



DAIHATSU



December 12 2014

(1/2)

Daihatsu Mini Welfare Vehicle

**Full Redesign of the Move Front Seat Lift
– Introducing New Custom and Turbo Models,
with Upgraded Lift Mechanism –**



Move Front Seat Lift Custom X “SA”



Move Front Seat Lift X Turbo “SA”

Daihatsu Motor Co. Ltd. (“Daihatsu”) has fully redesigned the “Move Front Seat Lift,” part of the Friendship Series of welfare vehicles, and will commence sales nationwide on December 12, at the same time as the Move and Move Custom.

Sales of light welfare vehicles are on the increase, in recognition of their compact body size, which makes them easy to use, their affordability and their convenience. Daihatsu in particular has established an outstanding reputation amongst its customers, reflected by the fact that its Friendship Series has around a 50% share of the mini welfare vehicle market*¹.

As part of this upgrade, Daihatsu has added a custom grade and turbo vehicles to its Move Front Seat Lift range for the first time, to cater to a wider range of needs, including an increasing number of downsizers switching from registered cars. It is also offering the same extensive selection of color variations at the Move, with 21 colors in total.

The seat lift has also been upgraded, by increasing legroom and raising the height of the opening when lifting, as well as shortening lifting time. The result is improved ease of assistance and comfort for customers. Prices have been revised too, with the entry level model priced ¥40,000 lower than previously to make vehicles even more affordable.

*1: Figures for the first half of fiscal 2014 (based on Daihatsu data)

Outline

Custom grade and turbo engine added for Front Seat Lift models, with improved welfare features

◇Wide range of grades and color variations

Daihatsu has introduced new custom grades and turbo engines, to cater to downsizers and a wide range of other needs. It is also offering seat lift models with two-tone color designs for the first time (same as the Move, 21 colors in total).

◇Improved welfare features

The seat lift unit has been upgraded to increase legroom, raise the height of the opening when lifting, and improve comfort. By reducing the maximum protrusion of the seat, Daihatsu has also reduced lifting time and improved ease of assistance.

◇Affordable pricing

The price of the entry level grade has been reduced by ¥40,000, bringing the additional premium on top of the base model price (including tax) to a more affordable level of under ¥140,000^{*2}.

*2: Difference between base model price (including tax) and tax-exempt seat lift model

Sales Outline

Monthly sales target: 200 vehicles

Manufacturer's Recommended Retail Prices

Move Front Seat Lift (exempt from consumption tax)

Grade	Engine	Transmission	Idling-stop	Smart Assist	Drive	Price (yen)	Tax status
L	NA ^{*3}	CVT	Y	-	2WD	1,270,000	Exempt ^{*5}
L "SA"				Y	2WD	1,320,000	
					4WD	1,435,000	
X "SA"				Y	2WD	1,430,000	
					4WD	1,545,000	
☆ X Turbo "SA"	TC ^{*4}			Y	2WD	1,490,000	
☆ Custom X "SA"	NA			Y	2WD	1,570,000	

*3: NA: Naturally aspirated engine

☆: Photo included

*4: TC: Turbo charger engine

*5: Eligibility for tax exemption is determined based on actual figures at time of inspection (dimensions, weight).

©Prices do not include recycling charges.