

10

BOOK 2025 Towards a new decade

+1

THREE
HUNDRED

es emotivo sportiva

300 POSTO  O S A K A
SETTING AND MAINTENANCE

 Duke's & Co.

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Play and learning go hand in hand and continue throughout life.



11 years
and a new start.



As I'd expect, it's been 11 years. A lot has happened.
I've literally experienced the good and the bad.
The company, the office, the store, the staff, the factory, the craftsmen,
and the customers. I'm grateful for everything that surrounds me.
A car enthusiast who grew up in Shibuya is able to do this.
Of course, I've studied hard enough to be proud of it,
and I've tried to treat it as a job seriously.
However, including my previous job, it's been about 30 years.
I sometimes wonder if I'm being controlled by the weight of what I've accumulated
and the common sense that I've acquired without realizing it.
At times like that, I try to ask myself.
Am I having fun? Have I forgotten my original intentions?
Only if I can laugh genuinely can I make everyone smile.
So that I don't forget. And with that in mind, I'm writing this down.

Akito Yamaguchi

**Let's look back on our history so far.
To get back to our roots. To mark a new decade.**



2015

B I R T H



THREEHUNDRED誕生







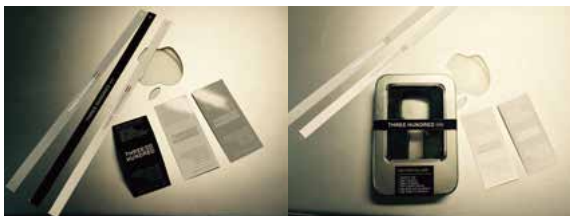
We aimed to create an icon that would immediately indicate THREEHUNDRED.



The first demo car, TH301, was announced...



Of course, we pay attention to the packaging details.





2016 - 2018

E X P A N D



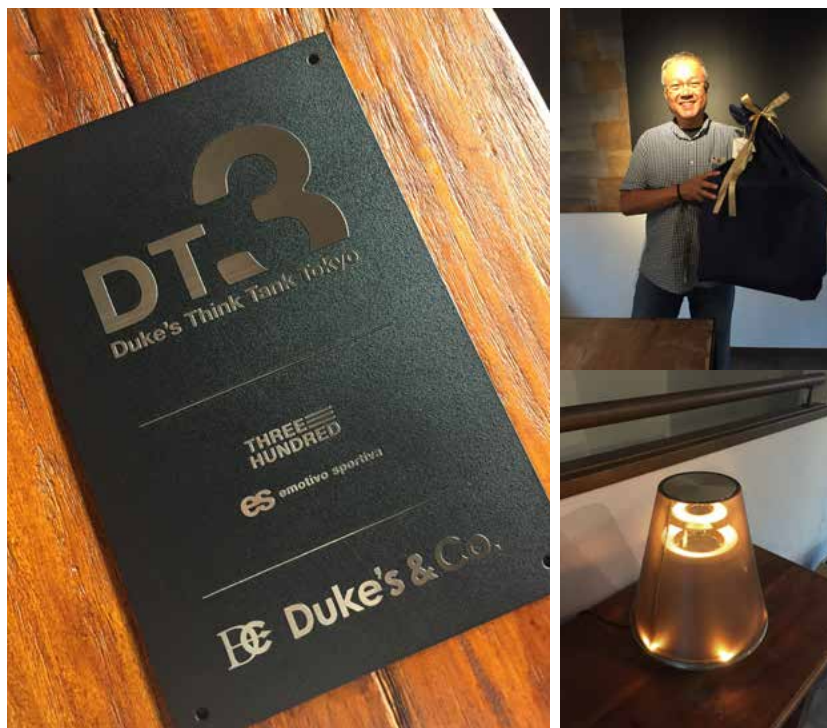


Now, run! Me!



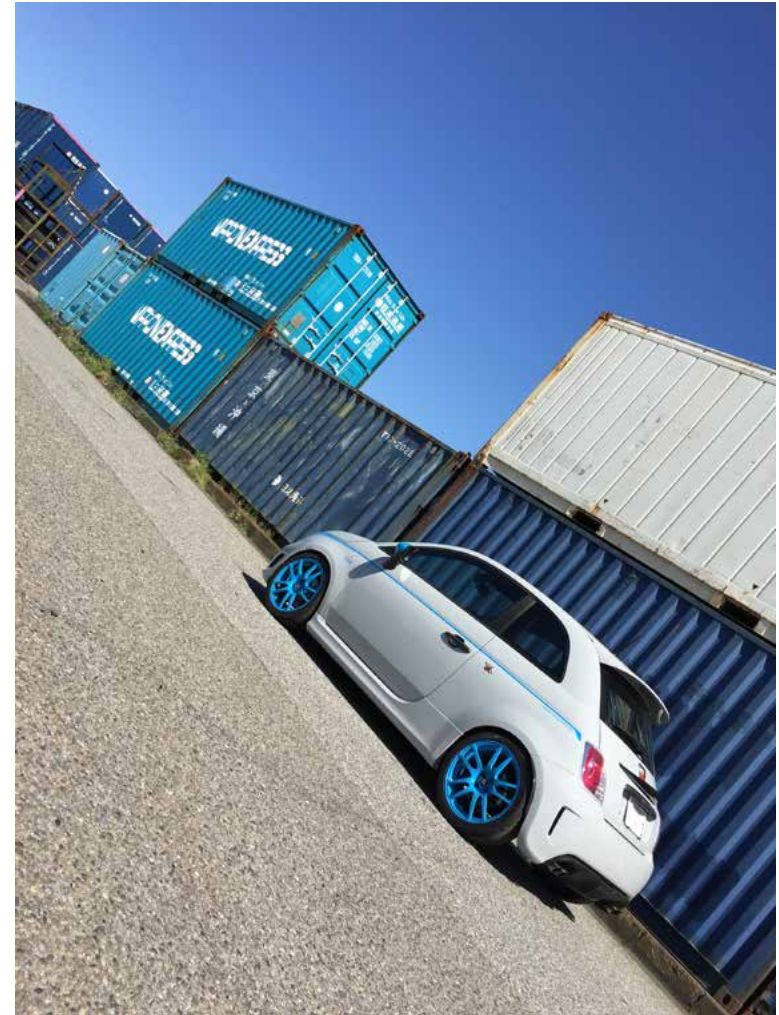
We opened our head office in Uehara, Shibuya Ward, the town where I grew up.
I vowed to myself to push forward with a leap forward in my heart.

Mr. M, who would later become the owner of TH299, congratulated us on the opening of our office.





I agonized over the color scheme night after night...
and decided on the TH302 demo car.
I started working on it with a closed course in mind.



TH302



We have started developing 3-piece wheels and original ECUs.
The number of items is steadily increasing...

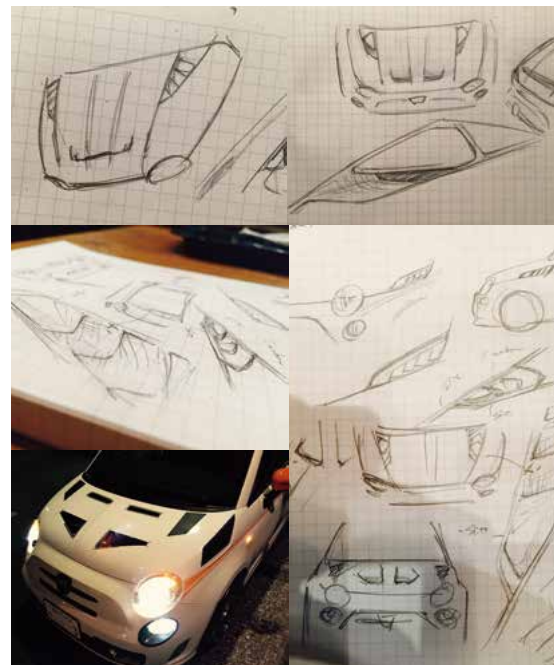


Thanks to the help of Dormy Inn, who provided catering through a wonderful connection,
the event gradually became more lively.



