

III. History

History

Main events (Overseas events are marked with ★)

From 1907 ~

- 1907 MAR • Hatsudoki Seizo Co., Ltd. is established for the manufacture and sales of internal combustion engines. < Photo ① >
- 1939 MAY • Ikeda Plant begins operation. (present Head (Ikeda) 1st district)
- 1951 DEC • Changes the company name to Daihatsu Motor Co., Ltd. < Photo ② >
- 1961 JUN • Ikeda 2nd Plant begins operation. (present Head (Ikeda) 2nd district)
- 1963 OCT • Education Center is established. (present Sales Training Center)
- 1964 MAR • Medical center is established.
- 1965 MAR • Head Office building is completed in Ikeda city. (present main Head Office building)
 - JUL • Begins research and development of electric vehicles.
- 1966 MAY • Establishes Daihatsu Diesel Mfg. Co., Ltd. by separating the production and sales functions for diesel engines.
- 1967 FEB • Shiga Test Course is completed.
 - NOV • Forms business alliance with Toyota Motor Co., Ltd. and Toyota Motor Sales Co., Ltd.
 - NOV • Develops a high-performance EV passenger vehicle. (Maximum speed: 90 km/h, travel distance: 119 km)
- 1968 JUL • Daihatsu Motor Sales Co., Ltd. begins operation.
- 1970 MAR • Delivers 275 electric vehicles to the EXPO.
 - NOV • Merger with Asahi Industry Co., Ltd.
- 1971 APR • Participates in the research and development of EV (lightweight passenger EV) initiated as part of the large-scale project launched by the Ministry of International Trade and Industry.
- 1972 MAR • Tada Plant begins operation as a plant dedicated to industrial machinery.
- 1973 APR • Kyoto Plant begins operation as a plant specializing in the production of mainstream passenger vehicles.
 - MAY • Receives new car type approval for Hijet Van EV (ES38V) from the Transport Ministry.
- 1974 FEB • Develops EV Microbus (capacity: 15 persons) and delivers to the Osadano Industrial Park.
 - APR • Shiga (Ryuo) Plant No. 1 (present Shiga (Ryuo) Plant 1st District) begins operation.
 - NOV • Develops Hybrid Drive Small Truck EV and delivers to The Asahi Shimbun Company.



From 1975 ~

- 1975 APR • Delivers 24 ten-passenger sightseeing cars to the Okinawa International Marine EXPO.
- 1976 DEC • Knockdown plant is completed.
- 1978 JAN • Charade receives the '77 Car of the Year Award. < Photo ⑥ >
 - MAR • Serves as a technical consultant on hybrid technology to GE (USA).
- 1979 FEB • Starts trial operation of the "Daihatsu Pleat System" automatic EV rental operation management system. < Photo ⑦ >
 - JUN ★ Opens the Representative Office in Europe (Brussels, Belgium).
 - OCT ★ Overseas manufacturing plant (PT. Daihatsu Indonesia) begins operation.
 - DEC • Kobe Center export base starts operation.
- 1980 NOV • Nishinomiya Parts Center begins operation.
- 1981 JUN • Daihatsu Credit Co., Ltd. begins operation.
 - JUL • Merger of Daihatsu Motor and Daihatsu Motor Sales.
 - JUL ★ Signs a contract with Innocenti in Italy for the supply of 1000cc engines (CB) among other items.
- 1982 APR • Charade wins the title of class champion in the 30th Safari Rally. < Photo ⑧ >
- 1983 SEP • Head (Ikeda) Plant receives the PM (Product Maintenance) Excellent Operation Site Award.
- 1984 MAR ★ Signs a license agreement for Hijet with Tianjin Automobile Industry Corporation.



Main products

- 1907 DEC • Manufactures the nation's first 6-horsepower suction gas engine.
- 1930 APR • Manufactures gasoline engines (500cc).
 - DEC • Begins marketing Model HA three-wheel vehicle (first Daihatsu car). < Photo ③ >
- 1931 MAY • Begins marketing Model HB Tsubasa three-wheel vehicle.
- 1937 APR • Begins marketing Model FA small four-wheel vehicle.
- 1951 OCT • Begins marketing Bee three-wheel passenger vehicle.
- 1957 AUG • Begins marketing Midget small three-wheel vehicle. < Photo ④ >
- 1958 NOV • Begins marketing Vesta small commercial vehicle.
- 1960 NOV • Begins marketing Hijet mini commercial vehicle.
- 1962 AUG • Begins marketing Hiline small commercial vehicle.
- 1963 MAY • Begins marketing Compagno Van small commercial vehicle.
- 1964 FEB • Begins marketing Berlina 800 small passenger vehicle.
- 1965 APR • Begins marketing Compagno Spider small sports car. < Photo ⑤ >
- 1966 NOV • Begins marketing Fellow mini passenger vehicle.
- 1969 APR • Begins marketing Consorte Berlina small passenger vehicle.
 - SEP • Begins selling Fellow Van EV mini commercial vehicle.
- 1970 FEB • Begins selling Hijet Van EV (S37V) mini commercial vehicle.
 - APR • Begins marketing Fellow Max mini passenger vehicle.
 - OCT • Begins marketing Delta 1500/2000 small commercial vehicle.
- 1971 MAR • Begins marketing Delta 750 small commercial vehicle.
 - MAR • Begins manufacturing and selling DBC-1 ultra-small three-wheel mini delivery vehicle.
 - APR • Begins manufacturing and selling Daihatsu Masters electric golf car.
- 1972 NOV • Begins selling Hijet Truck EV (S38).
- 1974 AUG • Begins marketing Taft small four-wheel-drive vehicle.
 - NOV • Begins marketing Charmant small passenger vehicle.
 - DEC • Begins marketing Charmant Van small commercial vehicle.



