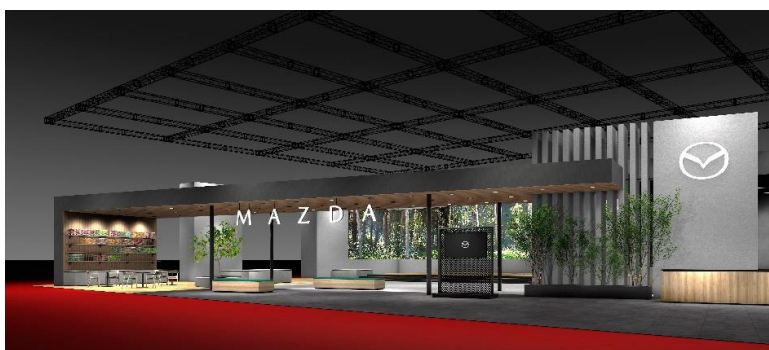




COMMUNIQUE DE PRESSE - MAZDA FRANCE

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

Hiroshima / Saint Germain en Laye, 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 at the Japan Mobility Show 2025, a place to showcase the future of the Mazda brand to the world, delivering Mazda's new brand expression to visitors.

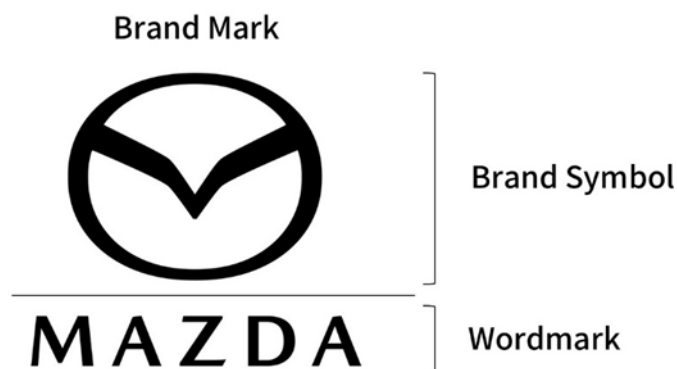


Mazda booth at Japan Mobility Show 2025 featuring the new version of the brand symbol

The refined design of Mazda's brand symbol inherits the spirit of the form of the symbol, which was first introduced in June 1997, representing the letter 'M' with the evocation of soaring wings. It embodies the Company's commitment to continuous self-reform and dynamic, unceasing growth. Brand symbol demonstrates the evolution of the brand toward the next generation. 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. Both, the new and the current version of the brand symbol will be applied optimally according to location and media characteristics to enhance global brand recognition. 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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A propos de Mazda

Mazda Motor Corporation est un des principaux constructeurs automobiles japonais avec une production de 1.6 million de voitures par an. L'entreprise a été fondée en 1920 et son siège social se situe à Hiroshima au Japon où la marque dispose de 3 sites de production. La recherche et le développement occupent une place prépondérante chez Mazda avec 5 centres dédiés dans le monde. L'innovation est au cœur de la stratégie de l'entreprise, cela a permis à Mazda de remporter les 24 heures du Mans en 1991 avec une voiture à moteur rotatif ou, plus récemment, de développer les Technologies Skyactiv qui équipent dorénavant tous les nouveaux modèles Mazda. La marque est présente dans 130 pays et compte 38.117 employés. Mazda Automobiles France compte 45 collaborateurs et un réseau de 106 concessionnaires.

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