The demo car TH303.
For some reason, this color scheme was popular with the kids.

TH303



In preparation for the development of a carbon hood.
Every day, pursuing functionality,
and simply driving and measuring.



As our staff increased, projects and work accelerated.





Leading the industry, the 124spider was modified and debuted as a demo car, the TH304.





TH305

The demo car rush continues.

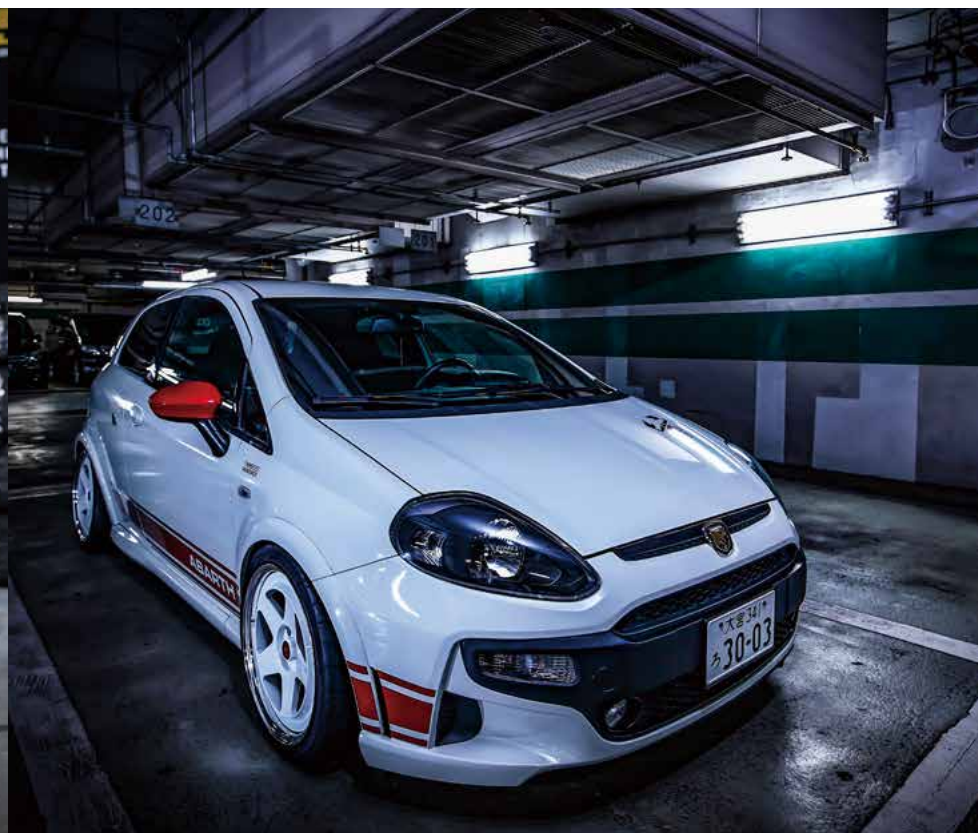
Don't be afraid of change.



TH299

37







The FSW event was also completed. I was blown away by the sight.





Camping was also one of the events.







hashimoto

kojima

watanabe

Mr.
K

If you wish and work hard, your dreams will come true.
While we were busy with our daily work,
the boy had grown a little stronger.

be ambitious.

A young man I've known since high school has now turned 24, and just the other day he installed our wide fender kit, es-05 wheel, and carbon hood. After receiving the order, Yamaguchi explained to me with a big smile.

May 2019.

A message that clearly knew K.

"Sorry for the sudden message, but I'm a college freshman who loves Abarth. It's not that we met before, but when I test drove the 305 with my family at THREEHUNDRED's Hakone event last year, someone asked me, "Do you like cars?" I'd like to connect with the THREEHUNDRED people. I'd be honored to talk to you. I wanted to be a car designer since I was little, so I entered the Faculty of Design Engineering at university. When I entered high school, an Abarth came to my house, and after that I learned about the custom brand THREEHUNDRED, and recently what I want to do has changed from a vague "car designer" to "custom parts design for Abarth and other cars."

Test drive of the demo car in Hakone. His father was at the wheel in the back seat of the TH305. Sitting next to his mother, he was pale-skinned and looked down. When I turned my head from the passenger seat and said, "You're a good driver, Dad!", he only responded weakly with, "Yeah." Well, maybe it's best not to talk to him too much. So, when I listen to him, I remember his father, who works in the car industry, driving very smoothly. I didn't know he was such a car lover. I was also surprised at how well-written and sociable he had become.

Could you please take me there?

After a few exchanges, I received a message saying, "I'd like to go see the TSUKUBA Track Day. Could you please take me there?"

I took him to TSUKUBA Circuit after he moved from his hometown of Shizuoka Prefecture to Saitama to attend university. On the way there, I tried to communicate with him, but when I met him for the first time in about a year, he didn't seem much

different from the impression I had of him at Hakone. He had his eyes downcast and was quiet. Since then, he has always attended THREEHUNDRED meetings with his father. It seems that he has finally gotten his long-awaited driver's license. "I'm still out of reach of an ABARTH, so how about an Autobianchi?" "Isn't an Alfa 145 reasonable? It's fun." I also gave him advice on his first car.

