

June 5, 2025

Kawasaki Kisen Kaisha, Ltd.

New "K" LINE Commercial Released –
"Connecting the seas. Connected by trust – your lifeline."

Kawasaki Kisen Kaisha, Ltd. ("K" LINE) has released a new commercial titled "Connecting the seas. Connected by trust – your lifeline." now available on the official "K" LINE website. This commercial presents a story that expresses "K" LINE's core value of trust, the foundation of its corporate principle, "Trust from all over the world," and brings to life the message behind the main catchphrase, "Connecting the seas. Connected by trust – your lifeline."

The commercial features lines as a visual motif to symbolize connection. By illustrating how lines extend from various ocean-faring vessels — dry bulk carriers, car carriers, LNG Carriers, containerships, and more —and connect to people's lives, the commercial shows how maritime shipping quietly supports our lives in unseen ways. These connecting lines also convey the English word "LINE," the "lines" of transport networks, the "lifeline" that supports people's lives, and, of course, "K" LINE itself.

Though invisible, the line of trust is real, and through this, "K" LINE will continue to connect the world and people's lives. This vision for the future is woven into the video.

The video features a contemporary arrangement of the "K" LINE Song, composed in 1964, arranged to evoke the grandeur of the sea, the crisp air of a sunrise seen from a ship, the sound of waves, and the strength to continue forward.

The "K" LINE Group will continue to pursue environmentally friendly, sustainable maritime shipping as it aims for sustainable growth and greater corporate value by supporting the infrastructure of the global community as a partner trusted by all its stakeholders guided by its corporate principle of "Trust from all over the world."



Video Links

30 second version:

<https://youtu.be/GaAc8zb4dDY>

15 second version:

<https://youtu.be/tjapaSuVJaY>

Link to the dedicated webpage for the commercial:

https://www.kline.co.jp/en/corporate/kline_CM.html