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GOOD DESIGN AWARD 2026

BEST 100

Tobu Tojo Line's new 90000 Series wins Good Design Best 100 Award 2026

Tokyo, October 15, 2026 – Tobu Railway Co., Ltd. ("Tobu Railway") and Hitachi, Ltd., which was responsible for the body design, exterior styling development, and manufacturing of the Tobu Tojo Line's new 90000 Series commuter train, today announced that the 90000 Series has jointly received the Good Design Best 100 Award 2026, organized by the Japan Institute of Design Promotion (JDP).

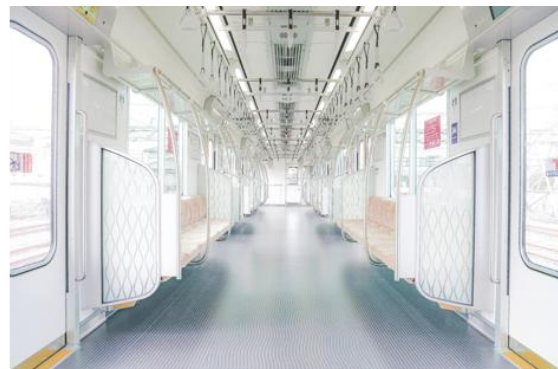
The train has also been selected for the "My Favorite Design 2026: Good Design Award Judge's Selection", a special recognition chosen by Good Design Award judges.

Tobu Railway began commercial operation of the 90000 Series on the Tobu Tojo Line on September 26, 2026.

Designed under the concept of "A ferryboat that connects the region, people, and the future: Watashi-bune", the 90000 Series draws inspiration from the historical river transport culture that once supported the movement of people and goods along the Arakawa and Shingashi Rivers in the Tobu Tojo Line area. The concept reflects the Tobu Group's vision of creating "a people-friendly society where communities and individuals continue to thrive together."

The train was highly praised for its distinctive design, inspired by the traditional Takase-bune riverboat. Its innovative exterior styling and calm interior environment, featuring materials, colors and textures reminiscent of wood, rivers and water, successfully incorporates regional history and culture into a modern commuter train. The judges recognized the project for demonstrating new possibilities in public transport design, leading to its selection in both programs.

Further details are included in the Appendix.



Details of the Good Design Best 100 Award 2026

1. Award-winning vehicle
Tobu Railway 90000 Series
2. Award title
 - Good Design Best 100 Award 2026
 - My Favorite Design 2026: Good Design Award Judge Selection
(Organized by the Japan Institute of Design Promotion)
3. Judge Comment

"Before railways became the dominant mode of transportation, river transport played a central role in regional mobility. Incorporating that story into the design of a commuter train is both unexpected and compelling. The reverse-slant front end inspired by the traditional Takase-bune riverboat creates a highly distinctive identity. The interior also draws inspiration from traditional Japanese boats, with wood-inspired colors and materials creating a calm and welcoming atmosphere. Thoughtful details, such as tall door windows that allow children to enjoy the view outside, reflect a strong focus on passenger comfort and experience. The train will undoubtedly become a beloved symbol of the region. We particularly commend the way it opens new opportunities for commuter train design."
4. About the "My Favorite Design 2026: Good Design Award Judge Selection"
The "My Favorite Design 2026: Good Design Award Judge Selection" is a special program in which Good Design Award judges introduce their personal favorite and most noteworthy award-winning designs from among all recipients of the 2026 Good Design Award, sharing the reasons behind their selections.

Comment by Judge Member Jian Zhang
"Touches of blue and orange complement the interplay of natural light and the metal body, while large windows connect the interior with the scenery along the route. References to river transport are subtly woven into the forms, patterns, and materials. Less obvious needs—from children's sightlines and accessibility to cleaning and maintenance—are also thoughtfully addressed. I was struck by the distinctly Japanese attention to detail, the beauty rooted in everyday local life, and the warm regard for people and place."
5. About the Good Design Best 100
The Good Design Best 100 recognizes the top 100 designs selected from all recipients of the Good Design Award in a given year. These designs are highly regarded for their overall excellence in areas such as aesthetics, innovation, and future potential, and are considered models that help raise the standard of design in society.
6. About the Good Design Award
The Good Design Award is Japan's leading design evaluation and promotion program, inheriting the Good Design Product Selection System established in 1957. Held annually, it is recognized as a global design award attracting participation from companies and organizations in Japan and around the world. The award aims to improve the quality of life

and contribute to solving social challenges through design. The award symbol, the "G Mark," is widely recognized as a mark of outstanding design. For more information, visit: [Good Design Award](#)

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Overview of Tobu Tojo Line's New 90000 Series

1. Vehicle Type
90000 Series
2. Fleet Size (as of October 2026)
3 trainsets (30 cars)
3. Service Entry
September 2026
4. Design Concept
The 90000 Series was developed under the concept of "A ferryboat that connects the region, people, and the future: Watashi-bune." In addition to providing a safe and comfortable travel experience, the design draws inspiration from the historical river transport culture that once supported the movement of people and goods along the Arakawa and Shingashi Rivers in the Tobu Tojo Line area. The concept contributes to the Tobu Group's vision of creating "a people-friendly society where communities and individuals continue to thrive together."
5. Design
For the exterior, the train adopts a bold and memorable front-end design featuring a reverse-slant profile with a curved lower section inspired by the hull of a traditional Takase-bune riverboat. The interior was also designed around the theme of river transport. Traditional Japanese motifs, including Tatewaku (traditional rising-wave) patterns on partition panels and flooring designs inspired by Karesansui dry landscape gardens, have been incorporated throughout the train. The overall color palette emphasizes simplicity, timelessness and the natural qualities of the materials, creating a calm and relaxing environment for passengers. In addition, glass side partitions and enlarged side-door windows that extend closer to the floor, enhance openness and visibility, making the interior feel more spacious.
6. Environmental Performance
The 90000 Series incorporates the latest energy-efficient technologies, including full-SiC VVVF traction control systems, high-efficiency induction motors, and LED lighting. These technologies reduce power consumption by more than 40% compared with the existing 9000 Series trains, contributing significantly to lower environmental impact through improved energy efficiency.

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