



PRESS RELEASE - MAZDA MOTOR EUROPE

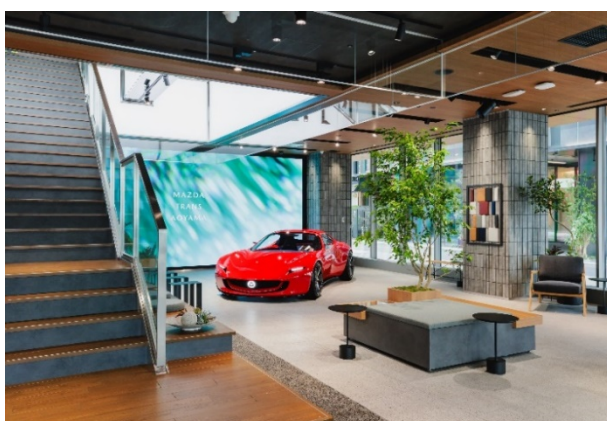
Mazda to launch Trans Aoyama brand space in Tokyo

- This new cutting-edge showroom will offer fresh and engaging content, featuring rotating exhibitions, events, and workshops on a variety of themes
- Located in Minami-Aoyama, a hub of cultural innovation in Tokyo's Minato district

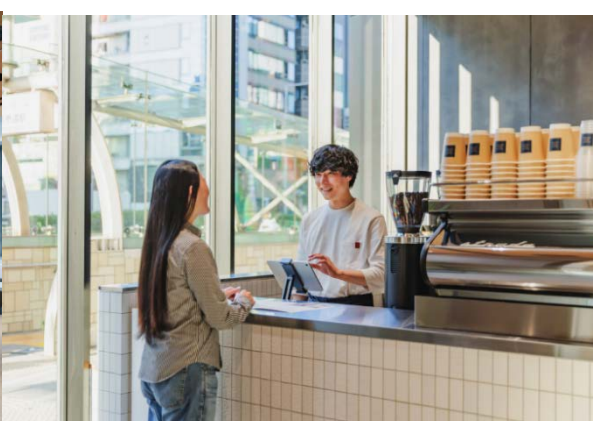
Leverkusen, 04 February 2025. On 6 February, Mazda Motor Corporation will open Mazda Trans Aoyama, an all-new concept showroom designed to showcase the Mazda brand experience. Located in Minami-Aoyama, a hub of cultural innovation in Tokyo's Minato district, the showroom aims to offer a unique and immersive experience.

The "Trans" in "Mazda Trans Aoyama" signifies "change or transcendence," reflecting Mazda's desire for this space to inspire visitors to adopt a positive outlook. Guided by the company's mission to "Enrich life-in-motion for those we serve," Mazda aims to create uplifting experiences for all visitors. Mazda Trans Aoyama will not only serve existing customers and brand enthusiasts, but will also provide a welcoming environment for those who have yet to connect with Mazda, inviting them to explore, discover, and be inspired by the brand.

This new cutting-edge showroom will offer fresh and engaging content, featuring rotating exhibitions, events, and workshops on a variety of themes, including – but not limited to – cars. A permanent display will showcase current production models, concept cars, and historic Mazda vehicles, along with miniature models that highlight Mazda's rich heritage. Visitors will also have the opportunity to test the Mazda MX-5, allowing them to envision a future with the brand.



MAZDA TRANS AOYAMA 1F



MAZDA TRANS AOYAMA Cafe Counter

As we move toward 2030, Mazda will continue creating meaningful driving experiences guided by its human-centered philosophy, bringing greater joy to everyday life while uplifting and energizing people.



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■ Mazda Trans Aoyama

Location: 5-6-19 Minami-Aoyama, Minato-ku, Tokyo

Hours: 8:30 AM - 6:30 PM (Café (1F) open from 8:30 AM - 10:00 AM)

Closed: Mondays

Inquiries: 03-6450-6691

Website: https://www.mazda.co.jp/experience/mazda_trans_aoyama/

■ Key Components*

- Café setting
- Limited-duration gallery exhibitions (ACTA+ works)
- Events (Scheduled events*: "Talk Session: My Personal Style – An Enjoyment of Roadsters and Color" on February 8 & 9, and "Creating Flower Arrangements Together" on February 15 & 16)
- Vehicle displays (production vehicles, concept cars, historic Mazda models, etc.)
- The MX-5 test drive experiences, and more

*Please check the website for more information and specific dates of upcoming events.

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