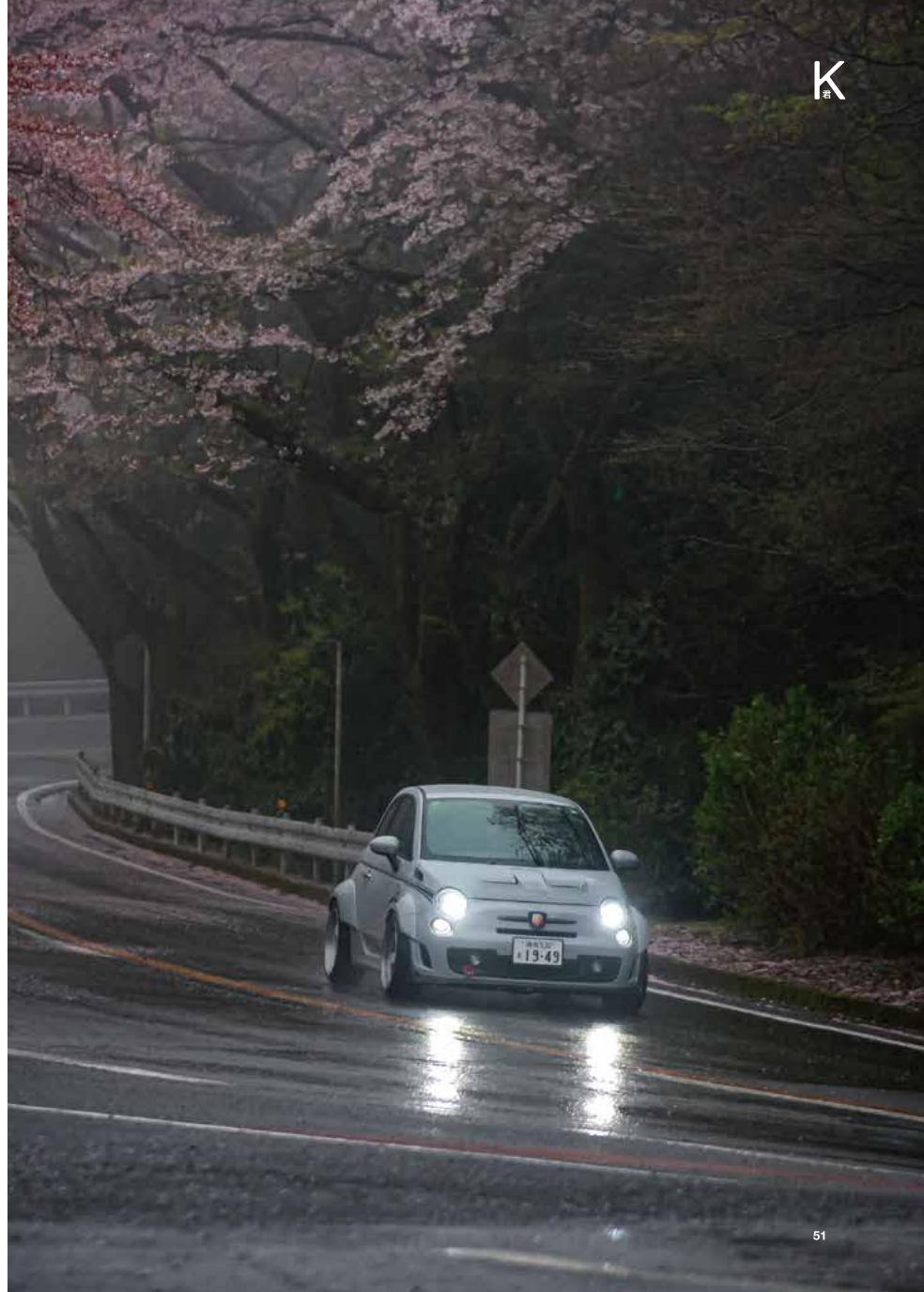
I felt like I was slowly getting closer to him. "He wants to be a car designer, so he draws all the time." I had heard that story from his father. It was a dream that never came true for me, so I felt like I was saying, "Wow! Do your best!"

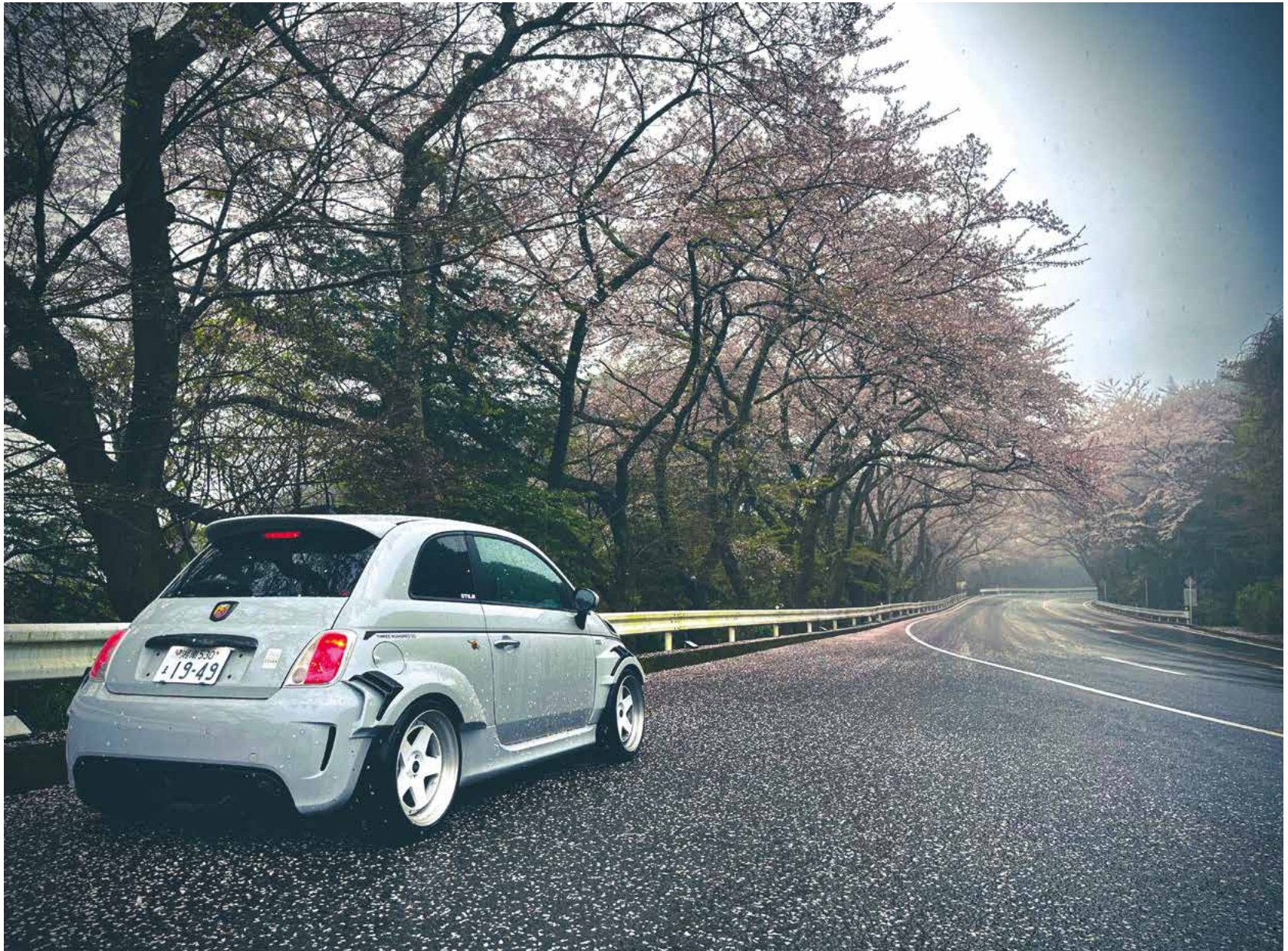
It's been a while since I last got a call from K.

"Yamaji-san, I'd like to ask you something." "Hey, hey, what's up?" "Um... what should I do to get a job at THREEHUNDRED?" "Huh??" "Um... do they hire new graduates?" "No, um... wait a minute."

What should I do about this, should I ask Yamaguchi for advice? I was kind of happy, and a little excited, too.

"Hey K, you said you wanted to become a designer for a manufacturer. I'm glad that you want to work for us, but to be honest, we're open to you anytime, but it's hard to get a chance to work at a manufacturer. It's a tough path, but you should give it a try first. It's not too late after that. Be ambitious!!!——" I'm sure I said something like that to him when he was in his third year of university, letting the wind blow through him a little.







The following year at the THREEHUNDRED meeting, while I was running around Fuji Speedway with my legs on sticks at the event control, K and his father approached me and told me that they had received a job offer from a Japanese manufacturer as a designer. They told me that they had received a job offer as a designer from a certain Japanese manufacturer. They both had smiles on their faces. I thought to myself, "My son is doing a great job. " "Really? You did it. K!" I tapped K on the shoulder and suddenly realized that before I knew it, he was able to look me in the eye and talk to me, his eyes sparkling much more than before, and perhaps he had grown taller. I'm as happy as if it were me...well, no. I was as happy as if it were my own child! And I even gave him a gift for finding a job





Your current position as you continue to make your dreams come true.

