

October 15, 2026
Peach Aviation Limited

Peach's Brand Renewal Wins Good Design Award 2026

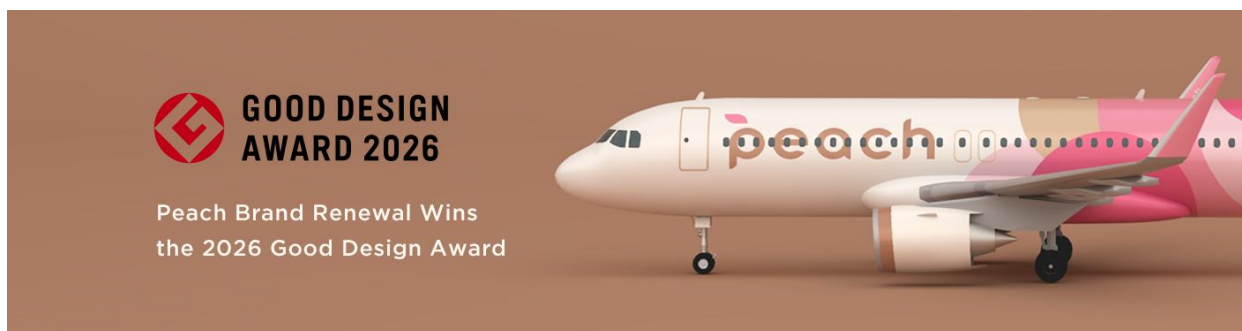
Osaka, October 15, 2026 – Peach Aviation Limited (“Peach”; Representative director and CEO: Kazunari Ohashi) has been implementing its “Brand Renewal at Customer Touchpoints” initiative since April, which has now received Good Design Award 2026 (organized by the Japan Institute of Design Promotion).

The initiative was highly evaluated for its efforts not only to refresh the visual appearance but also to improve service quality and renew the design simultaneously, with the aim of transforming the brand itself.

[Comments from the Jury]

The initiative was highly praised for transforming the brand itself by simultaneously improving service quality and renewing its design, rather than simply refreshing its appearance. While retaining the friendliness and fun that characterize Peach, the company has thoughtfully redesigned customer touchpoints, including colors, logos, its website, airports, and the in-flight environment. Particularly convincing is the fact that the initiative also includes fundamental improvements, such as on-time performance and ease of booking. From “an LCC chosen simply because it’s cheap” to “an affordable airline chosen with confidence.” This is a comprehensive brand renewal that links design with the transformation of management and services.

<https://www.g-mark.org/en/gallery/winners/35585>



Peach has been working to strengthen all aspects of its service quality, including its on-time performance, so that customers can use its services with peace of mind. In September 2025, Peach ranked first among specified domestic air carriers for monthly on-time performance and third for the full year. In June and July 2026, it also ranked first for on-time arrival rate. In addition, we strive to improve service quality throughout every stage of the customer journey, from booking and airport procedures to boarding and the in-flight experience.

Moving forward, with safe operations as our top priority, we will continue to offer “a new kind of air travel” that is not bound by existing frameworks, combining rock-solid peace of mind and trust beyond what the price would suggest with a friendly, approachable character.

[What is the Good Design Award?]

Established in 1957, the Good Design Award is Japan's only comprehensive system for evaluating and recommending designs. It covers a wide range of subjects, tangible and intangible alike, including products, architecture, services, systems, and regional initiatives. The award's symbol, the "G Mark," is a familiar emblem that helps spread good design throughout society. 2026 marks a milestone: the 70th year of the Good Design Award.

<https://www.g-mark.org/en>



**GOOD DESIGN
AWARD 2026**

[About Peach \(flypeach.com/en\)](https://flypeach.com/en)

Peach is based at six airports: New Chitose, Narita, Chubu, Kansai, Fukuoka, and Naha, and services 25 domestic routes and 16 international routes. Under the new corporate message, "Beyond us who we were yesterday," Peach will continue to take on challenges and evolve to deliver new value, building on its accessibility and ease of use. With safe operations as our top priority, we will further refine our fundamental quality and unique value to become an airline that many customers can choose with confidence.