

September 10, 2020
Daihatsu Motor Co., Ltd.

**Daihatsu 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 -**

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) is currently promoting work style reforms for the employment, development, and participation of a diverse workforce. Together with work style transformation such as teleworking, Daihatsu is encouraging changes in the mindsets and actions of employees through active interaction with external parties. This time, as part of work style reforms, Daihatsu is embarking on a new initiative that allows outstanding people outside the company to take on side jobs in Daihatsu. Recruitment will first start in new business fields centered on Mobility as a Service (MaaS) for which future growth is expected and will commence today through Daihatsu’s own dedicated page on the job search website BizReach.

The automotive industry is entering what is widely regarded as a once-in-a-century period of major change. At Daihatsu, securing human resources with sophisticated knowledge and experience is becoming an issue especially in the creation of businesses in new fields such as MaaS. At the same time, at approximately 80%, there is a high proportion of people who hope to undertake side jobs in the future. Specifically, research*1 shows that approximately 50% of the market consists of people who are thinking about side jobs because of reasons such as increase in free time due to the COVID-19 pandemic. Amid promoting work style reforms, Daihatsu is offering opportunities that allow outstanding people to participate in the form of side jobs as an unprecedented method of flexible human resource utilization. This will first that the form of encouraging the creation and growth of new businesses centered on the field of MaaS which is based on the principle of being community-based and regional development.

This time, recruitment*2 will be for side jobs that require people to work around one day per week. Recruitment will not be limited to specific regions as people are expected to work remotely, going to offices around once each month. The contract period is three months and may be extended to around six months to a year depending on the specifics of each project. In addition to widely recruiting people who can apply their knowledge and experience to proposing plans and providing advice for side jobs in departments promoting MaaS-related businesses, going forward, Daihatsu will also consider recruitment in fields other than MaaS.

Based on its “Light you up” approach, going forward Daihatsu will continue to implement a variety of innovative personnel systems, with the goal of realizing diverse work styles and becoming a company that encourages the participation of a diverse workforce.

URL to Daihatsu’s recruitment page for side jobs (dedicated page within job search website BizReach)
<https://www.bizreach.jp/job-feed/public-advertising/0vb6iku/>

*1 Source: Survey conducted by BizReach, Inc. for BizReach members regarding change in work style (side jobs) associated with the spread of COVID-19 (survey period: June 15 to 21, 2020; number of responses: approximately 1,700)

*2 Please refer to the website above for details of the system, recruitment requirements, conditions, and other details.