



MAZDA MOTOR EUROPE – PRESS INFORMATION

JAPAN MOBILITY SHOW 2025

- Mazda Motor Corporation Press Conference
- Wednesday, 29 October 2025, 12:15 p.m. JST / 04:15 a.m. CET
- Speech of Masahiro Moro, President and CEO, Mazda Motor Corporation

Good afternoon, everyone. And welcome.

This year at JMS, we have an uplifting message that speaks to our past and to our enduring future: "The joy of driving fuels a sustainable tomorrow." For Mazda, driving has always been more than a means getting from point A to B. Rather, we endeavour to give drivers the experience of oneness with our cars, a connection, an exhilarating feeling on the road what we simply call "*Jinba Ittai*". Through our Multi Solution strategy, Mazda will continue evolving this joy of driving, inspiring our customers, delighting those who are passionate about cars now and for generations to come.

We will achieve all of this, while also making a positive impact on society. With carbon neutrality as a mission shared by all, we believe that the joy of driving is a force that will shape a brighter future for humanity and the Earth. Let's talk about how.

After years of studying fuels and CO₂ exhaust, Mazda now envisions a future where the more kilometres you drive, the more you help reduce CO₂. We believe this is achievable with two technologies: one, carbon-neutral refined from microalgae and two, capture CO₂ from vehicle. Let's start with carbon-neutral fuel.

As microalgae grow, they absorb CO₂ while storing oils in their cells. These oils can then be extracted and refined into carbon-neutral fuel. In our research on microalgae, we succeeded in producing over one litre of fuel from a 11,000-litre culture tank in about two weeks. Once the fuel is extracted, the remaining microalgae is rich in nutrients, such as protein, which can be upcycled into food products or organic fertilizers.

Now let's talk about CO₂ capture. Exhaust from internal combustion engines contains CO₂ at concentrations significantly about 350 times higher than in the atmosphere. To address this, we at Mazda developed a groundbreaking technology called "Mazda Mobile Carbon Capture" that efficiently pulls CO₂ directly from exhaust. The captured CO₂ can then be recycled to boost crop growth or to manufacture high-performance carbon materials.

Next month, we will showcase our technology by entering a super endurance race with the Mazda 55, equipped with the "Mazda Mobile Carbon Capture". This and carbon-neutral fuel are two innovations that represent just the beginning of our vision: a future where mobility plays a vital role in a recycling-oriented society – a future where we will contribute to a more sustainable world while continuing to bring the joy of driving to our customers.



Mazda's human-centric approach to design and engineering will never waver. As autonomous driving and software technology advance, vehicles are becoming highly intelligent forms of smart mobility. In this new era, we envision a future where cars can be empathic understanding drivers' intentions, detecting their emotions and opening up new possibilities.

To achieve this vision, we are developing the "Human Body Sensing Model". This involves scientific study of how people experience their cars emotionally and physically. From our findings, we will create a car that cares for you that responds to your emotions. Such ideas sound lofty but we are pursuing them with intensity. Because when we create genuine connection between people and vehicles, driving becomes more than transportation, it becomes a joy.

What does this future joy of driving look like? Let's take a peek into Mazda Vision X-Coupe. It is with great excitement that I introduce the Mazda Vision X-Coupe.

Building on our iconic "Kodo Design", the Mazda Vision X-Coupe is powered by a plug-in hybrid system that pairs a two-rotor rotary turbo engine with a motor and battery. Together they deliver an impressive 510 PS of system output, with the motor alone providing a cruising range of 160 km. When combined with the engine, the total range extends up to 800 km, striking the perfect balance between engine power and electrification.

In addition, by pairing Mazda Mobile Carbon Capture with carbon-neutral fuel, the Mazda Vision X-Coupe can reduce atmospheric CO₂ the more it is driven.

Our vision is to give every driver the freedom to explore the world, and to enjoy life to the fullest with their vehicle. Mazda brings this idea into the future, to 2035 and beyond, with the Mazda Vision X-Coupe.

Mazda Vision X-Compact also stands as a powerful symbol of another important theme we value a deepening of the relationship between people and vehicles. You have seen what the future looks like, but what does the future feel like to a driver? Now let's hear more about the "Human Body Sensing Model", or digitalisation of human senses, with empathic AI. It is my pleasure to introduce one of our fresh talents, designer of the Mazda Vision X-Compact. Please welcome **Kasei Takahashi**.

Thank you, Moro-san. Hello, everyone. Let me begin with a question: What if the most boring part of your day could become the best part? Think about those drives when you are alone. And the ride feels too quiet, too flat, predictable.

Now picture this: you are behind the wheel, but you are NOT alone. There is a warm presence not intrusive, just aware. It might say, "Hey, remember that cafe you mentioned last week? There is a fun backroad that will get us there. Way more interesting than this highway." So you make the turn, and hear, "Ooh, nice merge!" Then gently, "Blindspot, left side." And your little adventure continues.

Some days, this same friend reads your mood and queues up the perfect playlist. Or it stays silent when that is what you need. It learns. It anticipates. It understands you. This is not science fiction. This is where Mazda is heading.



In the future, a Mazda vehicle will be a companion that makes every journey richer. Like spending time with a friend, it will invite dimension, variety, satisfaction- and a feeling of being understood. That is what we all want.

And that is why I aimed to create a design that allows drivers to look forward to their ride because the car connects with drivers in a very human and emotional way. This is the heart inside the Mazda Vision X-Compact. It is our hope that it finds a place in the hearts of our customers. Thank you.

Thank you, Takahashi-san. I hope all of you are as excited about the future as we are!

But what has led us to our vision, is our best-selling model, the Mazda CX-5. We have sold more than 4.5 million units in more than 100 countries and regions. After eight years, the all-new CX-5 is fully remodelled. The moment the door opens, a more spacious cabin welcomes all passengers with a comfortable ride. With its iconic Mazda Design, we have taken "*Jinba Ittai*" driving to new heights, giving an even smoother and more intuitive experience. I am confident that this car will inspire customers to drive more with people who matter most in their lives.

In addition, our vehicles are undergoing a modern transformation with the "Mazda E/E Architecture+" and large displays. This also includes the introduction of Gemini, an AI Assistant from Google that will replace Google Assistant in a future software update.

How will this transform the driving experience? While driving, simply say, "it's too warm in here," and the air conditioning will automatically adjust. Say, "Find an upbeat playlist I can listen to while I drive to work," and it will select a recommendation for you.

You can simply say "It's too cold in here." and the air conditioning will adjust. If you are still shivering and want to get a little warmer, say "Turn on the seat heaters." and it will respond to your voice. It is as if your friend were sitting right next to you – and a whole new way to elevate and enjoy the driving experience.

I have just shared with you a few examples of how Mazda fuses our human-centric approach with technology that will uplift driver's day-to-day travel with more comfort and, above all, enrich life itself.

This is a vehicle that will awaken your spirit. The more you drive, the more fulfilling your journey becomes, the more you help reduce CO₂ emissions, creating a more sustainable future for everyone. This is how Mazda envisions the joy of driving, the future of mobility in 2035 and beyond.

The joy of driving fuels a sustainable tomorrow. I invite all of you to join our journey and drive with us into the future.

Thank you.

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