Wednesday every month. It is very important for us to be of use for the communities.



**July**

**"Rakugo" traditional comic storytelling to celebrate the foundation of company**

We hold "Rakugo" event to make people laugh under the theme of "Laughter is the key to happiness". "Rakugo" storytellers are sure to make you laugh and happy. We are also one of the sponsors of the Toyooka City Office's "kounotori Rakugo Yose" performed by Hayashiya Kikumaru, a well-known storyteller, every year.



**July~September**

**"Chura-Umi" Okinawa Campaign**

"Chura-Umi" means the beautiful sea in the Okinawa's dialect. We offer the travelers cheques of Okinawa trip and Okinawa goods for some of the winner customers to use our car inspection, car check, purchase a new car or make a contract of the Super "Norudake" Set Plan during the period from July 1 to September 30. You could be the next winner?



**August 1**

**Toyooka "Odori" dance Festival**

We participate in Toyooka "Odori" dance Festival, a summer seasonal event of the community, every year to shore up it. We hope you could join us to enjoy and cheer up Toyooka City.



**September**

**Wataki Fishing Tournament**

We hold the Fishing Tournament to enjoy fishing "Aji", Japanese horse mackerel, by inviting our customers, their families and friends to it in September every year. A fun BBQ party follows the tournament. It is a very relaxing, comfortable and amusing event. Hope you could join it.



**November**

**"Oekaki" Let's Draw Something Contest**

Dreamy and fun drawings by kids are exhibited every year. Visitors are supposed to vote for the Gold, Silver and Bronze Prizes to choose the winners. Hope you could come and see the beautiful and peaceful drawings by kids.



We have more to offer you here:

Come and join our events!

**Car Care Service & Tire Shop**

Tires are the only point of contact between your car and road. All our staff are certified as Bridgestone Tire Advisor to protect your safe and comfortable drive. We offer the air adjustments and other inspections for free.

**T-Point Card available**

You can add up T-Point by having your car inspected, buying a new car or making a contract of the Super "Norudake" Easy Drive Set Plan. Payment with T-Point is available.



**English Café**

Let's enjoy the English conversation with the native speaking people and friends learning English with enjoying coffee and tea. You can freely join us anytime. [OPEN] 1~2 times per week. Please contact our staff for more information. [FEE] JPY1,000 per one lesson



**7 UP**

7 UP is our training and learning PDCA plan. As part of it, we conduct the voluntary activities for the communities, 5S activity, skill up training, meeting or roll playing training to be of use of the communities and strengthen the teamwork and motivation of our staff.



**Corporate Profile**

President ♦ Naoki UEDA  
Foundation ♦ July 31, 1964  
Initial Capital ♦ 10 million yen



**Business**

Sales of new and used cars/Operation of Daihatsu Shop/  
Sales of tires and car accessories/Car lease and rental/  
Property insurance agency/JAF liaison

**Corporate History**

- 1931 ♦ Yoichi Ueda, founder of Wataki Automobile, started manufacturing of fire-extinguishing vehicles under company name of Wataki Shokai
- 1949 ♦ Relocated headquarters to Nakamachi, Toyooka City
- 1960 ♦ Changed company name to Wataki Jidosha (Automobile) Shokai
- 1961 ♦ Relocated headquarters to current location of Kotobuki-Cho, Toyooka City
- 1964 ♦ Founded Wataki Automobile Co., Inc. (with JPY8 million in capital)
- 1966 ♦ Management rights as used car dealer was granted by Hyogo Prefectural Public Safety Commission, second in Japan
- 1971 ♦ Opened first show room
- 1975 ♦ Increased capital up to JPY10 million
- 1976 ♦ Established paint spraying booth
- 1977 ♦ Riichi Ueda assumed position of second president
- 1978 ♦ Opened Wataki used car exhibition space
- 1986 ♦ Completed construction of new headquarters building
- 1991 ♦ Business of Daihatsu Super PIT was authorized
- 2000 ♦ Started using trademark
- 2002 ♦ Established charging station, "Eco Station Toyooka"
- 2003 ♦ Renovated used car exhibition hall
- 2004 ♦ Started English café
- 2005 ♦ Started introduction of "Super Norudake Set" plan  
Established Alternativa Ltd.
- 2006 ♦ Granted SME Support by Government
- 2007 ♦ Admitted as Daihatsu Shop with name of "Daihatsu Tajima"  
Completed new inspection line
- 2008 ♦ Naoki Ueda assumed position of third president  
Started rent-a-car business  
Renovated service shop
- 2011 ♦ Accredited as Low Emission Office
- 2012 ♦ Accredited as Bridgestone Carcare & Tireshop  
Started introduction of T-point system
- 2014 ♦ Started business in/with Myanmar
- 2015 ♦ Accredited as Caruncelior
- 2018 ♦ Started business in/with Sri Lanka  
Established Smile Craft K.K.(co-funded)



**Our Mission**

Our mission is to conduct the security of the communities, nature environment preservation, customers' and staff's dreams and happy lives and provide satisfactions and safety to our customers through our auto repair and maintenance activities.

**Three Important Points**

- To play the important roles for our customers and communities to make them happy
- To be a company useful to make the customers and communities happy
- To keep the above two points continuously.