



DAIHATSU



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(1/3)

Daihatsu COPEN Mini Convertible Sports Vehicle Undergoes Full Model Change
Achieves impressive driving performance and is a vehicle for expressing one's individuality



COPEN Robe



COPEN X Model*1

Daihatsu Motor Co., Ltd. ("Daihatsu") has undergone a full model change for the COPEN*2 mini convertible sports vehicle, which was released nationwide on June 19*3.

To provide customers with new value for mini vehicles, such as impressive driving performance and vehicles that allow the driver to express individuality, a new approach has been taken for the new COPEN from the perspective of both development/production and operation.

In development and production, impressive driving performance and a vehicle with which one can express individuality have been achieved by adopting the new D-Frame framework structure, and DRESS-FORMATION changeable interior and exterior structure. A COPEN factory has also been developed with the aim of being an open facility that is a familiar and friendly environment for customers.

In operation, support will be provided for customers to help express their individuality. Communication with customers will be promoted to change the way customers enjoy their vehicle, under the slogan "LOVE LOCAL by COPEN."

The COPEN Robe*4, which gives off a dynamic feeling and elegance of a sports car and is one of the two design models that were simultaneously announced, was released today at the entry price of 1,798,200 yen. The COPEN X Model is scheduled for release this fall.

*1 Tentative name

*2 Stands for Community of OPEN car life

*3 COPEN X Model is scheduled for release this fall

*4 The name expresses how the resin outer body panel for the framework is worn like a robe, which is the French word for clothes, costume, or outfit.

Main Features of Development and Production

Achieves Impressive Driving Performance and Is a Vehicle for Expressing One's Individuality

- ◆ Impressive driving performance
 - Achieves impressive steering stability and passenger comfort by ensuring a high level of rigidity expected from the frame of a sports car, with only the new D-Frame framework structure, and by performing exclusive tuning for the suspension and power train.

- ◆ A vehicle for expressing one's individuality
 - By taking the outer body panel as a group of 13 separate resin components, DRESS-FORMATION, the changeable interior and exterior structure, has reversed the fixed idea that it is difficult to change a car's design after purchase, and has enabled customers to make such change in line with their preferences, even after purchase.
 - First, the two different designs were announced. The COPEN Robe exudes a dynamic feel of a sports car and elegance, and the COPEN X Model expresses a sensation of a new genre and liveliness.

- ◆ Familiar COPEN Factory is open for tours
 - The COPEN Factory, which manufactures the new COPEN models, aims to be an open facility that serves as a familiar and friendly environment for customers by enabling auto owners to tour the plant*⁵.

*⁵ Scheduled to begin from this summer

Main Features of Operations

Support for Customers to Express Their Individuality

- ◆ "LOVE LOCAL by COPEN"
 - COPEN Site, the certified COPEN store, has been established at retail stores of Daihatsu distributors across Japan as a "drivers' salon" at which fellow drivers can casually gather and interact.
Inside COPEN Site, certified staff called COPEN Stylists are always on hand to provide customers with suggestions on how to enjoy the COPEN.
Special events in which the new COPEN can be fully enjoyed with customers, held in an integrated manner, will also be offered in each region.
 - Local Base, a site directly managed by the manufacturer, was established in Kamakura as a center for dispatching information on how to enjoy one's lifestyle with a COPEN convertible. As a place that allows direct communication with customers, customer requests will be solicited and used as feedback toward product development. The site will also be utilized as a cafe and serve as a venue for events such as collaborations in partnership with the local community.

Domestic Monthly Sales Target

700 units

Manufacturer's Suggested Retail Prices (tax included)

COPEN Robe

Engine	Transmission	Idling stop	Motorized convertible (open/closed) roof	Fuel efficiency	Drive	Price (yen)	Tax reduction level
TC* ⁶	CVT	○	○	25.2 km/L	2WD	1,798,200	Exempt
	MT	-	○	22.2 km/L		1,819,800	Reduced * ⁷

*6 Turbo charger engine

*7 Automobile acquisition tax reduced by 60%, automobile weight tax reduced by 50%