

September 1, 2025  
Fujitec Co., Ltd.

**Fujitec Launches Brand Statement and Brand Vision,  
“Moving Freely. Elevating Lives,” Defining Its Corporate Identity**

Shiga, Japan - Fujitec Co., Ltd. (Head Office: Hikone City, Shiga Prefecture, Japan; President and CEO Masayoshi Harada) hereby announces the launch of its brand statement and brand vision, “Moving freely. Elevating lives,” which embody the shared strength, sense of purpose, and vision of our employees. Both the brand statement and brand vision have been created in Japanese and English.

The brand statement and brand vision reflect Fujitec’s strong commitment to updating the core value of elevators and escalators, and to removing both the physical and psychological obstacles that exist in society, thereby contributing to a more accessible and inclusive environment that provides safety, reliability, and the enjoyment of everyday life. By expressing our shared sense of purpose as a commitment to society in the brand statement and presenting it in a straightforward manner in the brand vision, we aim for it to serve as a driving force in achieving our mid-term business plan, Move On 5, and in achieving our mission.

**Full Brand Statement and Brand Vision**

Every day across the world,  
millions of people have their lives diminished by obstacles  
like stairs, steps and uneven surfaces.  
For them, the joys of city life are out of reach.  
That’s why FUJITEC makes elevators and escalators,  
that enable people to move freely and overcome obstacles  
regardless of age, physical ability or economic status.  
The safety and reliability of our products allow people  
to go anywhere at any time, enjoy new experiences and  
connect to new opportunities.  
We get close to people to understand their needs and desires  
and then realize them.  
That’s how we develop beautiful and functional cities  
where everyone can fulfill their dreams.  
This lies at the heart of our DNA.  
We collaborate with people from nations around the world  
because we believe that our elevators and escalators  
are there to improve the lives of everyone, everywhere.

Moving freely. Elevating lives

**FUJITEC** 

## **The Message Behind the Brand Statement**

Fujitec's global mission statement mission is to “collaborate with people from nations around the world to develop beautiful and functional cities that meet the needs of a new age.” Our newly developed brand statement illustrates what these “beautiful and functional cities” represent, reflecting the qualities at the heart of our DNA: the ability to get close to people to understand their needs and desires, and then realize them.

This statement embodies the vision we cherish: the essential value of elevators and escalators lies not in merely transporting people, but in serving as a driving force that enables everyone to move freely, go anywhere at any time, and fulfill their dreams, all while benefiting from safety and reliability and enjoying their everyday lives.

### **About the Brand Vision: “Moving Freely. Elevating Lives”**

The brand vision serves as a clear message that distills the sense of purpose articulated in our brand statement into a short phrase. Guided by this powerful message, we are committed to demonstrating, both internally and externally, our promise to create a more obstacle-free, accessible, and inclusive world. This extends not only to society and everyday life, but also to Fujitec itself, encompassing relationships across departments, with customers, and with all stakeholders. The message, selected through a company-wide employee vote, brings together each individual's sense of purpose and presents it as a shared value of the entire organization.

## **Launch of Our New Brand Webpage**

We have launched a new webpage today on our official website, featuring our brand statement and brand vision. The page can be accessed through the following links:

Japanese website: <https://www.fujitec.co.jp/corporate/brand>

Global website: <https://www.fujitec.com/corporate/brand>

## **About Fujitec**

Fujitec is a specialist manufacturer of elevators, escalators, and moving walks. Fujitec provides safe, secure, and comfortable moving spaces in 24 countries and regions around the world through an integrated system of research and development, manufacturing, sales, installation, maintenance, and modernization.

Representative	:	Masayoshi Harada, President and CEO
Head Office	:	Shiga, Japan
Established	:	February 9, 1948
Listed market	:	Prime Market, Tokyo Stock Exchange
Fujitec Official website	:	<a href="https://www.fujitec.com/">https://www.fujitec.com/</a>

**【FUJITEC GLOBAL MISSION STATEMENT】**

Respecting people, technologies, and products,  
we collaborate with people from nations around the world  
to develop beautiful and functional cities  
that meet the needs of a new age.

**【TECKY: Fujitec's mascot】**

I'm a symbol of Fujitec's aim to provide safe and reliable products  
and services.



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