



New Brand Slogan: "Soaring Together"

—Gently lifting spirits, we journey together toward a future of sustainability and well-being—

Tokyo, JAPAN—To align with the future society envisioned in the "JAL Group Management Vision 2035" announced today (March 2, 2026), the JAL Group has established a new corporate brand slogan: "Soaring Together."



■New Corporate Brand Slogan

"Soaring Together"

■New Corporate Brand Statement

*As the country's first commercial airline,
Japan Airlines has proudly served
as a gateway connecting Japan with the world.*

*Since our founding,
we have been guided by the spirit of Japanese hospitality,
with an unwavering commitment
to your safety and peace of mind.*

*Built on this foundation,
we are here to support you wherever your journey may lead,
fostering new connections between people, places, and society.*



*With attention to detail
and genuine care put into every moment,
we hope to awaken your senses, uplift your spirit,
and open doors to new possibilities.*

*Always by your side,
we are with you every step of the way.*

Since its founding in 1951, the JAL Group has pioneered the history of aviation for 75 years, cherishing countless moments where people meet, connect, and nurture relationships alongside our customers. In recent years, our touchpoints have expanded significantly from air travel into daily life, reflecting the increasingly diverse needs and values of customers. As JAL continues to evolve in these dynamic times, the core brand pillars of Tradition, Innovation, and the Spirit of Japan have been updated and reinterpreted to convey the following concepts: Awaken the Senses, Lift Spirits and Inspire, and Make Meaningful Connections.

The slogan "Soaring Together" brings together these concepts and elevates them to express the shared journey between customers and the JAL Group, capturing a mutual aspiration to soar into a better future.

【Awaken the Senses】



In today's digital world, where everything is connected and efficiency is paramount, the value of real-world experiences—the tangible sensations and new discoveries—is being rediscovered.

Building on our foundation of refined quality and trust, we will harmonize the authentic textures that digital cannot replace, the meticulous hospitality rooted in Japanese aesthetics, and the warmth of human connection. Our mission is to deliver experiences that truly resonate with the heart.

【Lift Spirits and Inspire】



In an era of rapid change and diversifying lifestyles, the significance of exploring and discovering one's true self has never been greater.

As pioneers who have continually embraced new challenges throughout changing times, we are uniquely positioned to stand by our customers as they step toward new encounters and worlds. We are committed to sparking dreams and hopes, empowering every individual to move forward toward the life they envision.

【Make Meaningful Connections】



In a changing society where opportunities for human and emotional connection are diminishing, the "bonds" we share with people and communities have become an irreplaceable asset that enriches our lives.

Leveraging our long-standing strength in "connecting," we will create opportunities to link people, things, and regions—not only in the skies but across every touchpoint of daily life—to foster moments where hearts truly resonate with one another.



■Message from Mitsuko Tottori, President & Group CEO

Our goal is to create "connections" that enrich the human spirit and inspire people to move forward with positivity.

The new brand slogan, "Soaring Together," embodies the collective determination of all 40,000 JAL Group employees and represents our commitment to being a partner to our customers, gently uplifting their spirits and empowering them to pursue their aspirations.

There are moments when, with our spirits lifted, we are more aware of the deep-seated dreams and desires within us, and we are able to muster the courage to take a step forward, towards the future we want to live in.

The JAL Group's promise is to remain a presence that creates these moments with our customers.

Each and every one of our employees also strive to embrace such moments with a positive spirit, connecting the hearts and minds of staff and customers, and moving forward into a brighter future together.

Under this slogan, whether during travel, at your destination, or in your daily life, the JAL Group will serve as a partner that stands by its customers and stakeholders throughout society. Through the products and services that JAL provides, JAL will deliver new encounters and experiences that resonate with the hearts of all, and JAL invites you to join them in creating a better future.

Brand Story Page

(URL: <https://www.jal.com/en/philosophy-vision/brand/>)

JAL Brand Movie

(URL: <https://youtu.be/ujgwQFrJMc>)