

Daihatsu and Toyota Announce New Cooperative Business in Indonesia

**– Innovative, New Compact Daihatsu and Toyota Models to Open New Market–
–Daihatsu to Supply Toyota Under OEM Arrangement–**

Daihatsu Motor Co., Ltd. (Daihatsu) and Toyota Motor Corporation (Toyota) announce a new cooperative business in Indonesia, under which the two companies are to respectively market a new Daihatsu-brand and Toyota-brand compact car there. The Daihatsu “Ayla” and Toyota “Agya” have been designed in consideration of the Low Cost Green Car (LCGC) policy, which is currently under Indonesian government review. Daihatsu is to supply Toyota with the Agya under an OEM arrangement.



Daihatsu Ayla



Toyota Agya

Vehicle planning and development is to be carried out by Daihatsu, while production is to take place at the new Suryacipta, Indonesia factory of P.T. Astra Daihatsu Motor, an Indonesian subsidiary of Daihatsu. Both the vehicles are planned for display at the Indonesia International Motor Show (September 20-30, 2012) as models planned for sale in Indonesia.

As ASEAN countries increase their importance as core markets for growth, Indonesia, with its continuous high growth, is an extremely important market for Daihatsu and Toyota. Since the start of production in Indonesia in 1968 for Daihatsu and 1971 for Toyota, both companies have leveraged their strengths to deliver optimum vehicles such as the Daihatsu “Xenia”, Toyota “Avanza”, Daihatsu “Terios” and Toyota “Rush” to consumers in Indonesia, as well as continuing to contribute to motorization and the development of the automobile industry.

The two new vehicles are based on the expertise cultivated for the Daihatsu “Mira e:S” —representing part of Daihatsu’s efforts in making fuel-efficient, affordable, compact cars. The vehicles are a thorough exploration of Indonesian needs, based on a development structure planned with the participation of Astra Daihatsu Motor. The Daihatsu Ayla and Toyota Agya —cars for Indonesia, from Indonesia and a perfect fit for Indonesia—deliver affordability and fuel efficiency to satisfy more consumers.

Through the introduction of new vehicles, Daihatsu and Toyota aim to create a new market for a family car (1,000 cc) directed at entry-level users in the Indonesian market where multi-purpose vehicles are the mainstream.

Main Features of the Daihatsu Ayla and Toyota Agya

- Based on the “No. 1 design quality” concept that maximizes component potential, the vehicles deliver fuel efficiency and affordability through thorough weight reduction and maximized energy efficiency achieved by refining fundamental technologies.
- With a new platform that implements a long wheelbase, the generously proportioned luggage space combines with a roomy interior sturdy enough to carry five adults.
- The vehicles feature dynamic and elegant styling produced by Indonesian designers
- In addition to a compact and easy-to-drive body, the vehicle has a ground clearance enabling driving on uneven road surfaces and in flooded conditions, and a turning radius enabling easy maneuverability on narrow roads.

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