

April 1, 2026
Fujitec Co., Ltd.

**“Moving Freely. Elevating Lives”
Fujitec Releases New Brand Movie Showcasing Its Vision**

Shiga, Japan - Fujitec Co., Ltd. (Head Office: Hikone City, Shiga Prefecture, Japan; President and CEO Masayoshi Harada) has completed a new brand movie that conveys the ideas embodied in its brand statement and brand vision established in September 2025.



The film features narration of the brand statement and portrays a world where everyone can move freely and enjoy city life—regardless of age, physical ability, or economic status.

It also features Fujitec employees who support safety and reliability across a wide range of sites, capturing their sincere dedication to their daily work.

Through this movie, Fujitec expresses its commitment to supporting everyday mobility and striving to realize well-designed urban functionality.



Title: Brand Movie “Moving Freely. Elevating Lives”
 Duration: 90 seconds
 Director: Sotaro Ishii(DRAWING AND MANUAL)
 Available at: Fujitec Brand Site (Global): <https://www.fujitec.com/corporate/brand>
 Fujitec Official YouTube: <https://youtu.be/8kp7WstwiEQ>

About Fujitec


Fujitec is a specialist manufacturer of elevators, escalators, and moving walks. Fujitec provides safe, secure, and comfortable moving spaces in 23 countries and regions around the world through an integrated system of research and development, manufacturing, sales, installation, maintenance, and modernization

Media Contact

Press & Public Relations Office
 Fujitec Co., Ltd.
pr@jp.fujitec.com

Sustainability

Fujitec defines six materialities in our pursuit of sustainability.
 The initiatives referenced in this release fall under the materiality, *Build a management infrastructure to support corporate value.*

Materialities	SDGs	Major Topics
Build a management infrastructure to support corporate value		Strengthen corporate governance
		Effective stakeholder communications
		Conduct risk management to preserve corporate value
		Rigorously enforce compliance

Fujitec official website: [Sustainability](#)