


An automatic beverage vending machine which spread throughout Japan

Registration No.	Number 00242		
Registration Date	August 28, 2018	Registration Category	Category 1
Name (Model, etc.)	Automatic Bottle Vending Machine V-63		
Location	Minato-ku, Tokyo		
	Coca-Cola Bottlers Japan Inc.		
Owner (Custodian)	Coca-Cola Bottlers Japan Inc.		
Manufacturer (Company)	Shin Mitsubishi Heavy-Industries, Ltd. (now Mitsubishi Heavy Industries, Ltd.)		
Year Manufactured	In around 1962-1969		
Year first appeared	1962		
Reason For Selection	<p>A small, semiautomatic vending machine for bottles. This was the first in Japan to employ the slant-shelf mechanism, in which products are placed on a rack slanted from right to left and products on the rack roll to the exit on the bottom left due to the slant. Nine products can be placed on each rack, and the machine contains seven racks, which was sufficient for the product lineup of the day. This automatic beverage vending machine was spread throughout Japan by the Coca-Cola Company, which entered the Japanese market with route sales utilizing automatic vending machines as their weapon. It is equipped with the technology which become the basis for today's automatic vending machine technology. It is vital as a prominent player in the creation of a new mode of life in Japan, now considered to be the land of automatic vending machines.</p>		
Registration Standard	2-A (Played a notable role in improving people's way of life and creating new ways of living.)		
Open/Closed to Public	Closed to Public		
Photo			
Other useful information			