After entering the workforce, K's father bought a new ABARTH bike, and K took over his father's bike. They enjoy sports driving together at our events. I often saw them discussing the results of their driving sessions with their foreheads touching each other.

And in the spring of 2025, K begins to love the ABARTH he inherited. As I wrote earlier, it is a major modification. Yamaguchi took good care of it for about two months. On the day of the event, Hashimoto, Kojima and Watanabe finished installing the side stripes early in the morning. All the staff came together to deliver his beloved car, which had been transformed with Uehara's DT3. "Wow. Wow." K groans, and Kojima says, "You're

really good, young man!" The first photo shows Kojima looking embarrassed by his words.

While we were getting updates on him at the delivery, he told us he was going to a Hakone event with his parents this weekend, organized by our group company, FLATOUT, so we asked him if we could take some photos for this book. After all, there might still be cherry blossoms left at that altitude, and most importantly, we met at the same Hakone event.

Rain, Fog and Cherry Blossoms

Unfortunately, the weather that day was rainy and foggy the whole time. Despite getting soaked, we managed to take the planned photos and then met



up with our parents at Mt. Daikan. It seemed that it was the first time for them to see the train, and Dad said: "Wow, it really does change the image!" Mom: "Yeah, I guess so!" K is lucky to have been born to such parents.

Then, I asked all three of us to take one last shot. There was this one thing I really wanted to capture.

Dad was in the passenger seat, Mom and me in the back. And K was in the driver's seat. You've grown up so much since that day, and you're in this position now, continuing to make your dreams come true. I'm sure you're a little proud, but trying to cover it up with a shy smile, right?

Ah! That's right. That's the look on your face.



2019 - 2021

STRUGGLING

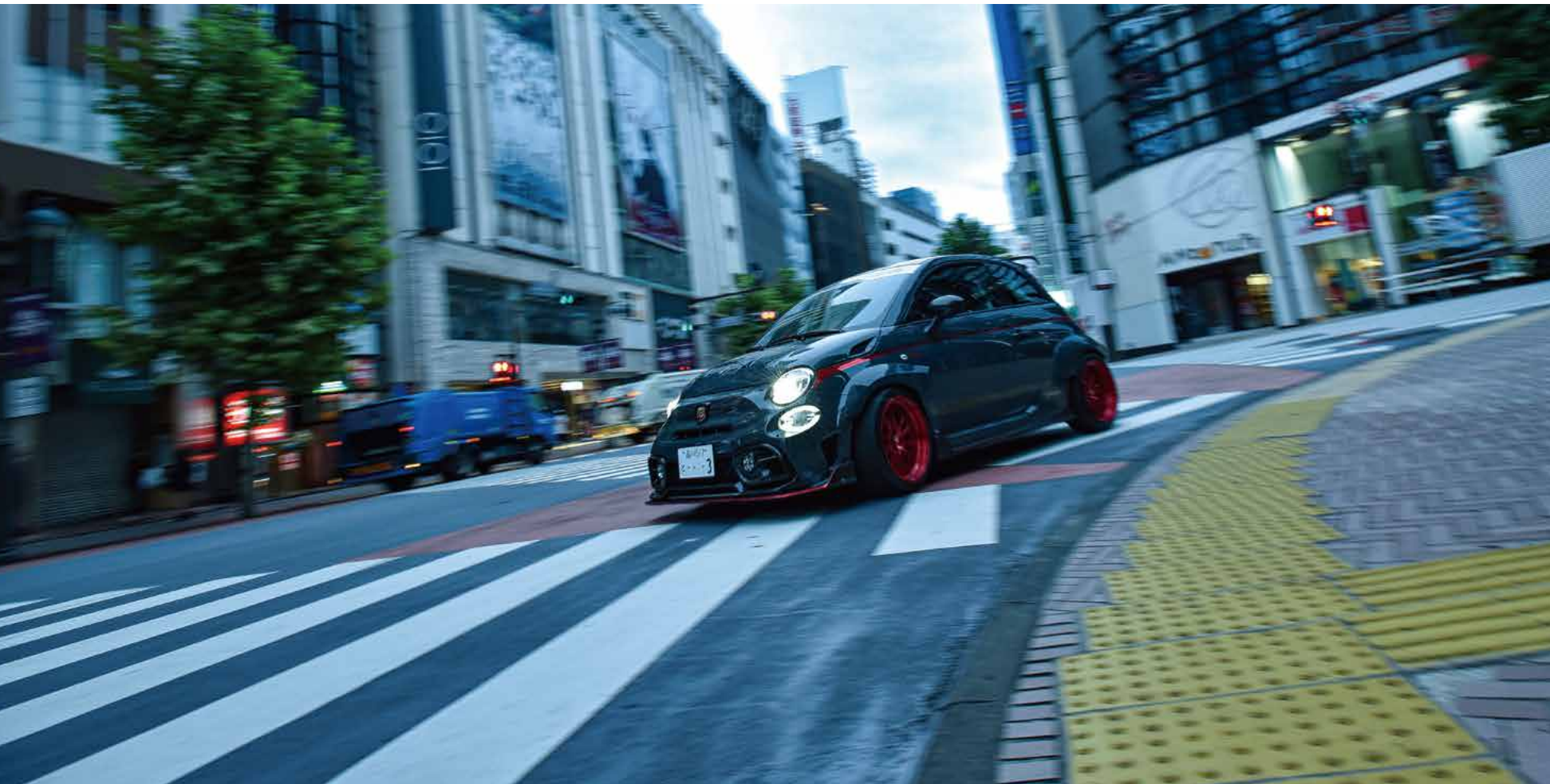
Topic
苦悩 リスク





The car's development has begun with the aim of being shown at SEMA in Las Vegas.

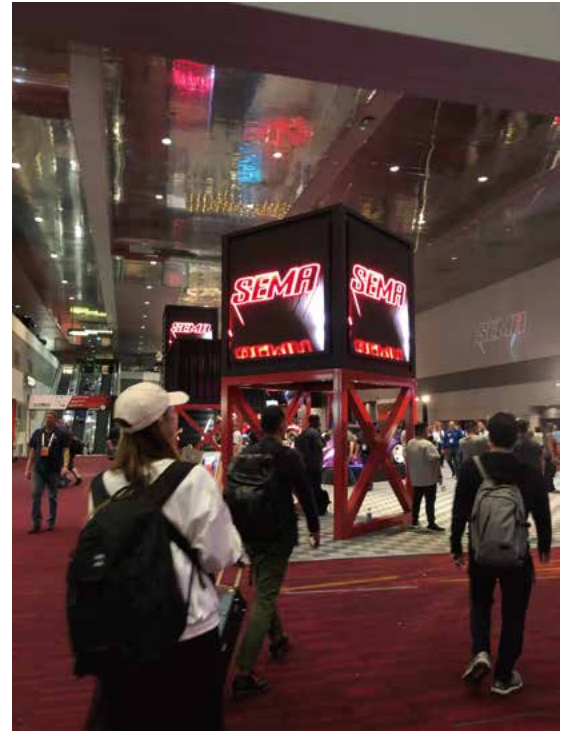
Which road and how far can I go?



