

Corporate Logo to Be Updated as Part of Rebranding



Musashi Seimitsu Industry Co., Ltd. (Headquarters: Toyohashi, Aichi, Japan; President and CEO: Hiroshi Otsuka) is advancing a rebranding initiative to build on the strengths developed over the years, reflect the next stage of growth, and further enhance corporate value. As part of this initiative, the company will update its corporate logo.

Background to the Corporate Logo Update

The company began operations in 1938 manufacturing aircraft components. After World War II, the company moved into sewing machine components, followed by motorcycle and automobile components, expanding its business in response to changing times and society. Building on its strengths in precision processing technologies and an integrated production system, the company has established a global business foundation centered on its mobility business.

Today, the company is applying these strengths to expand into new fields, including energy solutions and factory automation. The corporate logo update communicates more clearly how the company continues to evolve while carrying forward its long-standing history.

About the New Corporate Logo

The new corporate logo retains the existing symbol mark and introduces a new wordmark design for the company name. The symbol mark embodies the principles passed down since the company's founding and the determination to continue growing toward the future.

The new wordmark uses „**MUSASHI**“ in bold uppercase letters formed with thick, uniform strokes. The strong, clear design represents the determination of Musashi Group companies worldwide to move forward as one. Since its founding, the company has seen changes in times and society as opportunities for growth and has opened new areas of business. Under the new corporate logo, the company will continue taking on challenges as it moves into its next stage of growth.

Comment from Hiroshi Otsuka, President and CEO:

“Taking the initiative to meet new challenges has always defined our company's path. The new corporate logo carries forward the company's history and the strengths it has developed, while expressing its determination to continue evolving toward the next era. Together with colleagues around the world, the company will take on the challenge of creating new value.”