



Press Information

Ceria

11th GAIKINDO AUTO EXPO
JAKARTA
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Ceria, A Compact Car, Today's Driving Solution

These days, urban traffic density and pollution are a daily hazard. It is a situation which has triggered the development by almost all car manufacturers worldwide of compact cars, as a concrete answer to the need for efficient and environmentally friendly vehicles, while still maintaining the comfort and safety of passengers. In Japan, this trend towards compact cars has shown a continuous rapid development since the beginning of 1990, with sales of 15.6% of the market, a figure which reached 30.1% (1,281,265 units) of the total sales of passenger cars in 2000.

From the outset, Daihatsu has consistently shown its capability to create compact cars, and it is currently still working to produce high-tech compact cars, such as Atrai and YRV. Its worldwide slogan "We make it Compact" is indeed no unsubstantiated claim.

PT Astra Daihatsu Motor, has also taken part in the development and marketing of compact cars since the first introduction of the popular versions so well-known to the public, such as Charade and Hijet. In view of the customers' enthusiasm and their purchasing potential for compact cars in Indonesia, PT Astra Daihatsu Motor wishes to introduce Daihatsu Ceria.

Daihatsu Ceria is superior to other cars from so many aspects, especially in catering to the demands of Indonesian people for efficient, easy-to-handle, multi-purpose, low maintenance and safe vehicles at affordable prices. The Ceria is also about to make its appearance with its sporty style and practical features and equipment.

Ideal Appearance

The lines of the Ceria's body - combining in a flowing style partly straight and partly curving - reflect the fascination aroused by a sporty compact car. Every angle makes the Ceria look charming with a variety of selective and trendy colours. The large front bumper matched with chromed grilles (type KX) and large trapezoidal headlamps impart a special character to the Ceria.

The rear appearance with hatchback door and smooth curves, matched with imposingly large combination tail lights, make it even more stylish.

A Compact But Spacious Interior

The passenger compartment has been designed with care and efficiency to provide a compact interior - without sacrificing spaciousness - for 5 adult passengers, with their luggage in the boot. In addition, the ergonomic design and highly visible positioning of the buttons and instruments ensure the driver's convenience and comfort while he is driving.

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Efficient and Powerful Engine

The Ceria is fitted with the Daihatsu 850-cc engine which is powerful yet incredibly fuel efficient at all speeds and in all driving conditions. On urban roads and motorways, even when using AC, the Ceria's engine is capable of optimum performance. Fuel consumption can be reduced to much lower level, indicating an unusually high degree of engine efficiency. This engine is also fitted with an automatic choke, which makes it easy to start even when it is cold.

Comfortable and Safe

The Ceria has the body structure of modern monocoque saloons; this determines its optimum body strength and quality. The Ceria also uses an independent suspension system with coil springs on its four wheels, a long wheelbase, and stabilisers on its front wheels, which ensure easy and safe manoeuvrability on the road, as well as in the confined area of a car park.

A Wide Choice

As a compact car, the Ceria has truly been designed to give maximum mobility to all active customers at every level of society who require a high degree of efficiency. For this purpose, various versions of the Ceria models are available, such as KX or deluxe versions, the latter having an elegant appearance with chromed grilles and Airconditioner, radio, tape, electric windows, fog lamps, rear end spoiler, rear wiper, etc. The KL or standard versions are practical and dynamic. Both versions, KX and KL, are available in a choice of 4 trendy colours.

Quality Products

The Ceria is manufactured in Daihatsu's modern plant in Indonesia in accordance with the world technology standard, with strict quality control, and is fitted with the latest features and equipment, which ensure the high quality and durability of the product. Driving the Ceria will always make you "ceria" (happy) every time.

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Technical Data

Dimension

Overall length		mm	3395
Overall width		mm	1395
Overall height		mm	1415
Wheelbase		mm	2280
Track	Front	mm	1215
	Rear	mm	1205

Weight

Kerb weight	KX	kg	695
	KL	kg	660
Gross vehicle weight		kg	1040
Seating capacity			5

Performance

Minimum turning radius		m	4,4
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Engine

Type			ED-10, petrol, water-cooled, 4 cycle
Displacement		cc	847
Number of cylinders			In-line 3-cylinder
Valve mechanism			SOHC
Bore & stroke		mm	66,6 × 81,0
Compression ratio			9,5 : 1
Maximum output		PS/rpm	37/5500
Maximum torque		kg-m/rpm	6,4/3200
Fuel system			Carburettor
Ignition system			CDI
Fuel			Petrol
Fuel tank capacity		Litre	32

Transmission

Type			Forward 5-speed manual
Gear			Gear 1: 3,500
			Gear 2: 2,111
			Gear 3: 1,392
			Gear 4: 0,971
			Gear 5: 0,794
			Reverse: 3,538
Final reduction gear ratio			4,473

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Steering system

Type Rack & Pinion

Brakes

Front	Disk
Rear	Drums, Leading & Trailing
Parking	Mechanically operating on rear wheels

Suspension

Front	MacPherson struts with coil springs and stabilisers
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Rear	Semi trailing, independent coil springs
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Tyres 155/70R12