

PRESS RELEASE

FOR IMMEDIATE RELEASE

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EMT Co., Ltd.

EMT Co., Ltd. Announces EMTA, a New Automotive Brand for the Japanese Market

Market entry in 2027, led by a Kei EV as the first model

Guided by its "Daily Magic" brand promise, EMTA brings mobility experiences that fit naturally into everyday life in Japan

Yokohama, Kanagawa, May 27, 2026 — EMT Co., Ltd. (headquarters: Yokohama, Kanagawa; CEO: Xiaoqing He) today unveiled EMTA, a new automotive brand for the Japanese market, with full market launch targeted for 2027.

EMTA addresses the everyday challenges of driving in Japan: passing other vehicles on narrow streets, finding parking, the stress of school runs and family drop-offs, and the strain of driving in poor weather or over long distances.

To meet these challenges with advanced technology, EMTA has set "Daily Magic" as its brand promise. The brand will introduce a Kei-class EV as its first model in 2027 and plans to launch four models by 2029.

From product definition and design specifications to quality management, development will be led by a team deeply familiar with the needs of the Japanese market. EMTA will pursue best-in-class safety performance in Japan, while co-creating with a range of sales and service partners to build a new customer experience — one in which the relationship continues naturally and seamlessly, before and after purchase.

■ The Thinking Behind "EMTA"

EMTA takes its name from "Easy, Made To All," and its purpose is "Making everyday life happier for everyone." As electrification and intelligence reshape what a car can be, EMTA aims to be a brand that does not showcase technology for its own sake — but instead stays close to the everyday challenges people face, bringing peace of mind and a few delightful discoveries along the way.

"Daily Magic" is the value EMTA promises to its customers. Beyond the extraordinary, EMTA looks for the moments worth smiling about in daily life — a run to the corner store, the ride to the station, the parking lot on a rainy day, an outing with family. Little moments that lift the day. Small discoveries you didn't expect. Through the car, EMTA brings these delightful discoveries into everyday life.

The three keywords that bring this value to life are "Just right," "Easy," and "Wow." EMTA delivers more than physical value like size or price: a comfort that feels true to everyday life, a seamless experience from purchase through daily use, and little moments of delight woven into each day — through both hardware and software.

■ Product Plan: A Kei EV First, with Four Models Planned by 2029

EMTA will launch a Kei-class EV as its first model in 2027. In Japan, roughly one in three new cars sold is a Kei car, and the average monthly driving distance is about 400 km. EMT sees Kei cars not as vehicles primarily for long-distance travel, but as cars deeply rooted in daily life — used for shopping, school runs, commuting, and other everyday needs. A Kei EV was chosen as the first model because it is the most natural way for customers to experience the brand's “Just right,” “Easy,” and “Wow” values.

Starting with the Kei EV, EMTA will expand into multiple segments suited to different everyday scenarios, with a total of four models planned by 2029. The quality, safety, ease of use, and delightful discoveries refined together with customers in Japan may also serve as the foundation for future expansion into global markets.

■ Technology Platform: Four Core Technologies Supporting "Daily Magic"

To deliver on its "Daily Magic" brand promise, EMTA has developed four core technologies. These will be optimized to each model's characteristics and installed across all future models.

1. Magic SDV (Software-Defined Vehicle)

The core technology platform. Through full-stack OTA (over-the-air) updates, EMTA continuously refines the user experience, controls, driving performance, and even driving range after delivery. The result is a car that, like a smartphone, continues to evolve long after purchase.

2. Magic Sync

A technology that seamlessly connects driver and vehicle. Simply approach the car with a smartphone, and it unlocks and starts automatically — while seat position, mirrors, steering angle, climate control, screen settings, driving mode, and other preferences switch to each driver's profile.

3. Magic EV (Dedicated Kei EV Platform)

A purpose-built Kei EV platform engineered from the ground up to balance interior comfort and crash safety within Japan's strict Kei-car regulations. Equipped with a latest-generation multi-unit integrated e-axle and a large-capacity underfloor battery, it delivers exceptional quietness, strong acceleration, ample range for daily life, and fast-charging performance. It also supports V2H (vehicle-to-home) and V2L (100V outlet) power supply, enabling the vehicle to serve as an emergency power source during disasters. Drivers can also pre-condition the cabin via smartphone and use the air conditioning while parked, without idling.

4. Magic Drive

A driver-assistance system designed to achieve one of the highest safety standards in Japan. EMTA plans to install an end-to-end Level 2 driver-assistance system, aiming to reduce driver workload and improve safety in everyday driving.

■ Customer Experience: Staying Close to Everyday Life through Magic Spot and Magic Connect

EMTA designs not only the car itself, but also the places where it meets customers and the

systems that sustain long-term relationships — all as part of "Daily Magic."

Magic Spot (Smart & Smooth Entry)

Rather than relying solely on sales through large-format stores, EMTA will develop a range of touchpoints aligned with customers' daily routines, including compact locations inside shopping malls, hands-on experience spaces along everyday routes, and mobile pop-up stores.

Magic Connect (One ID Concept)

EMTA is advancing a One ID concept in which customer information and communication history are carried naturally across stores, apps, call centers, service locations, and other touchpoints. No matter which location a customer visits or which representative responds, EMTA aims to provide consistent support based on past conversations and upcoming maintenance — building an uninterrupted customer relationship from before purchase through after-sales support.

■ Management Team

CEO Xiaoqing He brings more than 40 years of experience in the automotive industry, having held senior leadership positions at major automotive OEMs including Nanjing Automobile, SAIC Motor, Chery Automobile, and Ford. His global track record includes strategic alliances and business development with international brands, notably MG in the United Kingdom. Core members responsible for development, quality, and marketing bring deep knowledge of Japan's automotive market and consumer sensibilities. Koji Yamamoto has been appointed CTO (Chief Technology Officer), and Susumu Uchikoshi has been appointed CMO (Chief Marketing Officer). Across product definition, design specifications, quality management, and customer experience design, EMTA is building the brand from the perspective of customers in Japan.

■ Company Profile

Name	EMT Co., Ltd.
Location	WeWork Ocean Gate Minatomirai, 3-7-1 Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa 220-0012 Japan
Date Founded	January 2025
Capital	500 million yen
Chief Executive Officer (CEO)	Xiaoqing He
URL	https://www.emtacar.com/
Brand name	EMTA

■ Media Contact

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Members of the media who would like official materials, including the company logo or presentation materials from the May 27 event, are invited to contact the PR office above.