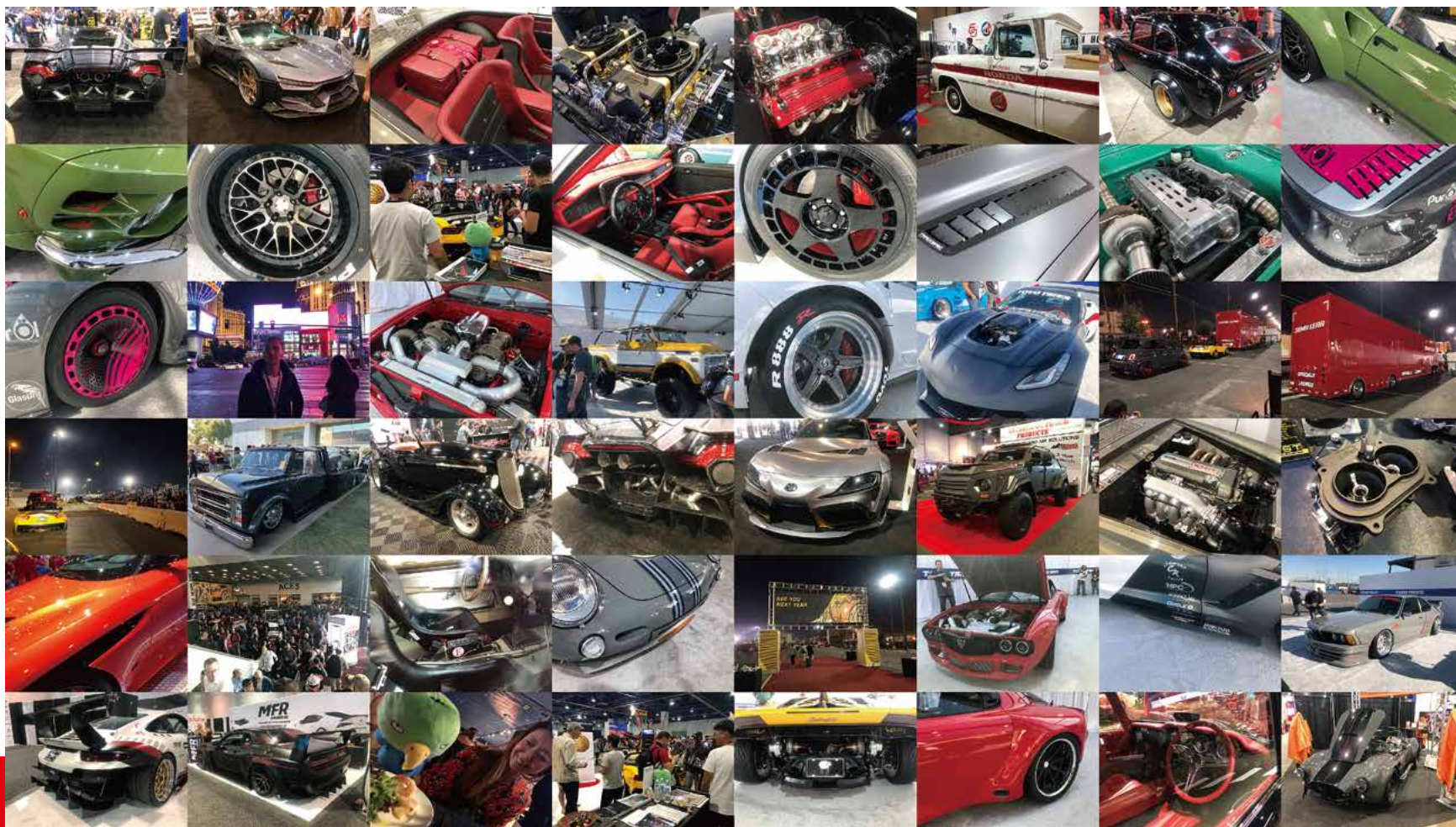




The pandemic has thrown
the world into chaos...





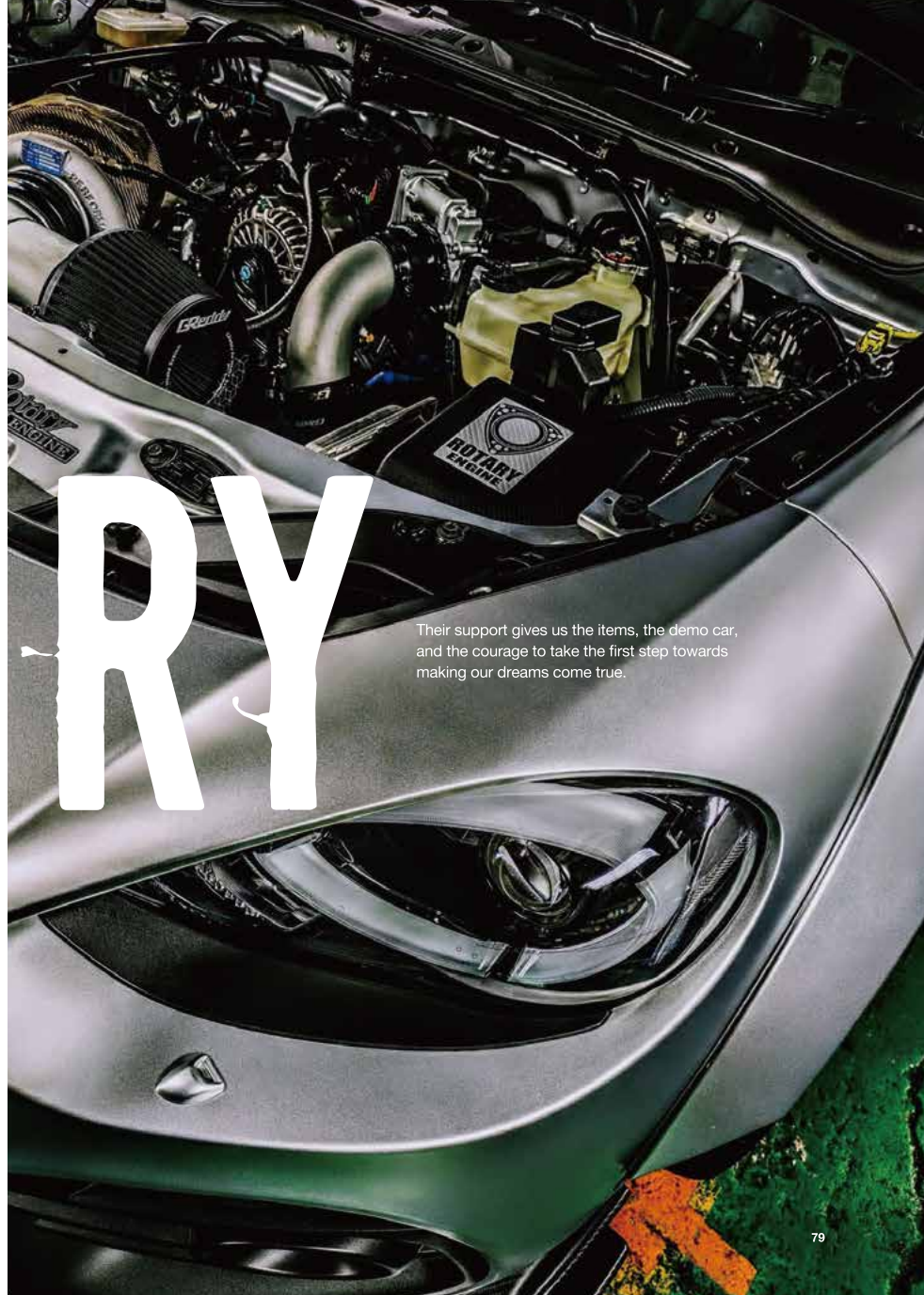
The logo for the SEMA Show, featuring the word "SEMA" in large, bold, white letters with a black outline, and the word "SHOW" in smaller, bold, white letters with a black outline, positioned below "SEMA". The background of the logo is red with white diagonal stripes.



WILL BE BACK!



