

**Street Fighter Series Characters Utilized in the Fukushima Prefecture Tamura Police Station’s Traffic Safety Awareness Campaign!**

- Capcom aims to contribute to broadly raising awareness of traffic safety through leveraging well-known brand -

Capcom Co., Ltd. (Capcom) today announced that characters from the *Street Fighter* series will be utilized for the first time as mascots in the Fukushima Prefecture Tamura Police Station’s national traffic safety awareness program.

This collaboration came about following a request from the Fukushima Prefecture Tamura Police Station in which they expressed their desire to raise traffic safety awareness among drivers who are in their teens up through their forties—a group that has a comparatively high rate of traffic accidents in the Tamura Police’s jurisdiction. Capcom hopes to engender traffic safety awareness while supporting greater use of safety reflectors by designing posters and safety reflectors that utilize characters from the *Street Fighter* series, which is well known among this program’s target demographic, and having them displayed in locations such as police-related facilities and highway rest areas.

Capcom is committed to serving as a responsible corporate citizen and will continue to conduct proactive CSR activities that include the use of its games to invigorate communities and contribute to society.



Poster



Safety reflector (sticker)



Safety reflector (wrist band)

**About the *Street Fighter* series:**

With cumulative sales exceeding 45 million units worldwide (as of June 30, 2020), *Street Fighter* is one of Capcom’s most celebrated series and has excited fans throughout the world since its debut more than 30 years ago. In recent years *Street Fighter* has been a driving force in the esports versus fighting game category, further enhancing its presence.

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