

# MAZDA



June 30, 2026

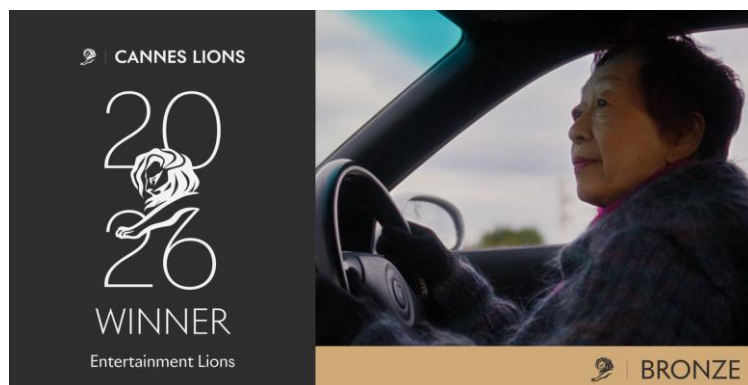
## Mazda Documentary Film Wins Bronze at the Cannes Lions International Festival of Creativity 2026

HIROSHIMA, Japan - Mazda Motor Corporation (Mazda) today announced that its documentary film, "Goodbye RX-7: Saying farewell to a dear friend", which depicts the bond between a car owner and her car, has been awarded a Bronze Lion in the Entertainment Lions category at the "Cannes Lions International Festival of Creativity (Cannes Lions) 2026." This marks Mazda's first-ever award at the festival.

The Cannes Lions, established in 1954 and held annually in June in Cannes, France, is one of the world's largest festivals dedicated to advertising and communications. During the festival, award-winning works across each category are announced sequentially, and the festival is widely regarded as one of the most prestigious creative awards in the world.

The award-winning film is a documentary that traces the shared journey of a female owner and her cherished RX-7 over 25 years, capturing the irreplaceable bond forged between a human and a car. Through the owner's deep affection and gratitude, culminating in her decision to relinquish her driver's license as she approached 80, the film conveys that a car is not merely a means of transportation, but a companion that accompanies one throughout life.

Mazda believes that cars are irreplaceable partners that enrich people's lives through the joy of driving. Based on this belief, the film tells a story of how the time and memories shared with a car shape the brand—an aspect that was recognized through this award. In addition, Mazda has carried forward the owner's sentiments by taking in the vehicle and assigning it a new role as a PR car, thereby contributing to the continuation of the story portrayed in the film.



"Goodbye RX-7: Saying farewell to a dear friend"

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 uplifting mobility experiences in our customers' daily lives.

For Reference:

■ Award-winning film: "Goodbye RX-7: Saying farewell to a dear friend" (Released on March 31, 2025)

[https://www.youtube.com/watch?v=CWhNI\\_x9W6c&t=3s](https://www.youtube.com/watch?v=CWhNI_x9W6c&t=3s)

■ MAZDA Corporate Website | MAZDA MIRAI BASE |

•RX-7: 25 Years of Memories, Three Days of Farewell, and the Parting Gift of a Dear Friend

<https://www.mazda.com/en/mazda-mirai-base/articles/20250331-rx7-documentary/>

•Driving Into the Future Together: How Mazda Nurtures the Bond Between People and Their Cars

<https://www.mazda.com/en/mazda-mirai-base/articles/202602-rx7-classicmazda/>

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