- 1975 NOV • Begins manufacturing and selling Hello BC electric three-wheel motorbike.
- 1976 MAY • Begins marketing Fellow Max 550 mini passenger vehicle.
 - OCT • Begins marketing Delta Wide small passenger vehicle.
 - DEC • Begins manufacturing and selling 4-passenger and 6-passenger sightseeing cars.
- 1977 APR • Begins marketing Hijet 55 Wide mini commercial vehicle.
 - JUL • Begins marketing Max Cuore mini passenger vehicle.
 - NOV • Begins marketing Charade small passenger vehicle.
- 1978 SEP • Begins marketing Taft Diesel small four-wheel-drive vehicle.
- 1980 JUN • Begins marketing Mira · Cuore mini passenger vehicle. < Photo ⑨ >
- 1981 MAR • Begins marketing vehicles (9 types, 21 models) for the physically challenged.
 - APR • Begins marketing Hijet Atrai mini commercial vehicle.
 - JUL • Begins marketing pickup cars for the physically challenged.
 - OCT • Begins marketing New Charmant 1300/1500 small passenger vehicle.
- 1982 NOV • Delta Wide small vehicle undergoes full model change.
- 1983 JAN • Charade small passenger vehicle undergoes full model change.
 - JUN • Begins marketing Hijet Jumbo mini commercial vehicle.
 - OCT • Begins marketing New Hijet and Atrai mini commercial vehicles.
- 1984 JAN • Begins marketing Charade De Tomaso Turbo small passenger vehicle.
 - MAY • Begins marketing Rugged small four-wheel-drive vehicle. < Photo ⑩ >



- 1985 DEC • Cumulative production of automobiles reaches 10 million vehicles.
- 1987 FEB • Cumulative sales of Mira in Japan reaches a million vehicles.

Main events (Overseas events are marked with ★)

From 1985 ~

- 1985 MAY ★ Engine plant in Indonesia begins operation.
- 1986 MAR ★ Signs a license contract for Charade with Tianjin Automobile Industry Corporation.
 - JUL ★ Daihatsu America Inc. (DAI) is established.
 - OCT • New Shiga Test Course is completed.
 - OCT • Establishes a joint venture company, DBS Co., Ltd., with Brooks & Stratton in the United States.
- 1988 APR • Daihatsu Athletic Club is formed.
 - DEC ★ Daihatsu Deutschland GmbH (DDG) is established.
- 1989 JAN • Shiga (Ryuo) Plant 2 (present Shiga (Ryuo) Plant 2nd District) begins operation. < Photo ⑪ >
 - OCT ★ Daihatsu-Phranakorn Motor Co., Ltd. is established in Thailand.
 - OCT • Develops BC-7 mini three-wheel EV.
- 1990 FEB ★ Signs a technical cooperation agreement with Asia Motors Co., Ltd. in South Korea.
 - APR • New Head Office building is completed. (present Head Office, new annex)
 - APR • Delivers "Tento-kun" and 25 other vehicles to the International Garden and Greenery Exposition.
 - DEC ★ Signs a joint venture contract with Piaggio in Italy.
- 1991 JUN • Shiga Technical Center is completed.
- 1992 JAN ★ Establishes a new joint venture company in Indonesia.
 - JAN • Nishinomiya Parts Center is completed.
 - MAR • Establishes Electric Car Enterprise Division. Jonan Plant specializing in EV begins operation.
 - DEC • Phase I construction for Hokkaido Car Testing Center is completed.
 - DEC ★ P&D in Italy begins producing Hijet.
- 1993 FEB ★ Signs a joint venture contract for the Malaysia Second National Car Project.
 - MAR • Announces a voluntary environmental plan.
 - APR • Charade captures the class championship and 5th, 6th and 7th places in overall ranking in the 41st Safari Rally.
 - OCT ★ Opens a branch office in Tianjin, China.
- 1994 MAR • Develops Mini Four Wheel Drive EV jointly with Kansai Electric Power Co., Inc.
 - APR • New Sales Training Center is completed.
 - AUG • Begins manufacturing and selling Kancil mini vehicle in Malaysia.



