



March 28, 2025

Mazda Museum to Open April 1st After Partial Renovation - Upgraded to Offer a More Unique Mazda Experience -

HIROSHIMA, Japan – Mazda Motor Corporation (“Mazda”) undertook a partial renovation of Mazda Museum, which is located on the site of our Hiroshima headquarters. The museum offers visitors a glimpse of the automobile industry, showcasing historic vehicles and exhibits portraying Mazda’s history since our establishment. Set to resume full access to the public on April 1, Mazda Museum first opened its doors in 1994 and has been welcoming approximately 50,000 visitors each year. This partial renovation expanded exhibits and displays in the hope of offering visitors a more immersive experience so they may better grasp Mazda’s appeal, our journey, and the vision we have for the future.



Partially-Renovated Mazda Museum

The partial renovation preserved the museum’s standing exhibits while making the following updates to offer a more engaging experience.

- Our latest concept car the MAZDA ICONIC SP and other exhibits have been put on display to express Mazda’s vision of how the future will unfold.
- Stereophonic sound has been added to enhance the depiction of motorsports historical events. Visitors are now able to experience the attraction that draws people to these competitions thanks to a realistic recreation of the sound of cheers, excitement, and the MAZDA 787B engine as we achieved our first victory at the 59th 24 Hours of Le Mans in 1991.
- A new exhibit has been arranged displaying a motorsport vehicle that runs on biodiesel fuel, allowing visitors to get a feel for Mazda efforts as we take up the challenge to go carbon neutral.
- Visitors can now appreciate the innovative way that the company has manufactured vehicles over the years to become the Mazda that we are today with an exhibit displaying a disassembled automobile embodying our proprietary SKYACTIV. Starting from scratch, we reworked the fundamental technology that makes a car the machine it is so that we may offer both driving pleasure and outstanding environmental and safety performance.

Mazda provides uplifting experiences both emotionally and physically to enrich life-in-motion for those we serve in Hiroshima, Japan and around the world.

【Overview of Mazda Museum】

- Official website: <https://www.mazda.com/en/experience/museum/>
Tour booking: Tours require advance reservation. Please book your tour online at <https://www.mazda.com/en/experience/museum/reservations/>
Languages: Tours in Japanese run from 9:15~11:15 and English from 14:15~16:15
Entrance fee: Free of charge
Closed on: Saturdays, Sundays and Mazda company holidays
(year-end and new-year holidays, Golden Week, summer holidays, etc.)
Inquiries: <https://www2.mazda.co.jp/inquiry/input.html>
(This site is available only in Japanese.)

<More Information about Mazda>

■ Mazda Motor Corporation websites

- “EXPERIENCE AND ENJOY” <https://www.mazda.com/en/experience/>
-“MOTORSPORTS” <https://www.mazda.com/en/experience/mspr/motorsports/>
- “HISTORY OF MAZDA” <https://www.mazda.com/en/about/history/>
- “DESIGN” <https://www.mazda.com/en/innovation/monozukuri/design/>

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