FACTO



RY

Their support gives us the items, the demo car,
and the courage to take the first step towards
making our dreams come true.



WIDE FENDER INSTALLATION

Mr. Yamaguchi spoke so happily that I got carried away as well.

Every time is a challenge

Watanabe: First, could you briefly explain what your work involves?

Mr.S: Mainly exterior customization. We often install fenders, aero parts, and carbon parts.

Watanabe: How long have you been working with THREEHUNDRED for?

Mr.S: About 5 or 6 years now? Maybe even longer.

Watanabe: Is there any project that left an impression on you?

Mr. S: Every time! Every time is an episode. There have been a lot of memorable jobs, but last year's pink car and the matte silver Spider were particularly memorable. We even had to remove the engine and paint it, so it was quite a challenge.

Watanabe: What did you think when you received the request?

Mr. S: Well, it's interesting because I'm doing something I haven't done very often. On the contrary, it's interesting. It's not something you can do very often. It's interesting because it's something we rarely do.

Watanabe: Is there any special work this year?

Mr. S: There's nothing new in particular, but we have to finish everything in a short amount of time, so it's tough time-wise.

Watanabe: But the most important thing is that the owner is happy, right?

Mr. S: That's right. It's the owner's smile that gives us the motivation to work hard, and above all, Mr. Yamaguchi is like that, isn't he? He's someone who makes us dream. And he talks so happily that it makes us get on board too. It's fun for us to do it too. I guess

it's good to be able to enjoy work.

Watanabe: What is your relationship with THREEHUNDRED?

Mr.S: We've been working together for a long time, and I think their attitude of always taking on new challenges is amazing. All we do is work hard to live up to that.

Watanabe: Do you handle cars other than Abarth?

Mr.S: Yes, but basically it's for professionals. We also handle things like the Gelände (Mercedes G-Class).

Watanabe: What was your impression of Abarth?

Mr.S: It was fresh to me at first. But every time we do it we update it and aim for a better finish.

Watanabe: What do you think about the Abarth industry as a whole?

Mr.S: Well, that's true. We've been working with them for a long time, and I think it's important to always bring in new ideas. It's hard work, but we try to make sure that what



we're told is carried out properly. I hope we can continue to have a good relationship with each other.

Ahh, I'm so glad I did it.

Mr. S: That's true. We've been working with them for a long time, and I think it's important to always bring in new ideas. It's hard, but we try to make sure we do what we're told. I hope we can continue to have a



good relationship.

Watanabe: When you started working with THREEHUNDRED, what did you think of Abarth?

Mr. S: At first, there were some unknown aspects, but with each project we updated it and learned how it works.

Watanabe: What is your impression of THREEHUNDRED customers?

Mr.S: They're a bit "perverted" (in a good way), aren't they.

But I'm happy to be recognized by people with such strong sense of commitment.

Watanabe: Do you enjoy your work?

Mr. S: Quite often! The most important thing is to enjoy it. If it's something that's not easily done anywhere else, I'd like to give it a try.



13B/20B ROTARY ENGINE

I enjoy whatever I do. Making things is fun in itself.

Watanabe: First of all, please tell us about your work with THREEHUNDRED!

Mr. K: We are working together with THREEHUNDRED on the production of a complete car. For this project, we decided to put a Mazda 3-rotor engine into a 124 Spider...

Watanabe: I've heard that it was quite a difficult process, but what was it like in reality?

Mr. K: Wow, it was 10 times harder than I imagined!! I had to move the engine position, solve space problems, etc. But it was more fun than that. It took 10 times more work than I expected, but it was worth the challenge.

Watanabe: By the way, what is your impression of THREEHUNDRED, Mr. K?

Mr. K: This is a company that is always thinking of interesting things. I am always surprised by things I never thought of before, and I learn a lot from them. They make interesting proposals, so I would like to take on any request. Also, they do something new every year, so I look forward to it.

Watanabe: Is there a most enjoyable part of this work?

Mr. K: There are many fun things. I enjoy everything I do. I enjoy making things in and of themselves, and I also enjoy making things as a job and tinkering with computers. I enjoy any task.

Watanabe: There's a lot of work that I do

alone.

Mr. K: Yes, I basically have to do everything by myself, so I sometimes take time to refresh myself. But doing everything by myself is also rewarding.

Watanabe: It's been a while since people started talking about young people turning away from cars, but what do you think about the future of the car industry?

Mr. K: There are various reasons, but I think that when the children of the car-loving generation above us reach their 20s, the trend will pick up again. Also, I don't think gasoline cars will disappear completely. I think they will probably coexist well with hybrids.

Watanabe: It's true, the ways of enjoying cars have become more varied recently, or rather, have changed.

Mr.K: That's right. In the past, it was the kind of era where men would drive nice cars because they wanted to be popular with women. But now women drive themselves, and domestic manufacturers are starting to adopt a female perspective as well.

Watanabe: When you think about it, Abarth is also very popular with women.

Mr.K: That's right! That's why we need to value the female perspective more from now on.

Watanabe: Haven't you ever thought that if the bubble era came again, you could buy a

nice car again?

Mr. K: That's true, isn't it? During the bubble era, everyone had money to spend on hobbies, and even people in their 20s were driving pretty nice cars. Young people in their 20s and 21s would go to the dealer and say they were "just going to buy" a new car for around 6 million yen. With a loan to pay in 60 installments. They paid only 50,000 yen down, and took out monthly loans of tens of thousands of yen.

Watanabe: wow!! I can't imagine that now.

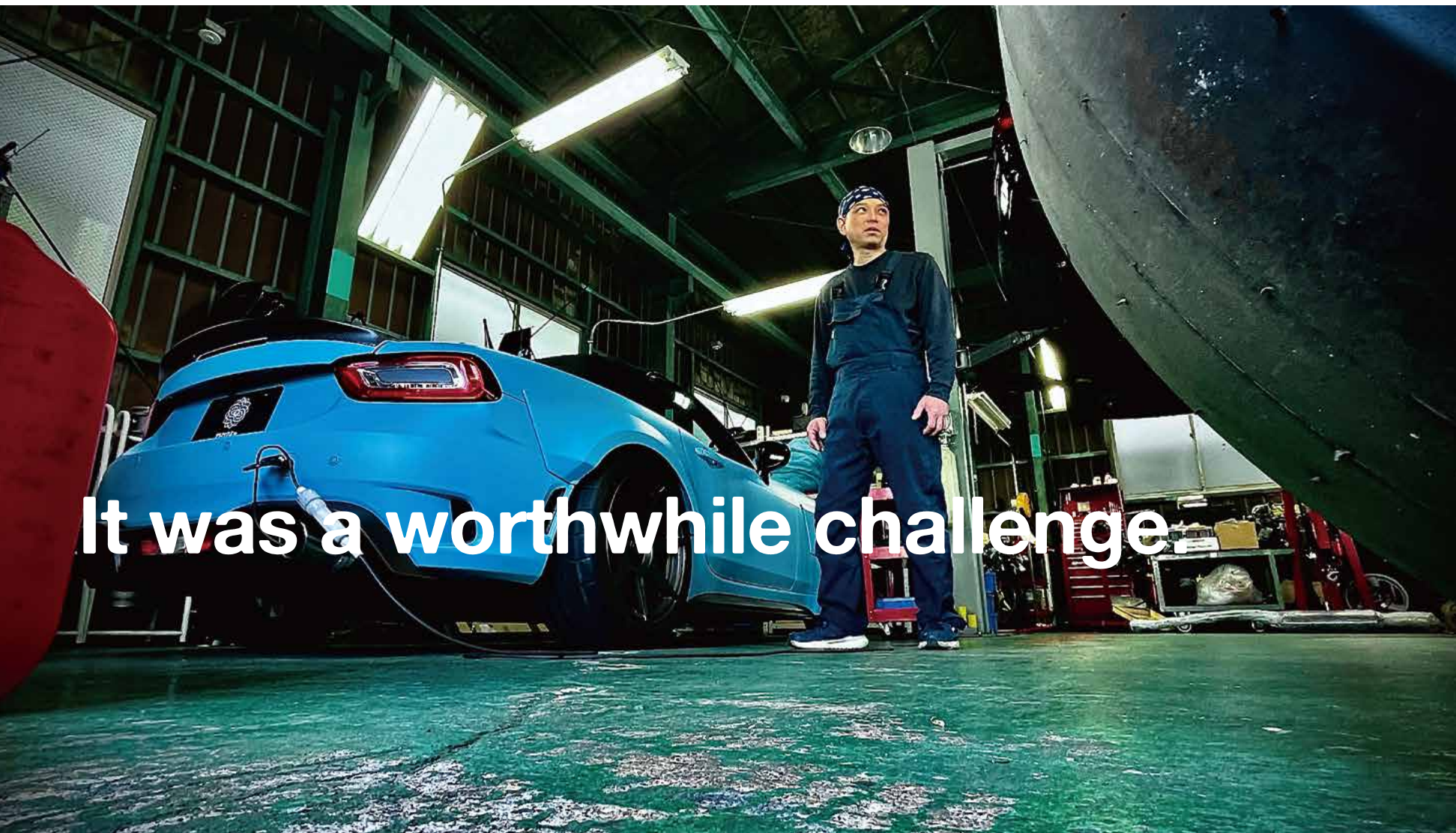
Mr. K: Back then, dealers were also very keen to sell, so it was easier to get a loan approved than it is now.