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From 1995 ~

- 1995 APR ★ Acquires an automobile manufacturing license in Vietnam.
 - APR ★ Zebra one-box vehicle in Indonesia undergoes full model change.
 - JUN • Receives the Environmental Protection Merit Award from the Environment Agency.
- 1996 MAR ★ Begins selling Rusa multi-purpose national car in Malaysia.
 - MAY ★ Begins manufacturing Hijet in Vietnam.
 - < Photo ⑭ >
 - JUL ★ Begins manufacturing commercial vehicles in Liuzhou, China.
 - SEP • Establishes Daihatsu Technar Co., Ltd. for the development of technologies.
- 1997 MAY • Daihatsu Welfare Pension Fund Hall is completed.
 - JUN • Receives the Environmental Protection Merit Award from the Environment Agency again.
 - OCT • Daihatsu Technar's Head Office building is completed.
 - DEC • Establishes Daihatsu Car Net Co., Ltd. for the distribution of used cars.
 - DEC • Establishes Daihatsu PDI Service for PDI operations.
- 1998 FEB ★ Concludes a technical assistance contract with National Cars in Taiwan for local production of automobiles.
 - FEB • Establishes a voluntary action plan for automobile recycling.
 - AUG ★ Begins selling Kembara four-wheel-drive national car in Malaysia. < Photo ⑮ >
 - SEP • Toyota becomes the parent company of Daihatsu by acquiring majority of Daihatsu stock through takeover bid.
 - SEP • Kyoto Plant obtains ISO 14001 certification.
 - NOV ★ Signs sales shop agreement and technical assistance contract with IMC in Pakistan.
- 1999 JAN • Tada Plant obtains ISO 9001 certification.
 - FEB ★ Daihatsu Belgium N.V./S.A. is established.
 - JUN • Atrai and Hijet EV are used in joint tests conducted in Tama (Tokyo) and Osaka. (consigned project from NEDO)
 - JUL ★ Begins selling a new car, Taruna, in Indonesia.
 - DEC • Begins inline production of Move Sloper welfare vehicle.



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Main products

- 1985 AUG • Mira mini vehicle undergoes full model change.
- 1986 MAY • Hijet mini commercial vehicle undergoes full model change.
 - DEC • Begins marketing Leeza mini passenger vehicle.
- 1987 JAN • Charade small passenger vehicle undergoes full model change.
- 1988 FEB • Begins marketing Charade 1300EFI small passenger vehicle.
 - FEB • Begins marketing Mira Walk-through Van mini commercial vehicle.
- 1989 APR • Begins marketing Charade Social small passenger vehicle.
 - JUL • Begins marketing Applause small passenger vehicle.
 - AUG • Begins marketing Hijet Lift Van mini commercial vehicle.
- 1990 MAR • Begins marketing Mira (660cc) mini vehicle.
 - MAR • Begins marketing Hijet (660cc) mini commercial vehicle.
 - JUN • Begins marketing Rocky small four-wheel-drive vehicle. < Photo ⑫ >
 - AUG • Begins marketing Leeza (660cc) mini passenger vehicle.
- 1991 NOV • Begins marketing Leeza Spider mini passenger vehicle. < Photo ⑬ >
- 1992 JAN • Begins marketing Opti mini passenger vehicle.
- 1993 JAN • Begins marketing Mira Moderno mini passenger vehicle.
 - JAN • Charade small passenger vehicle undergoes full model change.
- 1994 JAN • Hijet mini commercial vehicle series undergoes full model change.
 - MAY • Hijet Van EV mini commercial vehicle undergoes full model change.
 - SEP • Mira mini vehicle undergoes full model change.



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- 1995 MAR • Begins marketing Hijet Rear Seat Lift welfare vehicle.
 - MAY • Introduces Hijet Pick EV mini commercial vehicle.
 - MAY • Delta small truck undergoes full model change.
 - MAY • Begins marketing Mini Sway electric vehicle. < Photo ⑯ >
 - AUG • Introduces Move mini passenger vehicle. < Photo ⑰ >
 - OCT • Introduces Mira Moderno mini passenger vehicle.
- 1996 MAR • Begins marketing Move Rear Seat Lift welfare vehicle.
 - APR • Introduces Midget II mini commercial vehicle.
 - MAY • Introduces Opti Classic mini passenger vehicle.
 - AUG • Begins marketing Pyzar compact wagon.
 - NOV • Introduces Delta Wagon/Van small vehicle.
- 1997 APR • Introduces Terios compact 4WD vehicle.
 - MAY • Adds Move Custom to the series.
 - JUL • Begins marketing Move Sloper welfare vehicle.
 - SEP • Begins marketing Move Front Seat Lift welfare vehicle.
- 1998 FEB • Introduces Storia small passenger vehicle.
 - OCT • Begins marketing Mira, Move and Terios Kid based on new mini vehicle specifications.
 - NOV • Begins marketing Opti based on new mini vehicle specifications.
- 1999 JAN • Begins marketing Atrai, Hijet Cargo and Hijet Truck based on new mini vehicle specifications.
 - MAR • Introduces Mira Gino mini passenger vehicle.
 - APR • Introduces Hijet EV based on new mini vehicle specifications.
 - MAY • Introduces welfare vehicles based on new mini vehicle specifications.
 - MAY • Delta series small commercial vehicle undergoes full model change.
 - JUN • Introduces Atrai Wagon mini passenger vehicle.
 - SEP • Announces Midget II mini commercial vehicle on new mini vehicle specifications.
 - SEP • Introduces Hijet Truck LPG based on new mini vehicle specifications.
 - NOV • Introduces Naked mini passenger vehicle.
 - DEC • Begins marketing Mira Van CNG and Hijet Cargo CNG mini commercial vehicle.



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- 1990 SEP • Cumulative domestic sales of Mira reaches 2 million vehicles.
- 1993 SEP • Cumulative domestic sales of Mira series reaches 3 million vehicles.
- 1993 NOV • Cumulative sales of electric vehicles reaches 7,000 vehicles.
- 1993 DEC • Cumulative sales of Hijet Van EV reaches 1,000 vehicles.
- 1994 MAY • Cumulative production of engines reaches 10 million units.
- 1994 DEC • Cumulative domestic sales of Mira reaches 3 million vehicles.

