



DAIHATSU



July 4, 2014

Daihatsu Tanto Mini Passenger Car Achieves Top Rank in New Vehicle Unit Sales in First Half of 2014

Daihatsu Motor Co., Ltd. ("Daihatsu") is pleased to announce that its Tanto mini passenger car achieved top rank in new vehicle unit sales including registered car in the first half of 2014 (from January to June), with 135,688 units sold.*¹

The new Tanto launched in October 2013 has gained popularity with a wide range of customers, mainly for its fuel efficiency of 28km/L and basic performance and safety that will even satisfy registered car users, in addition to features unique to the Tanto, including unparalleled ease of use marking a further evolution in usability for the Miracle Open Door unique to the category and a class-leading feel of vast spaciousness in the mini vehicle category.*² Since the launch of the first-generation Tanto in 2003, the Tanto has recorded total unit sales exceeding 1.45 million and average monthly sales of more than 10,000 units.

This is the first time a Daihatsu vehicle has achieved the top rank in first-half new vehicle unit sales including registered car.*³ The Move*² and Mira achieved the top rank in annual mini passenger car sales (units sold) in 2003 and 2012 respectively.



Tanto



Tanto Custom

*1: Based on Daihatsu research using data published by Japan Automobile Dealers Association and Japan Light Motor Vehicle and Motorcycle Association

*2: Based on Daihatsu research

*3: Since 2006 when Japan Mini Vehicle Association records began

Based on Daihatsu research using data published by Japan Automobile Dealers Association and Japan Light Motor Vehicle and Motorcycle Association