

■ Message from the President

Moving toward the Future

- For the Next Generation -

I believe that the mission of an automobile manufacturer is to produce appealing vehicles. I also believe that the “Environment” is the most important issue we face if cars are to continue to provide their many benefits. Small and light compact cars are by their nature energy-efficient and conserve both resources and space, so they cause comparatively little environmental impact.

We will continue to build appealing vehicles that combine environmental functionality with the pleasure and convenience of compact size.

The challenge of “creating efficient vehicles combining motoring ideals with practicality” is the Daihatsu tradition, and will continue to be our future mission.

We will continue to pursue the corporate activities that have made us the most environmentally friendly vehicle manufacturer at every stage of the vehicle lifecycle, from development through procurement, production, sales, and recycling.



Teruyuki Minoura
President, Daihatsu Motor Co., Ltd.
Chairman, the Daihatsu Environmental Committee

The Shiga (Ryuo) Plant, winner of the 2004 Minister of Economy,
Trade and Industry Green Production Facility Prize.