- 1996 SEP • Cumulative production of general-purpose engines reaches a million units.
- 1997 APR • Cumulative production of mini vehicles (excluding mini three-wheel vehicles) reaches 10 million vehicles.
- 1998 NOV • Cumulative production of automobiles reaches 20 million vehicles.
- 1999 JUL • Cumulative production of automatic transmissions reaches 2 million units.
- 1999 AUG • Cumulative production of EF E/G reaches 6 million units.

Main events (Overseas events are marked with ★)

From 2000 ~

- 2000 FEB • Head (Ikeda) Plant obtains ISO 14001 certification.
MAR • Shiga (Ryuo) Plant obtains ISO 14001 certification.
MAR • Establishes an environmental action plan.
MAR ★ Begins manufacturing and selling Cuore in Pakistan.
APR • Publishes an environmental report for the first time.
JUN ★ Begins manufacturing and selling Kenari in Malaysia.
SEP • Design Center is established.
NOV • Tada Plant obtains ISO 14001 certification.
- 2001 MAR • Opens the "Ikeda Daihatsu Head Office Eco Station" CNG stand.
AUG ★ Begins selling Kelisa 1000cc national car in Malaysia.
SEP • All domestic production plants achieve zero level direct landfill waste.
SEP • Develops TOPAZ high-performance catalyst.
NOV ★ Daihatsu-Toyota begins production of Terios national car in Venezuela.
DEC ★ Concludes a joint venture contract with Perodua Auto Corporation for the establishment of a new holding company in Malaysia.
- 2002 JUL • Develops the world's first "Intelligent Catalyst."
AUG ★ Increases the investment in the joint venture company (PT. Astra Daihatsu Motor) in Indonesia, making it Daihatsu's subsidiary.
SEP • Commercializes the "Intelligent Catalyst."
OCT • Develops the world's first hybrid mini vehicle.
- 2003 JAN • The first hybrid fuel-cell mini vehicle, Move FCV-K-2, receives approval from the Minister of Land, Infrastructure, Transport and Tourism.
JAN ★ Concludes a technical license contract with Huali (China) for the production of Terios.
MAY • Kagami Plant specializing in general-purpose engines begins operation.
DEC ★ Daihatsu-Toyota begin marketing jointly developed vehicle in Indonesia.
- 2004 JUL • Commercializes the world's first "Catalyst Early Activation System."
SEP ★ Begins manufacturing Toyota Avanza in Malaysia.
NOV • Daihatsu-Toyota develops new water-based paint technology that reduces environmental impact substances jointly with Kansai Paint Co., Ltd.
NOV • Obtains approval for "Pedestrian Head Protection Standard" for the first time for mini vehicles.
NOV • Oita (Nakatsu) Plant of Daihatsu Shatai Co., Ltd. is completed and begins operation. < Photo 18 >



From 2005 ~

- 2005 FEB ★ Begins manufacturing Delta in Colombia.
MAY ★ Perodua begins selling Myvi national car.
SEP • Begins implementing the Daihatsu Cafe Project nationwide.
OCT • Develops "Super Intelligent Catalyst."
OCT ★ Concludes a technical license contract with China for small multi-purpose vehicle technology.
NOV ★ Increases the production capacity in Indonesia to 150,000 vehicles.
NOV • Develops a new engine for mini vehicles.
DEC • Expands the application of "Intelligent Catalyst" to the pharmaceutical product manufacturing field.
- 2006 FEB • Obtains type approval for Hijet Cargo Hybrid mini hybrid commercial vehicle.
APR • Terios receives the Red Dot Design Award.
MAY ★ Opening ceremony of body component manufacturing company in China is held.
JUN • Develops a new CVT for mini vehicles.
DEC ★ Announces new Terios SUV in Indonesia.
- 2007 JAN • Sonica receives the Director General Prize of Agency for Natural Resources and Energy in the 2006 Energy Conservation Grand Prize.
MAR • Establishes new Daihatsu Group philosophy on the occasion of the 100th anniversary.
MAY • Opens the "Humobility World" history museum.
MAY ★ Begins selling new Viva national car in Malaysia.
JUN ★ Begins selling new Xenia multi-purpose passenger car in China.
SEP • Develops fundamental technologies for Precious-Metal-free Liquid-feed Fuel Cells.
NOV ★ Begins marketing Gran Max small commercial vehicle in Indonesia.
DEC • Daihatsu Motor Kyushu Oita (Nakatsu) Plant No. 2 is completed.
- 2008 FEB ★ Begins exporting completed vehicles from Indonesia to Japan.
MAY ★ Begins marketing new Nautica 4WD national SUV in Malaysia.
AUG • Daihatsu Motor Kyushu Kurume Plant is completed.
SEP • Wind tunnel test facility is completed at the Shiga Technical Center.
- 2009 FEB ★ Announces Luxio small station wagon in Indonesia.
NOV ★ Begins selling new Alza national car in Malaysia.

