



MAZDA MOTOR EUROPE – PRESS RELEASE

MAZDA ROLLS OUT NEW VERSION OF BRAND SYMBOL, STARTING FROM JAPAN MOBILITY SHOW 2025

Hiroshima / Leverkusen, 29 October 2025 – The Mazda Motor Corporation (Mazda) announced today that it will gradually roll out a new version of its brand symbol, embodying its unwavering belief and enduring commitment to shaping the future. This brand symbol will also be featured at the Mazda booth during the Japan Mobility Show 2025, a place to showcase the future of the Mazda brand to the world.

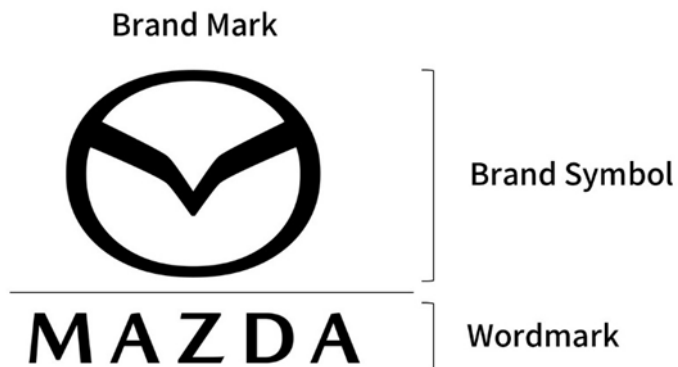


Mazda booth at Japan Mobility Show 2025, featuring the new version of the brand symbol

The refreshed design retains the essence of the original symbol, introduced in June 1997, which stylizes the letter "M" with the dynamic imagery of wings in flight. It symbolizes Mazda's dedication to continuous innovation and forward momentum, marking a new chapter in the brand's evolution. The sleek and bold form enhances visibility, particularly in digital environments, resulting in a more refined design. The new version of the wordmark, launched alongside it, adopts a modern style. Mazda will continue to pursue the "Joy of Driving" under its core value of "Radically Human," and aim to deliver the "Joy of Living" by creating moving mobility experiences in the daily lives of its customers.



DEFINITION OF EACH MARK



REFERENCE

- Mazda corporate website featuring the new version of the brand mark:
<https://www.mazda.com/en/>
- Mazda brand mark history page:
<https://www.mazda.com/en/about/history/mark>
- Japan Mobility Show 2025 Mazda Exhibit Release:
<https://newsroom.mazda.com/en/publicity/release/2025/202510/251014a.html>

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