

July 9, 2026

Premium Group Co., Ltd.

## Premium Group Renews Sponsorship Agreement with Racing Driver Maaya Orido

—Supporting the next-generation athlete as she takes on the new 'GT4' stage.  
Co-creating the appeal of a richer car life as a brand partner through social media and YouTube—

Premium Group Co., Ltd. (Head Office: Minato-ku, Tokyo; President and Representative Director, CEO: Yohichi Shibata; hereinafter "the Company"), an Auto Mobility Service Company providing comprehensive services related to automobiles, is pleased to announce the renewal of its sponsorship agreement with racing driver Maaya Orido (hereinafter "Orido").



### ■ Background and Purpose of Agreement Renewal

Since last year, the Group has supported Orido's endeavors through a sponsorship agreement, deeply resonating with her dedication to continuously honing her skills to reach new heights as a racer, as well as her commitment as an influencer to widely communicate the appeal of motorsports and car life to younger generations and women.

Over the past year, Orido has continuously appeared as a navigator on our official YouTube channel, "Car Premium for Everything About Cars." Leveraging her expertise as a racing driver and her exceptional ability to disseminate information that resonates strongly with younger generations and women, she has been a powerful partner in driving the approachability and brand awareness of "Car Premium." In building an "Auto Mobility Ecosystem" where everyone can enjoy a safe and richer car life—a goal set forth by the Group under our new medium-term management plan, "Change & Prove 2030"—Orido's activities in connecting the joy and appeal of cars to the next generation align deeply with our vision. Through this contract renewal, we will continue to support Orido's further challenges.

### ■ Future Activities

With the renewal of this contract, Orido will continue to display our "Car Premium" brand logo on her racing suit and helmet, and will cooperate as our powerful partner in promotional activities on our YouTube channel, social media, and other platforms.

### ■ Profile of Maaya Orido



- Birthday: May 9
- Height: 158 cm
- Hometown: Kanagawa Prefecture
- Favorite Car: GR86

Maaya Orido is the second daughter of racing driver Manabu Orido, also known as "MAX Orido." After graduating from Oak Bay High School in Canada, she made her racing debut in the "Yaris Cup" in 2021. After that, she steadily built her skills in events such as the "KYOJO CUP" and was appointed as the "Hyundai Mobility Japan Motorsport Ambassador." She has expanded her activities to the EV-GP (a race organized by the Japan Electric Vehicle Racing Association (JEVRA)) and continues to make remarkable progress as a racer, including achieving a podium finish in the GT4 class of the SRO Japan Cup. In addition, as part of her activities to convey the fun of motorsports and cars to younger generations and women, she was appointed as a navigator for our official YouTube channel, "Car Premium for Everything About Cars," in 2024. She was also selected as the official PR character for Fuji Speedway, "Checa Ranger (Maaya Checa)," in April 2026, expanding her field of activity in many directions.

### ■ Comment from Maaya Orido

I am very happy to renew my sponsorship contract with Car Premium for a second year. I would like to express my sincere gratitude for Car Premium's continued support following last year.

This year, I will strive to grow further as a driver and make it an even more fulfilling year than last year.

Also, through various activities with Car Premium, I would like to convey the joy of having a car and the appeal of a richer car life to as many people as possible. I will actively engage in social media posts and events so that I can create opportunities for younger generations in particular to feel that "cars are fun."

I will always remain grateful, and while continuing to take on new challenges together with Car Premium, I will do my best to deliver the appeal of cars to many people.

The Group will continue to fully back Maaya Orido's further success, and by jointly disseminating content that showcases the appeal of cars, we will promote the co-creation of a richer car life.

## ■ Car Premium Official SNS

- Official YouTube "[Car Premium for Everything About Cars](#)"
- Official Instagram "[carpremium\\_official](#)"

## —————Company Information—————

### [About Premium Group]

Premium Group is an "Auto Mobility Service Company."

We provide advanced solutions to customers, automobile dealers, and automobile maintenance facilities in various processes related to "cars," including procurement, purchase, use, maintenance, and trade-in. The Company was listed on the Second Section of the Tokyo Stock Exchange in December 2017, transferred to the First Section in December 2018, and transitioned to the Prime Market in April 2022. Currently, with a group structure of over 20 companies both in Japan and overseas, we are also expanding our business internationally, primarily in Southeast Asia.

### <Company Profile>

Company name: Premium Group Co., Ltd. (holding company)

Listed market: Tokyo Stock Exchange Prime Market (Securities Code: 7199)

Representative: Yohichi Shibata, President and Representative Director, CEO

Location: 19F Okura Prestige Tower, 2-10-4 Toranomom, Minato-ku, Tokyo

Established: May 2015 (Group founded in November 2007)

Share capital: 1,817 million yen (as of March 31, 2026)

Business description: Management and operation of a corporate group through the holding of shares, etc.

URL: <https://www.premium-group.co.jp/>

### <Inquiries regarding this matter>

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