Main products

- 2000 MAR • Introduces Opti Classic mini passenger vehicle.
MAR • Introduces Altis Luxury Sedan vehicle.
JUL • Introduces Atrai 7 small passenger vehicle.
AUG • Introduces YRV small passenger vehicle.
- 2001 JUL • Introduces Hijet Gran Cargo small commercial vehicle.
AUG • Begins marketing Mira Van Rotating Seat welfare vehicle.
SEP • Begins marketing Atrai Sloper and Mira Van Rotating Passenger Seat welfare vehicles.
SEP • Vehicle certified for ultra-low emissions is made available for the first time in the Hijet Cargo CNG mini vehicle lineup.
SEP • Altis luxury sedan undergoes full model change.
SEP • Begins marketing Atrai Sloper welfare vehicle.
OCT • Introduces Max mini passenger vehicle.
- 2002 JAN • Introduces Terios Lukia mini passenger vehicle.
JUN • Introduces Copen mini passenger vehicle. < Photo 19 >
AUG • Introduces Mira Gino 1000 small passenger vehicle.
OCT • Move mini passenger vehicle undergoes full model change.
DEC • Mira mini passenger vehicle undergoes full model change.
- 2003 NOV • Introduces Tanto mini passenger vehicle. < Photo 20 >
- 2004 JUN • Daihatsu-Toyota introduces jointly developed Boon (Toyota Passo) small passenger vehicle.
AUG • Introduces Move Latte mini passenger vehicle.
NOV • Mira Gino mini passenger vehicle undergoes full model change.
DEC • Hijet mini commercial vehicle undergoes full model change.



- 2005 MAY • Atrai Wagon mini passenger vehicle undergoes full model change.
AUG • Introduces Hijet Cargo Hybrid mini commercial vehicle.
AUG • Introduces Atrai Rear Seat Lift welfare vehicle.
NOV • Introduces Mira Self Matic, Atrai Sloper and Tanto Front Seat Lift welfare vehicles.
DEC • Introduces Esse mini passenger vehicle.
- 2006 JAN • Introduces Daihatsu Be-go (Toyota Rush) small passenger vehicle.
JAN • Altis luxury sedan undergoes full model change.
MAY • Introduces Coo small passenger vehicle.
JUN • Introduces Sonica mini passenger vehicle.
AUG • Introduces Tanto Sloper welfare vehicle.
OCT • Move mini passenger vehicle undergoes full model change.
DEC • Mira mini passenger vehicle undergoes full model change.
- 2007 DEC • Tanto and Tanto Custom mini passenger vehicles undergo full model change.
- 2008 MAY • Tanto Sloper welfare vehicle undergoes full model change.
AUG • Introduces Move Conte mini passenger vehicle.
SEP • Introduces Tanto Welcome Seat welfare vehicle.
DEC • Introduces Boon Luminas (Toyota Passo Sette) small passenger vehicle.
- 2009 AUG • Introduces Mira Cocoa mini passenger vehicle.
DEC • Introduces Tanto Exe mini passenger vehicle.

- 2000 MAY • Cumulative domestic sales of Mira series reaches 4 million vehicles.
- 2000 OCT • Cumulative sales of electric vehicles reaches 8,000 vehicles.
- 2001 MAY • Cumulative production of Move reaches a million vehicles.
- 2001 JUL • Cumulative domestic sales of Move reaches a million vehicles.
- 2002 JUN • Cumulative domestic sales of Mira reaches 4 million vehicles.

- 2005 SEP • Cumulative production of Mira series reaches 5 million vehicles.
- 2006 DEC • Cumulative production of Move reaches 2 million vehicles.
- 2007 FEB • Cumulative sales of Move reaches 2 million vehicles.
- 2009 JAN • Cumulative domestic sales of Mira series reaches 5 million vehicles.

Main events (Overseas events are marked with ★)

From 2010 ~

- 2011 JUN ★ Myvi undergoes full model change in Malaysia.
NOV ★ Xenia undergoes full model change in Indonesia.
- 2012 FEB • Begins implementing proof driving test of commercial electric cars.
FEB ★ Establishes production company for automatic transmission cars in Malaysia.
MAY • AFT, Daihatsu's joint venture for resin parts production, establishes a factory.
SEP • Daihatsu Kyushu expands the production capacity of Kurume factories.
SEP ★ Announces OEM to Toyota, and new co-operations in Indonesia.
DEC ★ Expands the production system in Malaysia.
DEC • Establishes the base of R&D in Kyushu.
- 2013 APR ★ Opening Ceremony of new Indonesia factory for manufacturing Ayla is held.
AUG ★ Expands engine production in Indonesia.
SEP ★ Introduces Ayla in Indonesia.
OCT • New Move introduction campaign wins Minister of Public Management Grand-prix in ACC CM Festival.
NOV • Holds groundbreaking ceremony for Kurume R&D Center.
NOV • Tanto/Tanto Custom wins 2013 Good Design Gold Award.
DEC • Introduces certification system of welfare vehicle shop, and improves the sales system.
- 2014 FEB ★ Starts exporting Toyota Agya to Philippines.
APR ★ Strengthens Engine Manufacturing Capability in Malaysia.
SEP ★ Begins Sales of New National Car Axia in Malaysia.
- 2015 JAN • Renews and Opens the "Humobility World" history museum.
JUN ★ Holds shipment ceremony of AT for China Tianjin FAW Xiali.
AUG • Holds opening ceremony of Daihatsu Group Kyushu Development Center.
★ Introduces next-generation engines for ASEAN.

