



DAIHATSU



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(1/4)

Daihatsu Mira Cocoa Mini Passenger Car Undergoes Minor Changes

The fun of finding a favorite vehicle by selecting from 160 different styles and *plus α*



Mira Cocoa Plus X



Interior color (Ivory x Brown)

Daihatsu Motor Co., Ltd. is pleased to announce minor changes to the Mira Cocoa mini passenger car, which will be released nationwide on August 26.

The Mira Cocoa, under the concept of “My perfect, smart and happy partner,” has been gaining the support of a large number of female customers due to its design, which makes outings enjoyable, and its compact style, offering ease of handling.

With the latest minor changes, under the keywords, “Creating vehicles that suit customers’ tastes,” in addition to improvements in the attractiveness of the exterior design, the Mira Cocoa has become a vehicle that achieves the fun of selection and enables customers to express their personalities and individuality by offering 160 variations, the largest number available for a mini passenger car*¹, including the selection of a total of 15 body colors*² and 9 different interior colors*³, and by offering the *plus α* (special models limited to each region).

Moreover, in addition to achieving a fuel efficiency of 29.0 km/L*⁴ through the application of e:S technology, the fundamental performance of the Mira Cocoa has been improved, including the achievement of a more comfortable ride and high driving tranquility.

*1: As of August 2014; based on research undertaken by Daihatsu

*2: Excluding the Cocoa L

*3: Standard features of the Cocoa Plus X (including Smart Selection SN)

*4: 2WD vehicles; JC08 mode fuel efficiency

Outline

Creating vehicles that suit customers' tastes

- ◆ In planning and development, the basic specifications were determined based on thorough research into the opinions of female customers.
 - Because approximately 90% of the users of the Mira Cocoa are female, planning and development focused on feedback from female customers to the maximum extent possible. First, the direction of product improvements was discussed based on the customer survey.
 - New interior and exterior specifications were designed through individual and group interviews regarding customers' satisfaction with the product and requests by visiting the homes of owners of the Mira Cocoa. The interior and exterior designs and basic specifications were determined by obtaining feedback on the attractiveness of new design proposals from both internal female employees and external female customers.
 - The Mira Cocoa has achieved the fun of selection, customers' preferred priority, by enabling customers to select their own favorite model from 160 variations based on a combination of exterior design, body color and interior color.

- ◆ Offering an additional variation, the *plus α* (special models limited to each region)
 - In addition to 160 style variations, the Mira Cocoa offers the *plus α* (special models limited to each region). By dividing Japan into 11 blocks, female staff members of sales companies with an extensive knowledge of the characteristics of the customers in each region examined various target images. Accordingly, special models suiting the characteristics of each region were developed and have improved the fun of selection for customers.

- ◆ Coco Kawa^{*5} Project, a project based closely on the perspective of females
 - The Coco Kawa Project, which was launched by the female employees of Daihatsu, has been proposing plans from development to sales strategies, including examinations of interior and exterior designs, merchandise development and sales promotion measures, from unique female viewpoints. Instead of merely listening to the voices of female users, female staff members themselves planned the Mira Cocoa for female users.
 - Moreover, female staff members of sales companies also participated as members of the Coco Kawa Project in the planning of special models limited to each region, and planning and decision-making were undertaken regarding special models that match the actual situation of the use of vehicles and the characteristics of the customers in each region.

*5: Coco Kawa is an abbreviation of "Mira Cocoa is Kawaii (attractive)," "Koko (this part) is Kawaii," as a product, and "Koko de (at this place) Kawaii," representing the attractive features of the Mira Cocoa in each region.

Reflecting the opinions of females, the Mira Cocoa offers the choice of 160 variations, including improved interior and exterior designs and a wide range of body colors, and it has achieved a fuel efficiency of 29.0 km/L and enhanced basic performance.

◆ Improved exterior attractiveness

- In addition to LED head lamps that achieve an innovative appearance and high visibility, the Mira Cocoa has adopted attractive LED clearance lamps that illuminate in a ring shape and front LED illumination lamps that were designed based on jewelry^{*6}.
- Newly designed front bumpers have been adopted^{*7}, and the brightness of the front area of the Cocoa Plus X has been improved with the application of large-scale coated grills.
- The Cocoa Plus X has a "+" shaped happy clover emblem, whose motif is the grade name, Plus. Moreover, a coated vehicle-name ornament has been added under the side turn lamps.
- A total of 15 body colors^{*7} is available, including a new silky lavender metallic opal color and five types with two-tone selections.
- The design of the two-tone selection has been improved by changing the position of the break line of the pearl white coating and making the color of the center of the wheel caps the same as the color of the vehicle body.

*6: Standard features of the Cocoa Plus X (including Smart Selection SN)

*7: Excluding the Cocoa L

◆ Selectable interior colors

Interior coordination is able to be undertaken in accordance with customers' preferences, just as if they are creating their own rooms^{*8} through the combination of three interior panel colors (for the instrument panel, center console, horn pad and door arm rest) and three upholstery colors with nine different types. There are three colors to choose from: ivory, brown and pink beige.

- Three newly designed self-illuminating meters and an audio interface have been installed.
- The interior lamp is a new LED jewel lamp^{*8}. By adopting an exclusive design with the theme of a jewelry box, the design of the interior when the lamp is not lit has been improved, and both illumination like jewelry and high practicality have been achieved when the lamp is lit, due to the high intensity LED.

*8: Standard features of the Cocoa Plus X (including Smart Selection SN)

◆ Offering 160 variations, the largest selection for a mini passenger car

- Through the combination of the exterior design, body color and interior color, 160 variations are available for selection.

◆ All vehicles are eligible for tax breaks for eco-friendly cars with the achievement of a fuel efficiency of 29.0 km/L^{*9} through the application of e:S technology

- With the application of the cooled i-EGR and the CVT thermo controller, all the 2WD vehicles achieve a fuel efficiency of 29.0 km/L. The 4WD vehicles are also eligible for tax breaks for eco-friendly cars with a fuel efficiency of 26.8 km/L^{*9}.

* 9: JC08 mode fuel efficiency

◆Basic performance has been improved with the adoption of a fun, relaxed driving concept

- The ride quality has been improved by changing the characteristics of the front arm bushings, and driving tranquility has been enhanced by using additional sound-absorbing materials behind the cowl/instrument panel.

◆Extensive comfort and safety equipment

- All vehicles have emergency stop signals.
- The keyless system has been adopted (with a request switch for the driver and front passenger doors and rear doors) *¹⁰.
- Automatically retractable colored door mirrors (keyless connection) have been adopted*¹⁰.

*¹⁰: Excluding the Cocoa L

Recommended retail prices (including consumption tax)

[Mira Cocoa]

Grade	Engine	Transmission	Drive	Price (yen)	Tax Reduction Level
Cocoa L	NA* ¹¹	CVT	2WD	1,188,000	Exempt
			4WD	1,328,400	
Cocoa X			2WD	1,296,000	
			4WD	1,436,400	
Cocoa X "Smart Selection SN"			2WD	1,377,000	
			4WD	1,517,400	
☆Cocoa Plus X			2WD	1,404,000	
			4WD	1,544,400	
Cocoa Plus X "Smart Selection SN"			2WD	1,485,000	
			4WD	1,625,400	

*¹¹: Naturally aspirated engine

☆Include photographs

*2WD vehicles in the Hokkaido region cost an additional 16,200 yen (including consumption tax). Prices do not include recycling fees.