



DAIHATSU



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Daihatsu Launches New KOTODUKURI Initiative to Mark the 15th Anniversary of its Copen Mini Convertible Sports Vehicle
Stargazing event to be held in Okayama Prefecture in October 2017

LOVE LOCAL by DAIHATSU



LOVE LOCAL by DAIHATSU Logo

From left: Copen Cero, Copen Robe, and Copen XPLAY

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) today announced a new initiative, entitled “Love Local by Daihatsu,” to mark the 15th anniversary of the launch of its Copen mini convertible sports car on June 19, 2002, and the 3rd anniversary of the car’s complete redesign on June 19, 2014. A stargazing event will form the focus of the new initiative, and be held in Bisei Town, Ibara City, Okayama Prefecture, on October 14. The announcement was made on the dedicated Copen website: <https://copen.jp>.

In March 2017, Daihatsu updated its slogan to “Light you up,” with the aim of promoting its business through MONODUKURI and KOTODUKURI activities and evolving the Daihatsu brand. Love Local by Daihatsu is part of the company’s KOTODUKURI activities, which seek to increase points of contact with customers and local communities. An evolution of the 2014 Panorama Drive with Achimura, at which 100 Copen owners were invited to stargaze at Achi Village in Nagano Prefecture, Love Local by Daihatsu will enable 200 Copen owners to interact with each other and experience a sense of unity under a star-filled sky. Further details of the event are scheduled to be announced on the dedicated Copen website on July 7, and applications for participation will be accepted on the same day.

Previously, Daihatsu had engaged in activities aimed at increasing Daihatsu fans via regional Love Local by Copen events. Since last year, however, the company has expanded the scope of its activities to include owners of all Daihatsu vehicles, under the new title of Love Local by Daihatsu. These latter events are being promoted both by Daihatsu and Daihatsu sales companies.

Going forwards, Daihatsu intends to proactively implement regional fan interaction events not only for Copen owners but for owners of all Daihatsu vehicles.