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Orders Ramping Up for New Daihatsu Move Mini Passenger Car
- Orders total approx. 24,000 units, twice the amount of the monthly sales target -

Daihatsu Motor Co., Ltd. (“Daihatsu”) announced that orders for its new Move mini passenger car, which was released on December 12, 2014, rose to approximately 24,000 units within one month of its release (as of January 11). This is twice the amount of the monthly sales target, and represents an encouraging trend for the initial launch phase.

The Move is one of Daihatsu’s mainstay models, and it has stood at the forefront of the mini vehicle market since it was launched in 1995. Seeking to realize the concept of the best compact vehicle of the next generation, the Move recently underwent a full model redesign in an effort to further enhance the basics of mini vehicles, such as by adopting a high level of basic performance in the form of a newly developed body frame structure and a wide range of cutting-edge technologies used for the first time in a mini vehicle. True to the mainstream of mini vehicles, the Move consumes little fuel and is offered at an affordable price.

Overview of Orders

1. Number of units ordered

| Units ordered (through Jan.11) | (Reference) Monthly sales target |
|--------------------------------|----------------------------------|
| Approx. 24,000 units | 12,000 units |

- The vehicle has become popular among a broad range of customers of all ages and genders.

2. Main points of appeal among customers.

- High level of basic performance for a comfortable and safe driving experience
- New design that embodies power and high quality
- New function added to the Smart Assist safety system that prevents excessive acceleration when the car is in reverse
- A color TFT multi-information display installed for the first time in a mini vehicles^{*1}, as well as other types of equipment that offer advanced technology and comfort

*1: Based on Daihatsu data as of December, 2014