

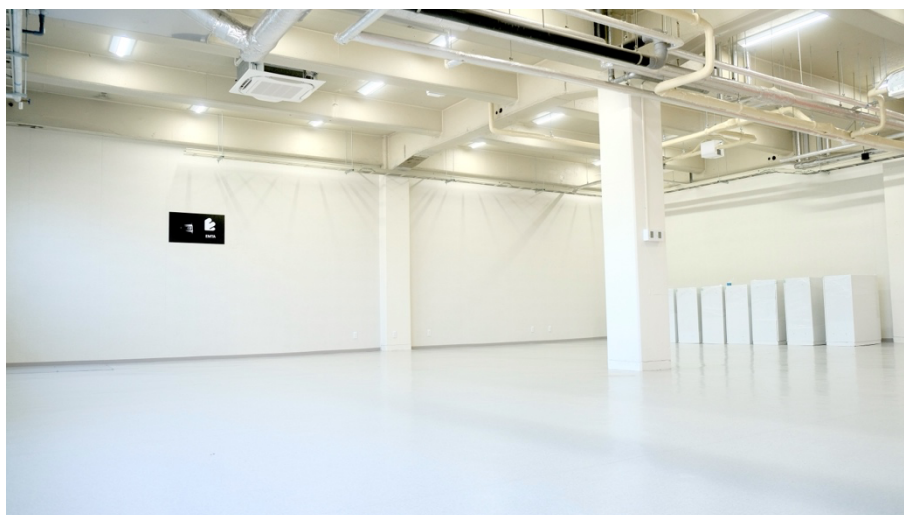
July 21, 2026

EMT Co., Ltd.

EMT Opens R&D Center in Yokohama to Deepen Understanding of Customers' Daily Lives in Japan

Strengthening Japan-Based Product Development to Create Vehicles Together with Customers

EMT Co., Ltd. (Head Office: Yokohama, Kanagawa; Representative Director and CEO: He Xiaoqing; hereinafter the “Company”) opened the EMT R&D Center, a dedicated research and development site in Kohoku-ku, Yokohama, Kanagawa, on July 21, 2026. The EMT R&D Center will drive product development for the EMTA brand. By developing a deeper understanding of customers’ daily lives, mobility needs, and usage environments in Japan, and quickly reflecting their feedback in product development, the Company will advance the development of vehicles that truly fit each customer's daily life.



EMT R&D Center



EMTA Official Teaser

Opening of the EMT R&D Center, a Dedicated Research and Development Site

On July 21, 2026, the Company opened the EMT R&D Center, a dedicated research and development site in Shinyoshida-cho, Kohoku-ku, Yokohama, Kanagawa.

The Company has already been conducting development activities in Yokohama. With the opening of this new site, it will consolidate and expand its R&D functions in a dedicated environment, establishing a faster and more advanced development structure.

The Center will serve as a core site for deeply understanding the daily lives and mobility needs of customers in Japan and rapidly reflecting those insights in product planning, design, engineering, vehicle evaluation, and other development processes. Its work will support not only the first kei-class EV scheduled for launch in 2027, but also subsequent models.

Toward a Co-Creation Development Structure Built with Customers

By placing its development functions in Japan, the Company is building a framework for vehicle development together with sales and service partners, as well as local communities and customers.

By reflecting customer feedback gathered in sales and service settings into development, the Company will realize EMTA's brand promise, "Easy, Made to All - a customer experience tailored to each individual," starting from the product design itself. The Center is more than a development facility. It will function as a starting point for co-creation, where sales, service, and development connect on a daily basis and customer voices circulate back into products.

Comment from Koji Yamamoto, CTO



Our goal is not simply to sell cars in Japan, but to create vehicles that evolve together with our customers in Japan. To do that, it is essential to place our development base close to our customers, identify challenges in the same market, and make continuous improvements. Starting from this R&D Center, sales, service, and development will work as one to create vehicles that feel right for each individual customer.

EMT Co., Ltd. held an opening ceremony for its new EMT R&D Center on 2027.07.21

On the opening day, an opening ceremony was held centered around EMT's executive management and R&D staff.

Following opening remarks from CEO He, CTO Yamamoto delivered a presentation on the research and development functions of the new R&D Center and outlined the roadmap for domestic field testing scheduled to begin in September, leading up to the launch of the company's first kei-class EV planned for 2027. Additionally, future R&D visions for both EMT and the upcoming EMTA were announced.



EMT R&Dセンター概要		EMT
✓ 所在地	〒223-8501 横浜市港北区新吉田町3176番地	
✓ 面積	総面積：556.8㎡ Officeエリア 318.2㎡ ワークショップ 238.6㎡	
✓ 収容人員	50名（最大）	
✓ 事業所代表	山本 浩二	
✓ 主要業務	日本国内でのR&D業務 商品企画、ベンチマーク調査 設計スペック決定、国内適応実験 法規・認証、車両品質保証、市場品質改善 新モデルデザイン	

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EMT R&Dセンターでの業務内容

EMT

新モデルデザイン

A white EMT van is parked inside a large, modern workshop or showroom. The space has high ceilings with skylights and various pieces of equipment and vehicles in the background.

商品企画・ベンチマーク

Two people are sitting at a desk, working on laptops. They are looking at a large screen displaying various charts and data, likely related to product planning and benchmarking.

設計スペック決定・国内適応実験

A white EMT van is driving on a snowy, winding road. The road is covered in snow and ice, and the surrounding landscape is a snowy mountain range.

法規・認証、品質保証、市場品質改善

A group of people are sitting around a table, working on laptops. They are looking at a large screen displaying various charts and data, likely related to regulatory compliance, quality assurance, and market quality improvement.

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■ EMT R&D Center Overview

Name	EMT R&D Center
Address	3176 Shinyoshida-cho, Kohoku-ku, Yokohama, Kanagawa 223-0056, Japan
Opening Date	July 21, 2026
Total Area	Office Area: 318.2 m ² / Workshop: 238.6 m ²
Capacity	Up to 50 people
Head of Facility	Koji Yamamoto
Primary Functions	R&D activities in Japan: • Product planning, benchmark testing, and design specification definition • Local adaptation testing, regulatory compliance & certification, and vehicle quality assurance • Market quality improvement, new model design, and related operations

■ Company Overview

Company Name	EMT Co., Ltd.
Representative Director & CEO	He Xiaoqing
Head Office	3-7-1 Minatomirai, Nishi-ku, Yokohama, Kanagawa, Japan
Established	January 30, 2025
Business	Planning, development, and sales of automobiles
URL	https://www.emtacar.com/
Brand Name	EMTA

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