From 2016 ~

- 2016 JAN • Toyota and Daihatsu strengthen small car operations through unified global strategy.
• Announces Daihatsu becomes a wholly-owned subsidiary of Toyota through a share exchange.
JUL • Daihatsu delists.
★ Begins sales of new A-segment sedan BEZZA in Malaysia.
AUG • Becomes a Wholly-Owned Subsidiary of Toyota Motor.
★ Launches new SIGRA multi-purpose passenger vehicle in Indonesia.
NOV ★ Launches a new version of commercial truck Hi-Max in Indonesia.
- 2017 JAN • Toyota and Daihatsu establish 'Emerging-market Compact Car Company' on January 1.
MAR • Adopts new group slogan "Light you up" to mark the 110th anniversary of its founding.
• Develops medium- and long-term management scenario D-Challenge 2025.
APR ★ Astra Daihatsu Motor holds grand opening Research & Development Center and 5 million units production achievement ceremony.
• Begins sponsorship at Tokyo Disneyland and Tokyo DisneySea.
MAY • Is selected to sponsor the Japan National Badminton and Para-Badminton Teams.
• Teams up with industry, government, academia and citizens to reduce accidents involving the elderly.
NOV • Develops Transportation support system for nursing home care facilities "Raku Pita pick up".
★ Myvi undergoes full model change in Malaysia.
★ Terios undergoes full model change in Indonesia.
- 2018 FEB • Develops a new voice recognition system for entering inspection results to optimize inspections and maintenance at its dealers.
★ Fully redesigns Sirion compact passenger car in Indonesia.
MAR • Undertakes nationwide expansion of its community-based projects, aimed at reducing the number of accidents involving the elderly.
SEP • Formulates "Daihatsu Group Environmental Action Plan 2030."
OCT • Starts sales of "Rakupita Sougei" day care facility pick-up and delivery support system.
DEC • Launches retrofit safety device that prevents sudden unintended accelerations caused by pedal misapplication.

Main products

- 2010 FEB • Boon small passenger vehicle undergoes full model change. < Photo ㉑ >
DEC • Move mini passenger vehicle undergoes full model change.
- 2011 SEP • Introduces Mira e:S mini passenger vehicle.
- 2013 APR • Introduces Mebius hybrid passenger vehicle. < Photo ㉒ >
OCT • Tanto mini passenger vehicle undergoes full model change. < Photo ㉓ >
DEC • Welfare vehicle Tanto Sloper, Tanto Welcome Seat and the Friendship series of undergo full model change.
- 2014 JUN • COPEN mini passenger vehicle undergoes full model change.
SEP • Hijet truck mini commercial vehicle undergoes full model change. < Photo ㉔ >
NOV • Launches Wake, a new mini passenger vehicle. < Photo ㉕ >
• Launches "COPEN XPLAY" mini convertible sports vehicle, the second of the two design models. < Photo ㉖ >
- DEC • Move mini passenger vehicle undergoes full model change. < Photo ㉗ >
• Move Front Seat Lift Welfare vehicle undergoes full model change.



- 2015 JUN • Launches the COPEN Cero mini passenger vehicle, the 3rd COPEN Design. < Photo ㉘ >
SEP • Launches new mini passenger vehicle CAST. < Photo ㉙ >
- 2016 APR • Boon small passenger vehicle undergoes full model change. < Photo ㉚ >
JUN • Releases Hijet Caddie, a new mini commercial vehicle. < Photo ㉛ >
SEP • Releases new Move Canbus mini passenger vehicle. < Photo ㉜ >
NOV • Releases new Thor and Thor Custom, compact passenger vehicle. < Photo ㉝ >
- 2017 MAR • Earns Advanced Safety Vehicle Plus-Plus (ASV++) rating, JNCAP's highest grade in the preventative safety performance assessment.
MAY • Mira e:S mini passenger vehicle undergoes full model change. < Photo ㉞ >
JUL • Altis luxury hybrid sedan undergoes full model change. < Photo ㉟ >
- 2018 JUN • Launches new mini passenger vehicle Mira TOCOT. < Photo ㊱ >



- 2010 JUN • Cumulative production of automobiles reaches 30 million vehicles.
- 2011 SEP • Cumulative production of Tanto reaches a million vehicles.
- 2011 SEP • Cumulative domestic sales of Tanto reaches a million vehicles.
- 2012 NOV • Cumulative production of Move series reaches 3 million vehicles.
- 2012 DEC • Cumulative production of Mira series reaches 6 million vehicles.
- 2013 FEB • Cumulative domestic sales of Move series reaches 3 million vehicles.
- 2013 MAR • Cumulative production in Indonesia reaches 3 million vehicles.

- 2015 FEB • Cumulative production in Indonesia reaches 4 million vehicles.
- 2016 FEB • Cumulative domestic sales of Mira series reaches 6 million vehicles.
- 2017 APR • Cumulative production in Indonesia reaches 5 million vehicles.
- 2017 OCT • Cumulative sales for the Tanto reaches 2 million units.

Main events (Overseas events are marked with ★)

From 2019 ~

- 2019 JAN ★ Launches new-model SUV "ARUZ" in Malaysia.
 FEB • Expands models equipped with "Tsukutsuku Boshi" retrofit safety device.
 JUN • Announces new technology DNGA.
 OCT • Launches "Daihatsu Connect" in second round of DNGA products, to provide connected peace of mind.
- 2020 MAY • Rocky Compact SUV receives the highest five-star rating on the JNCAP collision safety performance evaluation.
 SEP • Accelerates initiatives for becoming a company that encourages the participation of a diverse workforce - Open recruitment of people for side jobs in new business fields centered on MaaS -
- 2021 MAR ★ Launches first DNGA product for overseas, a new compact SUV named Ativa, in Malaysia.
 MAR • Nationwide rollout of the initiative for mobility service - Start of on-demand shared ride pick-up and drop-off service in Goto City, Nagasaki Prefecture.
 APR • Suzuki, Subaru, Daihatsu, Toyota and Mazda reach agreement on joint development of technical specifications for next-generation vehicle communications devices.
 APR ★ Launches a new compact SUV called Rocky in Indonesia.
 JUL • Suzuki and Daihatsu join the Commercial Japan Partnership project for dissemination of CASE technologies in mini-commercial vehicles.
 OCT • Hijet, a commercial vehicle, wins the Good Design Award and Long Life Design Award in 2021.
 NOV ★ Xenia, B-segment compact car, undergoes a full model change and was released in Indonesia.
 DEC • Local technological development of renewable energy (methane production) is adopted as NEDO.

