DAIHATSU Press Information

January 8 2015

Daihatsu Tanto[*1] Becomes Best Selling Mini Passenger Car in Terms of Units among New Vehicles Sold in 2014

Daihatsu Motor Co., Ltd. (“Daihatsu”) announced that it posted sales of 234,456[*2] units for the Tanto in 2014 (from January to December), making it the first Daihatsu vehicle to become the best-selling mini passenger car in terms of units among new vehicles released over the course of the year[*3], including vehicles registered.

This achievement also makes it Tanto’s first vehicle to capture the highest position in terms of units for the sales of new mini passenger vehicles released over the course of the year.

The new Tanto, which was launched in October 2013, has become popular among a wide range of customers, particularly those raising children, for its spacious feel and unparalleled ease of use, demonstrating the added progress made in the usability of the Miracle Open Door unique to the mini vehicle category. In addition to these features, it also boasts a fuel efficiency of 28 km per liter and features such as basic performance and safety that satisfy the needs of registered car users. Since the launch of the first-generation version in 2003, the Tanto has posted cumulative sales of over 1.55 million units, and average monthly sales of more than 10,000 units.

In conjunction with the vehicles released by Daihatsu to date, the Move and the Mira[*4] recorded the highest annualized sales in terms of units of all mini passenger vehicles sold in 2003 and 2012, respectively.

Tanto

Tanto Custom

*1. The Tanto car series made up of the Tanto and the Tanto Exe
*2. Based on the research of the Japan Light Motor Vehicle and Motorcycle Association
*3. From 2006, the year in which the Japan Light Motor Vehicle and Motorcycle began to compile data
Based on Daihatsu research using data published by the Japan Automobile Dealers Association and Japan Light Motor Vehicle and Motorcycle Association
*4. The Mira car series made up of the Mira, the Mira e:S, and the Mira Cocoa