Watanabe: Nowadays, even if you go to a dealer with 50,000 yen in hand, it's not that easy to buy a car.

Mr. K: That's right. Nowadays, everyone is more stable, and it's hard to pay a loan of tens of thousands of yen every month. But during the bubble era, everyone was doing pretty crazy things, with the attitude of "As long as I'm having fun tomorrow," or "I'll manage next month." They'd work multiple part-time jobs and work from morning until night, or work all night to earn money.

Watanabe: Wow, that's amazing...



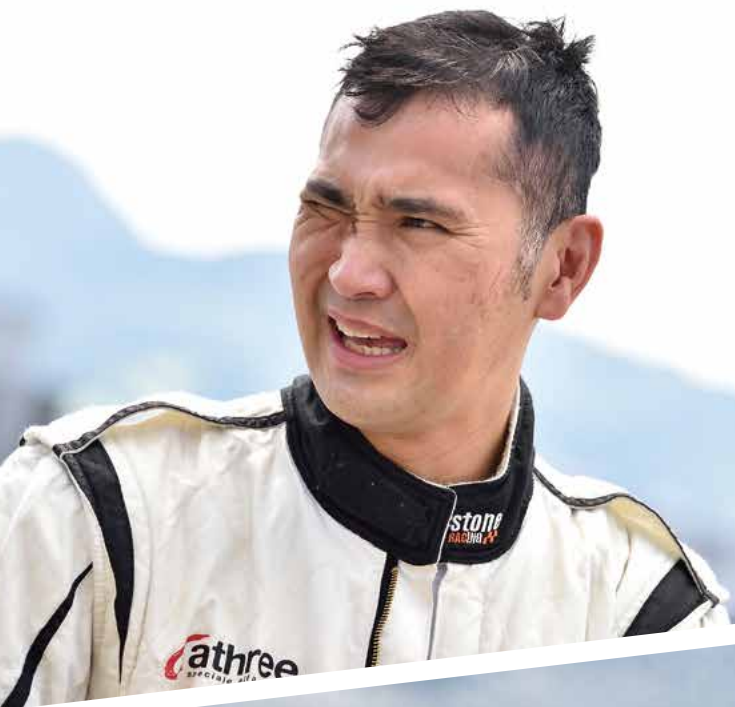


2022 - 2024

P E R S O N A L I T Y

Topic
個性





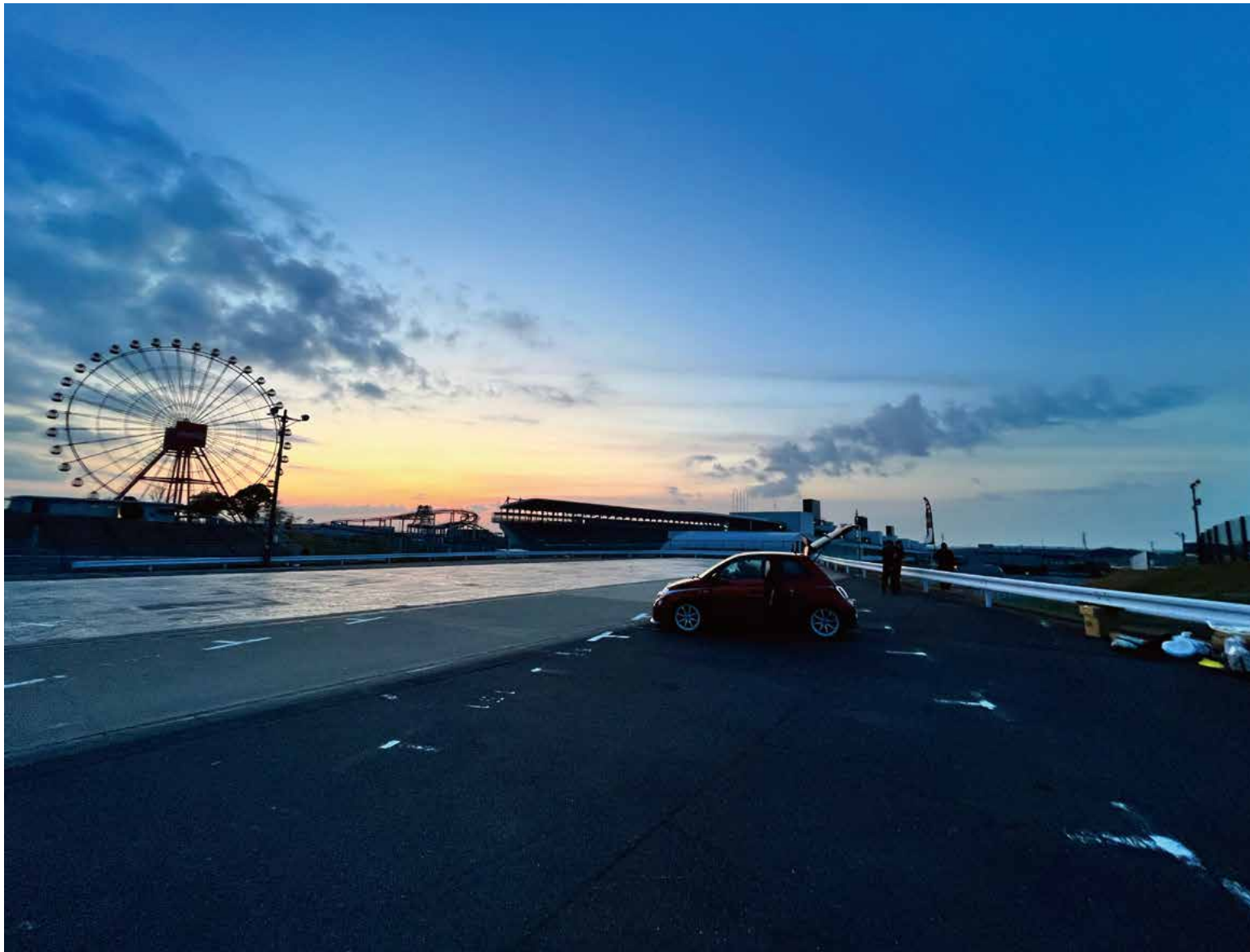
Have your own aesthetic.