From 2022 ~

- 2022 APR • Launches "Goissho" shared nursing care transportation service.
 JUL • Suzuki, Daihatsu, Toyota and CJPT (Commercial Japan Partnership Technologies Corporation) announce the introduction of commercial lightweight electric vans in fiscal 2023.
 JUL • Six private companies establish the Research Association of Biomass Innovation for Next Generation Automobile Fuels and started research on bioethanol fuel production toward realizing carbon neutral society.
 JUL ★ Launches the completely redesigned ALZA in Malaysia.
 SEP • Launches the Nibako all-in-one mobile sales package.
 OCT • Updates Kyoto (Oyamazaki) Plant toward carbon neutrality to advance SSC and start of full-scale operation as an environmentally- and people-friendly plant.
- 2023 JAN • Formulates DX Vision for accelerating human resource development and work-style reforms to provide customers with new value.
 FEB ★ Launches an A-segment category national car in Malaysia, the first completely redesigned model of the AXIA five-seated compact passenger vehicle in nine years.
 MAR ★ Launches the new Ayla model, a completely redesigned five-seated compact hatchback, in Indonesia to meet Indonesia's LCGC eco-car standard.
 MAR • Verifies autonomous vehicle mobility service in Kobe City toward resolving the labor shortages in the local transportation services.

Main products

- 2019 JUL • Tanto mini passenger vehicle undergoes full model change. <Photo ⑳ >
 SEP • Releases COPEN mini passenger vehicle, the 4th model "GR SPORT". <Photo ㉘ >
 NOV • Releases Rocky, small passenger vehicle. <Photo ㉙ >
- 2020 JUN • Releases Taft, mini passenger vehicle. <Photo ㉚ >
 JUN • Releases, Gran Max Cargo and Gran Max Truck Small Commercial Vehicle. <Photo ㉛ ㉜ >
- 2021 JUN • Releases Welfare vehicle "Thor Seat Lift" (elevating seat car). <Photo ㉝ >
 NOV • Newly developed e-SMART HYBRID and installed it in the Rocky. <Photo ㉞ >
 DEC • Releases full model change of Hijet Cargo and Atley used as a commercial vehicle and a specially-equipped welfare vehicle based on these two models. <Photo ㉟ ㊱ ㊲ >



- 2022 JUL • Releases the completely redesigned Move Canbus mini passenger car. <Photo ㉞ >
 OCT • Releases the new Tanto Custom, a lightweight passenger car evolved to be a quality-oriented vehicle with impressive styling, alongside the Tanto Fun Cross, an outdoor model for the new age. <Photo ㊱ ㊲ >



Origins of vehicle names

Vehicle name	Release date of 1st-generation model	Meaning/origin
Mira	—	The word "mira" means "envy" in Italian.
Mira e:S	2011.9	"e:S" is a combination of the English words, "eco (ecology, economy)" and "smart."
Mira TOCOT	2018.6	The name "TOCOT" stems from the distinctive characteristics of the new model: "TO Character(expressing one's unique character), "TO Comfortableness(ease of driving, and safety and peace of mind)," and TO Convenience(easy of use)"
Move	—	The name derived from the English word. It reflects Daihatsu's desire that the car will give new emotional excitement to the drivers and "move" up the value of the car.
Move Canbus	2016.9	Canvas. Express anything + Depending on the design like a mini bus, expression of a car that can expand the possibilities of living.
Tanto	2003.11	"Tanto" means "so much" and "a lot of" in Italian. The name is imbued with Daihatsu's desire that the car will bring a lot of happiness.
Tanto FunCross	2022.10	The name that combines "fun" and "cross" is imbued with Daihatsu's desire that the car will bring active lifestyles to users by delivering extraordinary pleasant times.
HIJET	1960.11	"Hijet" is a name created by Daihatsu. The car offers higher performance than the Midget.
ATRAI	1999.6	"Atrai" is a coined word deriving from the French word "attrait" (meaning appeal, attraction, etc.).
Altis	2000.3	Coined word deriving from the English word "altitude" meaning "high level or rank," indicating that the car is Daihatsu's high-end model.
Boon	2004.6	The name derived from the English word "boon" meaning "merry." The name was inspired by the sound that small children make when imitating the sound produced by an automobile.
COPEN	2002.6	(1st-generation model) COPEN is a combination of the English words, "Compact Open Car." (2nd-generation model) COPEN is a combination of the English words, "Community of OPEN car life."
Thor	2016.11	In addition to the meaning "buddies that are powerfully dependable" from the thunder god Thor of the Nordic mythology, expressing that TALL = "taller" is a tone wagon of the new genre with the same sound.
Rocky	2019.11	Just as rocks are polished by flowing rivers, this name was chosen to express an image of being refined even while possessing great power.
Taft	2020.06	TAFT is an acronym of "Tough & Almighty Fun Tool"

