

# CORPORATE PHILOSOPHY/2030 VISION

## CORPORATE PHILOSOPHY

PURPOSE: Enrich life-in-motion for those we serve

PROMISE: Uplifting experiences, emotionally and physically

We uplift the human body, mind and spirit  
We uplift communities

VALUES: Radically human/Challenger spirit/Omotenashi

## 2030 VISION

To be a car-loving company that creates moving experiences  
through the “joy of driving”

1. Contribute to a future sustainable Earth by providing multi-solution to mitigate climate change
2. Contribute to a society where everyone feels safe to move freely by providing technology that proactively enhances our well-being
3. Contribute to each person’s “joy of living” by delivering moving and emotional experiences

 [For more details on the Corporate Philosophy and 2030 Vision, see the Mazda Integrated Report 2023 \(P19–20\)](#)