

Strategy and History of Innovation

Since its founding, the Yamato Group has been helping to enrich our society through “Delivery.” As a member of society squarely taking on the challenges of the future, the Yamato Group will create “New Logistics” and “New Value” with innovation as our starting point, in collaboration with a diverse array of partners.

Business environment



Around 1919
Transformation of freight transportation (from ox and horse-drawn carriages and wagons to trucks)



Late 1920s to early 1930s
An era of change with urbanization intertwined with economic recession



Mid 1970s onward
Transition from rapid to stable economic growth
Transition to a more diverse and personalized consumer style



2020 onward
Changes in consumer behavior and distribution structure due to advances in electronic commerce and a focus on sustainability

Strategy and Innovation



1919

Founding of trucking company Yamato Transport Co., Ltd.

When Japan had a total of only 204 trucks nationwide, founder Yasuomi Ogura bought four vehicles with the conviction that trucks would come to dominate freight transport, and entered the delivery business with creativity and ingenuity.



1929

Launch of Yamato-bin, Japan's first regular route transport service

Yamato initiated regular route, combined-load transport service between Tokyo and Yokohama, the first such service in Japan. While full-truck-load (FTL) chartered transport service was the norm, regular delivery accommodated door-to-door, small-lot delivery and grew into an innovative logistics system that meets the needs of a diverse range of businesses.



1976

Launch of TA-Q-BIN service

TA-Q-BIN, Japan's first full-scale service that allowed individuals to easily send packages, created the market for small parcel delivery to individuals. This innovation went on to significantly change logistics and consumer behavior in Japan.



Since 2020

Reinforcement of the TA-Q-BIN network and business portfolio transformation

Given significant changes in consumer behavior and distribution structures, we consolidated resources and accelerated management with Group management structure reforms. The Group is reinforcing its TA-Q-BIN network and transforming its business portfolio with the vision of becoming a value-creating company that contributes to the realization of a sustainable future.

Products and services

Corporate business domain

- 1929** Launch of regular route, combined-load transport service between Tokyo and Yokohama
- 1951** Conclusion of agent contract with Taiwanese airline Civil Air Transport (C.A.T.), and launch of air freight handling
- 1952** Launch of marine freight handling shipping operations
- 1958** Launch of artwork packing and shipping
- 1960** Launch of international mixed air-freight handling

TA-Q-BIN domain

Creating diverse solutions based on TA-Q-BIN

- 1973** Establishment of Yamato System Development Co., Ltd. and commencement of business in information and communication domain
- 2000** Launch of third-party logistics (3PL) business
- 2003** Integration of Automobile Maintenance Division into Yamato Autoworks Co., Ltd.
- 2007** Launch of Kuroneko Yamato Recall Support Service
- 2012** Launch of Yamato Business Members, a members-only service for corporate clients
- 2020** Launch of EAZY service delivery product for e-commerce operators
- 2021** Group management structure reform (nine Group companies integrated into a single company, Yamato Transport, to establish the One YAMATO structure)
- 2021** Started full-scale participation and support for customer logistics planning and SCM strategy building as a Lead Logistics Partner (LLP)
- 2024** Contract logistics company Nakano Shokai Co., Ltd. became a consolidated subsidiary
- 1976** Launch of TA-Q-BIN service
- 1983** Launch of Ski TA-Q-BIN and International TA-Q-BIN services
- 1984** Launch of Golf TA-Q-BIN service
- 1988** Launch of Cool TA-Q-BIN service
- 1989** Launch of Airport TA-Q-BIN service
- 1997** Completion of TA-Q-BIN network in Japan
- 1998** Launch of TA-Q-BIN Time Zone Delivery service
- 2007** Launch of Kuroneko Members, a members-only service for individual clients
- 2021** Added sizes 180 and 200 to the TA-Q-BIN lineup
- 2023** Achieved international carbon neutrality standards for TA-Q-BIN, TA-Q-BIN Compact, and EAZY
- 2023** Launch of Kuroneko Yu-Packet service in collaboration with the Japan Post Group
- 2024** Launch of Kuroneko Yu-Mail service in collaboration with the Japan Post Group
- 2024** Initiated unattended delivery services for Kuroneko Members

Unchanging values

Core Values

1. We all represent the Company.

This value represents the spirit of “inclusive management,” whereby employees make decisions based on their own judgments and engage with our customers and business partners with an awareness that they represent the Company.

2. We connect our customers' hearts with every delivery.

This value defines deliveries as not simply the transportation of goods, but rather a chance for us to connect with our customers' hearts and offer them joy.

3. We conduct ourselves both professionally and ethically.

This value reflects the importance of ensuring that all our employees adhere to laws and regulations as members of society while conducting themselves in an ethical manner.

A value-creating company that contributes to the realization of a sustainable future