Other vehicle names

Vehicle name	Release date of 1st-generation model	Meaning/origin
Bee	1951.10	The name derived from the English word "bee."
Midget	1957.8	The name derived from the English word "midget" meaning "very small."
Compagno	1963.5	The name derived from the Italian word meaning "companion," "partner," etc.
Fellow	1966.11	The name derived from the English word meaning "a companion, associate, etc."
Consorte	1969.4	The name derived from the Italian word meaning "consort."
Delta	1970.10	Greek pronunciation of "D" in "Daihatsu."
Taft(Old)	1974.8	Coined word that stands for Tough Almighty Four-wheel Touring vehicle.
Charmant	1974.11	The name derived from the French word meaning "charming."
Charade	1977.11	The name derived from the English word "charade."
Mira	1980.6	"Mira" means "envy" in Italian.
Cuore	1980.7	The name derived from the Italian word meaning "heart."
Rugger	1984.5	The name derived from the English word "rugger." It was inspired by powerful, quick and agile movement of a rugby player.
Leeza	1986.12	Coined word. It suggests Daihatsu's desire that the car will be an attractive vehicle loved by many people, just like the painting of Mona Lisa.
Applause	1989.7	The name derived from the English word "applause" meaning "marked commendation" and "acclaim."
Rocky(Old)	1990.6	The name was inspired from the area from Rocky Mountains to the west coast of the United States.
Opti	1992.1	Coined word combining the English words "optimum" and "optimistic." It means that the car has an insight for the bright and promising future.
Minisway	1995.5	The name means that the car will sway the trend of electric vehicles toward "mini vehicles."
Move	1995.8	The name derived from the English word. It reflects Daihatsu's desire that the car will give new emotional excitement to the drivers and "move" up the value of the car.
Pyzar	1996.8	Coined word deriving from the word "Paizah," a gate pass to the Silk Road during the Mongol Empire Period.
Terios	1997.4	Coined word deriving from an ancient Greek word meaning "making wishes come true"
Storia	1998.2	The name derived from the Italian word meaning "story." The name is instilled with the expectation that a new story of small cars starts with this car.
Terios Kid	1998.10	The name is a combination of a coined word deriving from an ancient Greek word "Terios" meaning "making wishes come true" and the English word "kid" suggesting "youthfulness."
Naked	1999.11	The name derived from the English word meaning "plain" and "without disguises." It implies that the car is an unadulterated base vehicle waiting to be embellished.
Atrai 7	2000.7	The name indicates that it is an Atrai model with seats for seven persons.
YRV	2000.8	The name is made up of the first letters of the English words, "Youthful style," "Robust body" and "Vivid performance."
Hijet Gran Cargo	2001.7	The name indicates that the vehicle is a larger (= Grand) Hijet Cargo model.
Max	2001.11	The name derived from the English word "maximum." It expresses that the vehicle is packed with maximum fun and pleasure.
Esse	2005.12	The name derived from the English word "essence." It implies that the car pursues the "essence" of mini vehicles.
Be-go	2006.1	"Be-go" expresses a transition from "Be" to "Go." The name suggests the car's active image that may bring a change to the driver's lifestyle or attitude.
Coo	2006.5	The name derived from the English word "cool" meaning "stylish" and "pleasing." It also suggests the sound of the Japanese character meaning "sky," "spaciousness," etc.
Sonica	2006.6	Coined word deriving from and inspired by "sonic speed" and "soaring and nimble car."
Move Conte	2008.8	"Conte" is a Japanese-style abbreviation for the English word "continuity." It expresses the potential of the car to let its owner enjoy his/her unique lifestyle. It also means "comfortable interior" as the car aims to provide the highest comfort to the people riding in the car.
Boon Luminas	2008.12	Coined word deriving from the combination of the English words "luminous" and "roomy." It suggests that the car will bring a new, bright future to the people who ride in it.
Mira Cocoa	2009.8	The name expresses the relaxing feeling while drinking cocoa.
Tanto Exe	2009.12	"Exe" means "exceed x excellent ecology," "emotional x elegant design" and "executive space." The name expresses the vehicle's excellent environmental performance, superb style that appeals to mature adults, high quality and comfort.
MEBIUS	2013.4	Möbius means "Möbius strip" in German and symbolizes eternity. The name represents sustainability, high mileage and roomy interior. The name, Möbius, means the car that can run as far as you want.
Wake	2014.11	Deriving from English verb wake, this name expresses "a car that provokes a feeling of excitement"
CAST	2015.9	The name derived from "cast" of drama. It reflects Daihatsu's desire that the car will work as a cast to enrich the life styles of drivers.
HIJET Caddie	2016.6	Caddie means "person who takes care of and helps people" and "person who works in delivery business". It reflects Daihatsu's desire that the car will be a good assistant and a reliable partner.

Product line-up

■ Main domestic sales models



Move Canbus



Tanto



Mira e:S



COPEN



Taft



Thor



Rocky



HIJET Truck



HIJET Cargo



ATRAI



Gran Max Cargo

Welfare vehicles



Tanto Sloper



Tanto Welcome Turn Seat



Tanto Welcome Seat Lift



Hijet multipurpose dump truck



ATRAI Deck Van

Specially equipped vehicles

■ Main overseas sales models

● Indonesia



Ayla



XENIA



SIGRA



Terios



Sirion



Gran Max Van



Gran Max Pickup



Rocky

● Malaysia



Myvi



Alza



Axia



BEZZA



ARUZ



Ativa