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



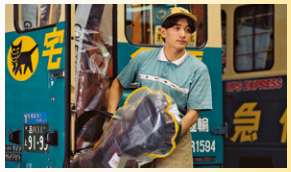
1919
Founding of trucking company Yamato Transport Co., Ltd.

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.

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

Products and services

Creating diverse solutions based on *TA-Q-BIN*

Corporate 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

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

TA-Q-BIN domain

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. 2. We connect our customers’ hearts with every delivery. 3. We conduct ourselves both professionally and ethically.