



MAZDA MOTOR EUROPE – PRESS RELEASE

“SAYING FAREWELL TO A DEAR FRIEND” WINS BRONZE AT CANNES LIONS 2026

- Mazda wins first-ever Cannes Lions award (Bronze, Entertainment category 2026)
- Documentary captures 25-year real-life RX-7 ownership and full vehicle lifecycle
- Project recognised with multiple international awards

Petit-Lancy, 30 June 2026. Mazda Motor Corporation has announced that its documentary film *“Goodbye RX-7: Saying Farewell to a Dear Friend”* has won a Bronze Lion in the Entertainment category at the Cannes Lions International Festival of Creativity 2026, marking the company’s first award at the festival.

Established in 1954 and held annually in Cannes, France, the Cannes Lions International Festival of Creativity is one of the world’s leading events for advertising and communications. The Entertainment Lions category recognises brand content that goes beyond traditional advertising to engage audiences as entertainment and resonate culturally.

The film documents the long-term ownership of a Mazda RX-7 over approximately 25 years, combining real-life vehicle usage and maintenance with the final stage of ownership. It provides an authentic account of the relationship that can develop between a driver and a car over time, while also reflecting broader themes such as vehicle lifecycle and changing mobility needs, including the voluntary transition away from driving at an advanced age.

Production was carried out in collaboration with a Japan-based production company that initiated the project and proposed its entry to Cannes Lions. The documentary uses a factual, interview-led approach combined with observational footage to present an authentic ownership record.

The RX-7, produced from 1978 to 2002, is one of Mazda’s most recognisable models and is closely associated with the company’s rotary engine technology. It remains a key element of Mazda’s global heritage activities and enthusiast engagement.

In addition to Cannes Lions, the film has received several international awards, including the Crystal Award at MAD STARS 2025 (Busan International Marketing Advertising Festival), the Minister of Economy, Trade and Industry Award at the Eibunren Awards 2025, and both the TEAM UKYO Award and Grand Prix at the International Auto Film Festa 2026.

The project forms part of Mazda’s broader approach to documenting long-term customer relationships and the ongoing relevance of its vehicles beyond their original production lifecycle.

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



- 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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