As the number of gray hairs increased, so did the number of staff.





The event also saw an increase in participation from women and children!!



The individuality of the staff begins to stand out,



By getting our customers involved, we were able to deepen our friendship.



I have achieved one of my dreams.





More demo cars means more photography trips.



TH302 & OVER FENDER KIT TYPE 2





When Hashimoto's artwork was starting to take shape,



Older sister Watanabe moved to group company FLATOUT, and younger sister Watanabe took over the business.



THM FSW
2024
10°
anniversario
THREE HUNDRED 

The Mechanic

Sakai, Osaka. The reclusive mechanics of "Sanpos" are here.

Three years have passed since the opening.

They are an odd couple, one in his 20s and the other in his 40s.

But still, we get a glimpse of the heartwarming human relationships.



I was very happy to see such consideration.



Hideki Nagahashi

Watanabe: In particular, I'd like to hear about any memorable episodes with customers and the difficulties you face as a mechanic when working with Abarths.

Nagahashi: Yes, the most difficult part is definitely the supply of parts. Unlike when I was at a domestic dealer, it can take up to a month to order parts from the home country... At first, I was quite confused by the slow response time.

Many Abarth customers could understand this.

He said, "I'll ride it as a Nagahashi Special."

Watanabe: I see. How have customers responded? It must be hard to wait, right?
Nagahashi: Yes, that's true. But many Abarth customers understand that. They're like, "That's just how it is." However, if you can't predict the delivery date, it's hard to coordinate with the customer's schedule, so it's a difficult aspect.

Watanabe: That's very unfortunate... Do you have any memorable stories about customers?

Nagahashi: Yes. The first customer I worked with was Mr. I, and I installed over fenders for him, but he wasn't satisfied with the finish the bodywork had given him, so I had him adjust it about three times. Maybe he understood my preferences, because he started coming by more frequently after that, and he would observe the work being done and bring me things he thought I might need without me having to ask.

Watanabe: That's amazing! It's like they're a team.

Nagahashi: That's right. For example, when he saw that the sticky notes I was using kept coming off, he brought me some with stronger adhesives. That kind of thoughtfulness made me really happy. After all, it's most fun when I can talk directly with customers.

Watanabe: That must have been a rewarding moment. But it must have been difficult at first, right?

Nagahashi: Yes. Especially when I first joined the company, there was a lot of turmoil in the company, and I ended up running into some trouble fairly early on. But recently, I've gotten better at reading the flow of work, and I've been able to do more things my own way.

Watanabe: Now that you've overcome that, what are your plans for the future, or what would you like to see happen?

Nagahashi: Yes. I would definitely like to deepen the connections between customers. I feel like there's a bit of a distance between my existing customers and the new customers I've started looking after, so I'd like to be able to have more fun together through events.

Being able to speak directly is an advantage

Watanabe: Mr. Nagahashi, you said you wanted to hold an event in the future, right? Do you have any plans?

Nagahashi: That's right. I'm more of a behind-the-scenes type, so I'd like to create a place where I can have a relaxed chat with customers.

Yamaguchi: I see. I have the impression that mechanics are focused on their work and don't talk much with customers, but at 300 POSTO you're close to the customers, right?

Nagahashi: That's right. Our strength is that you can talk directly to the mechanics. At a dealership, mechanics change all the time, but with us you can build long-term relationships.

Yamaguchi: That's reassuring for customers too! It's a unique attraction of 300 POSTO.

Nagahashi: Yes. I want to do business honestly with my customers. I don't force sales on them, and I don't recommend things they don't need. I want to cherish relationships that trust. In fact, rather than making sales calls to customers, I sometimes just contact them if I think they haven't come in recently.

Watanabe: That kind of consideration is nice. By the way, what words have touched you the most while working?

Nagahashi: One time, a customer had trouble with repairs on their car, and that made me happiest when they said, "I'll drive it as a Nagahashi special."

Watanabe: That's a great story!



**It was all thrown
at me.**



Hideto Kawachi

Buddha statue touring

Watanabe: Do you have a fond memory of joining THREEHUNDRED?

Kawachi: Well... I guess it would be touring.

Watanabe: What prompted you to start touring?

Kawachi: It was originally for Sanpos' second anniversary when someone asked us if we should go on a tour, and before I knew it, they'd dumped the idea on me (laughs). I was nervous at first, but when I incorporated visiting temples and shrines, which is my hobby, it was surprisingly well received.

Watanabe: You're shy, aren't you? Weren't you nervous about speaking in front of people?

Kawachi: No, we did a lot of things. I had never even participated in or seen a touring trip before. But we were told we had no choice but to do it, so we were like, let's just give it a try!

Watanabe: A typical THREEHUNDRED request! By the way, how do you introduce temple tours?

Kawachi: Something easy to understand for beginners. For example, 'This Buddha statue was made by someone from a famous temple.' Since it's a large group, we choose places with large parking lots and try to go to well-known spots.

Watanabe: Have you come up with any creative ideas for planning your touring trips?

Kawachi: The first year, we covered a lot of distance, but the second time, we intentionally kept it short and focused on talking. Many of the participants said, "I didn't realize we were going on a tour, but it was a refreshing change," so I felt a little relieved. Since it was the second time, I was glad that I wasn't too nervous.

You can practice in my car.

Watanabe: Everyone was very generous. With that in mind, do you have any plans for the next tour?

Kawachi: I thought it would be nice to have a link to Horyuji Temple. Last time, we didn't do much touring, but it was well received. I think it would be good to go to a big place with everyone next time and just do a little touring. If there are a lot of participants, it's difficult to choose a place with a large parking lot, so in the future I'd like to plan a "small-scale touring" and try something deeper with a small group for core Buddhist statue lovers.

Yamaji: Is there one thing someone has ever said to you that you can't forget?

Kawachi: At my previous job, the emphasis was on productivity, so I was surprised by the kindness of customers. There was someone who said to me, "You can practice in my car," and I was so touched that they would say something like that.

Yamaji: That's an amazing story!

Kawachi: I especially get that kind of feedback from Mr. T in Hiroshima. He always encourages me by saying, "Why don't you give it a try?"

Yamaji: Amazing! I got goosebumps.

Kawachi: He said I could use this car to do work I'd never done before. I'm really grateful.



They encourage me by saying, "Why don't you give it a try?"



2025

I N H E R I T





The daughter of the ABARTH owner, who always comes from Kobe to attend the THREEHUNDRED meeting, would send me a letter every time. She would thank me, share her thoughts, etc. At the time, she was still in elementary school. Her handwritten letters were so cute.

This is "Karena" who also appeared in THE BOOK 2024. She's that same person. She's already grown up, grown taller, and a stylish, lovely lady. She's finally gotten her long-awaited driver's license. She's also inherited her father's beloved car, TH298, and says she wants to drive it herself and participate in our events.

Some part of what we have built up is starting to bear fruit in this way. I think that this is something we can be a little proud of. Or at least, I think so.





Play and learning go hand in hand and continue throughout life.

THANK YOU FOR YOUR PURCHASE



LET'S JOIN US!

WE ARE THREE HUNDRED ®