

Business History

Idemitsu and Showa Shell have been working to ensure a stable energy supply for over 100 years. We will continue to create new values together with all stakeholders based on our Management Vision and Action Mindset.

Idemitsu

1911
Idemitsu Shokai founded in Moji (Fukuoka Prefecture)



1919
Development of non-freezing axle oil for South Manchuria Railway in China



1923
Distribution ships equipped with measuring instruments were devised, and supply of marine fuel oil for fishing vessels commenced

1938
Launch of large tanker Nissho Maru (first generation)

1940
Idemitsu Kosan Co.,Ltd. established



1945
Disappearance of operations at home and abroad due to Japan's defeat in World War II

1947
Idemitsu returns to the oil business as 29 of its outlets across Japan are named retailers for the Oil Distribution Public Corporation
Merger of Idemitsu Shokai and Idemitsu Kosan Co.,Ltd.

1949
Designated as a primary oil distributor

1952
Launch of high-octane gasoline "Apollo Gasoline"

1953
Import of petroleum products from Iran (Nissho Maru Incident)



1957
Tokuyama Refinery completed (currently, Tokuyama Complex)

1963
Chiba Refinery completed (currently, Chiba Complex)

1964
Idemitsu Petrochemical Co., Ltd. established, Tokuyama Plant completed (currently, Tokuyama Complex)

1967
Launch of "Idemitsu 100 Gasoline"

Major social trends

1914 Outbreak of World War I (ended in 1918)

1939 Outbreak of World War II

1946 Promulgation of the Constitution of Japan

1923 The Great Kanto Earthquake occurred.

1941 Outbreak of the Pacific War (ended in 1945)

1900 1910 1920 1930 1940 1950 1960

Major industry trends

1899 Implementation of petroleum product tariffs

1903 Implementation of oil consumption tax

1943 Petroleum Monopoly Law promulgated and enforced (abolished in 1946)

1955 The Petroleum Association of Japan established

Showa Shell

1833
Marcus Samuel opened a shop in London selling oriental seashells, the origin of Shell's trademark

1876
Samuel Company, the predecessor of Rising Sun, began trading business in Yokohama (Kanagawa Prefecture)

1893
Import of kerosene in bulk, for the first time in Japan (spread of kerosene)

1900
Samuel Company spun off its petroleum business and established Rising Sun Petroleum Co., Ltd.



1907
Rising Sun Petroleum Co., Ltd. began business development as a base of the Shell Group in Japan.

1909
Saitozaki Refinery of Rising Sun Petroleum Co., Ltd. completed (Later, it was leased to Asahi Petroleum), commenced refining of diesel oil, kerosene, and lubricants

1917
Launch of "Red Shell Symbol" and "Black Shell Symbol" brand gasolines for automobiles



1924
Nippon Jyu Co., Ltd. established to sell imported heavy fuel oil (currently, TOA Oil Co., Ltd.)
Rising Sun Petroleum Co., Ltd. imported tank trucks from the United Kingdom for the first time

1942
Showa Oil Co., Ltd. was established through the merger of Hayama Petroleum, Asahi Petroleum and Niitsu Petroleum

1948
Rising Sun Petroleum Co., Ltd. renamed to Shell Sekiyu K.K.

1949
Showa Oil Co., Ltd. and Shell Sekiyu K.K. designated as primary oil distributors

1951
Shell Group and Showa Oil Co., Ltd. entered into capital alliance

1955
Kawasaki Refinery of TOA Oil Co., Ltd. completed

1957
Showa Yokkaichi Sekiyu Co., Ltd. established

1958
Yokkaichi Refinery of Showa Yokkaichi Sekiyu Co., Ltd. completed



1962
Seibu Oil Co., Ltd. established

1970
Central Research Laboratories opened (currently, Advanced Technology Research Laboratories)

1973
Hokkaido Refinery completed

1975
Chiba Plant of Idemitsu Petrochemical Co., Ltd. completed (currently, Chiba Complex)
Aichi Refinery completed

1983
Launch of "Idemitsu Unleaded Gold Apollo Gasoline"

1988
Commencement of import of Australian coal with our interests

1992
Production began at Snorre Oilfield in the Norwegian North Sea
Lubricants production plant completed in the U.S.

1993
Launch of low benzene gasoline "Idemitsu Super Zearth (high octane)" and "Idemitsu Zearth (regular)"



1996
Launch of automobile engine oil "Idemitsu Zepro"



Takigami Power Station of Idemitsu Oita Geothermal Co., Ltd. began operation



2004
Idemitsu Kosan Co.,Ltd. merged with Idemitsu Petrochemical Co., Ltd.

2006
Stock listed on First Section of the Tokyo Stock Exchange
Astomos Energy Corporation established



2010
Participation in Futamata Wind Development Co., Ltd.

2015
Tosa Power Plant of Tosa Green Power Co., Ltd. began operation

2018
Nghì Son Refinery in Vietnam began commercial operation

2015
Signed a memorandum of understanding for the business integration

1964 The Niigata Earthquake occurred, the Tokyo Olympics were held

1995 The Great Hanshin-Awaji Earthquake occurred.

2011 The Great East Japan Earthquake occurred

1973 First oil crisis

1979 Second oil crisis

1998 The Nagano Olympics were held

2015 Paris agreement adopted at COP 21
SDGs adopted at UN Sustainable Development Summit

1970

1980

1990

2000

2010

2019
Business integration

1962 The Petroleum Industry Law enforced (abolished in 2001)

2009 The Sophisticated Methods of Energy Supply Structures enforced, Feed-in tariff law for renewable energy introduced

1976 The Oil Stockpiling Act enforced

1986 The Act on Designated Petroleum Products enforced (Provisional Measures Law on Importation of Specific Kinds of Petroleum Refined Products) (abolished in 1996)

2016 Full deregulation of the retail electricity

1963
Lubricants plant of Shell Sekiyu K.K. completed in Yokohama (Kanagawa Prefecture)

1967
Central Research Laboratories opened (currently, Advanced Technology Research Laboratories)

1969
Yamaguchi Refinery of Seibu Oil Co., Ltd. completed

1978
Commenced research and development of solar technologies

1985
Shell Sekiyu K.K. and Showa Oil Co., Ltd. merged to become Showa Shell Sekiyu K.K.

1987
Launch of groundbreaking high-octane gasoline "Formula Shell Super X"



1993
Commenced research and development on CIS solar cells

1996
Launch of the highest-grade automobile oil "Shell Helix Series,"



2002
Launch of high-octane gasoline "Shell Pura"



2003
Genex Mizue Power Station began operation and power sales (currently, Mizue Power Station of TOA Oil Co., Ltd.)

2005
Entered into a purchasing agreement for petroleum products with Fuji Oil Co., Ltd.

2006
Showa Shell Solar K.K. established (currently, Solar Frontier K.K.).



2010
Ohgishima Power Station, a natural gas power station, began commercial operation

2014
Launch of high-octane gasoline "Shell V-Power"



2015
Keihin Biomass Power Plant began commercial operation.

2016
Commenced retail sales of low-voltage electricity