

FY2010 First Quarter

(April 1, 2009 through June 30, 2009)

Financial Results

August 3, 2009

DAIHATSU MOTOR CO.,LTD.



Please Bear in Mind ...

The financial forecasts detailed in this presentation for Daihatsu, its subsidiaries and affiliates are based on information at hand and as interpreted by Daihatsu. Actual results may differ significantly from the forecasts due to the realization of various risks and uncertain factors such as changing economic trends, market demand, exchange rates, taxation systems and other relevant factors.

We ask that investors make their final decisions on investment after taking into consideration the above point. Please do not make investment decisions based solely on the information presented herein.

Consolidated Financial Statement Highlights for FY2010 Q1 (April 2009 through June 2009)

Overall business performance

- Both revenue and profit decreased
- Amendments have been made to the forecasts for financial results during the first half of FY2010

Japan

- Mini vehicle market: 370,000 units (-16% from previous year)
- Daihatsu: 132,000 units (-14% from previous year);
Market share: 35.7% (+0.8)

Overseas

- Indonesia: Sales of the Xenia has been steady thanks to various product promotions
- Malaysia: The downturn in the automobile market has leveled off;
Sales of the Myvi and Viva have been steady
- Exports of CBUs: Initiatives have been taken that prioritize the securing of profit

Overview (consolidated unit sales)

(Unit: 1,000 units)

	FY2010 Q1 (Apr 1 – Jun 30 '09)	FY2009 Q1 (Apr 1 – Jun 30 '08)	Increase/ Decrease (%)
Japan	127	145	- 12.7
(mini vehicles)	(125)	(144)	(- 12.9)
Overseas	64	99	- 36.0
Total Daihatsu vehicles	190	245	- 22.2
Outsourced vehicles to Daihatsu and OEM vehicles (Japan)	55	71	- 22.2
Outsourced vehicles to Daihatsu and OEM vehicles (overseas)	36	39	- 7.7
Total outsourced and OEM vehicles	91	110	- 17.0
Total	281	354	- 20.6
Engine production outsourced to Daihatsu	119	103	+ 16.3

Overview (consolidated net sales and income)

(Unit: billion yen; () indicates YoY difference)

	FY2010 Q1 (Apr 1 – Jun 30 '09)	FY2009 Q1 (Apr 1 – Jun 30 '08)	Increase/ Decrease (%)
Net sales	(- 90.1) 355.7	445.8	- 20.2
Operating income	(- 13.4) 4.9	18.4	- 73.0
Income before extraordinary items, income taxes and minority interests	(- 14.2) 7.1	21.4	- 66.8
Extraordinary loss	(+ 1.0) 1.0	-	-
Net income	(- 8.0) 3.5	11.6	- 69.4

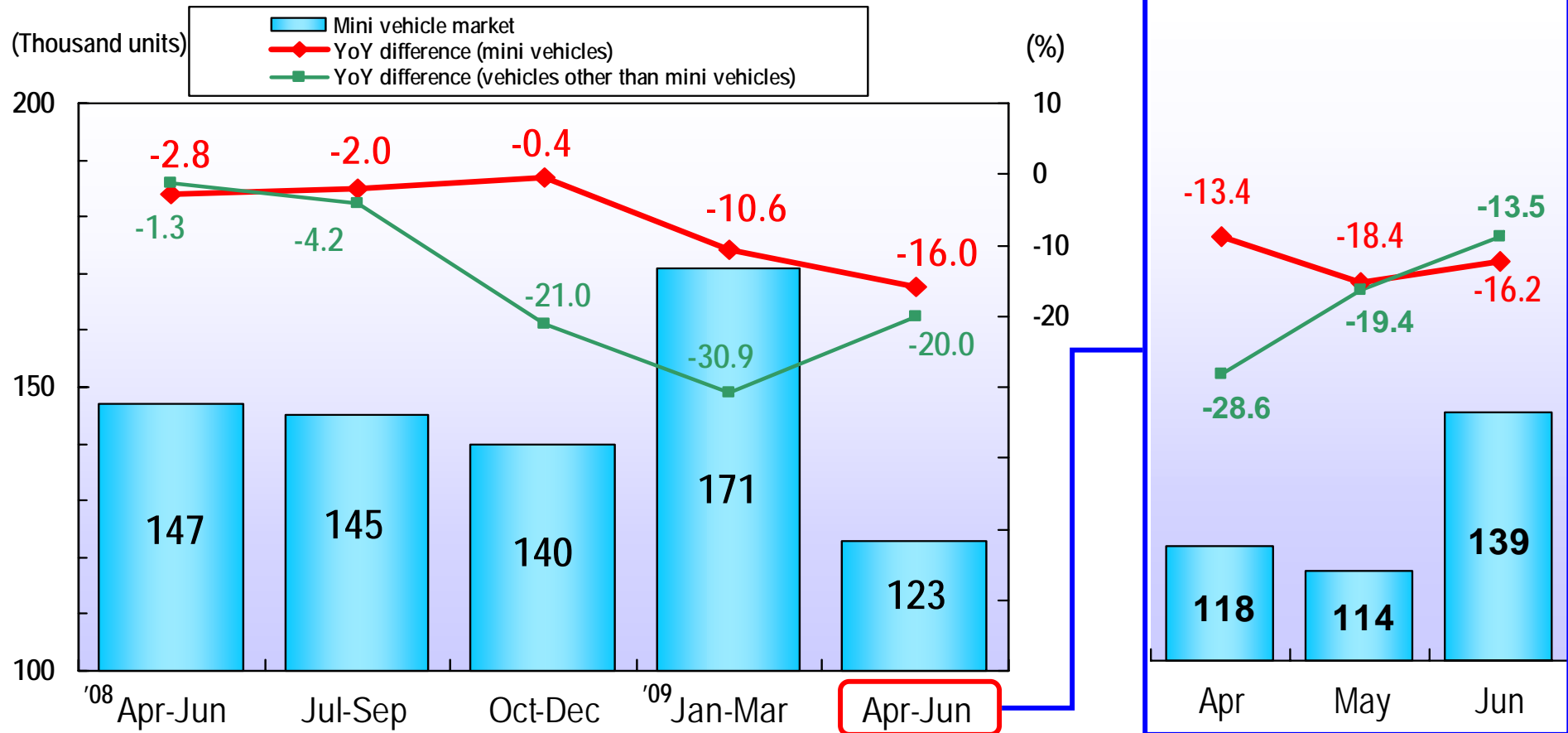
Overview (forecasts for consolidated financial results during the year ending March 2010)

(Unit: billion yen; () indicates YoY difference)

	New forecasts		Previous forecasts (at time of announcement of FY2009 results)	
	Cumulative up to end of Q2 of FY2010 (Apr 1 - Sep 30 '09)	FY2010 (Apr 1 '09 - Mar 31 '10) (deferred)	Cumulative up to end of Q2 of FY2010 (Apr 1 - Sep 30 '09)	FY2010 (Apr 1 '09 - Mar 31 '10)
Net sales	(- 220.8) 660	(- 231.3) 1,400	(- 230.8) 650	(- 231.3) 1,400
Operating income	(- 21.9) 6	(- 21.1) 17	(- 25.9) 2	(- 21.1) 17
Income before extraordinary items, income taxes and minority interests	(- 23.1) 8	(- 23.4) 16	(- 29.1) 2	(- 23.4) 16
Extraordinary loss	(+ 1.0) 1	(-) -	(-) -	(-) -
Net income	(- 13.1) 4	(- 14.0) 8	(- 16.1) 1	(- 14.0) 8

Sales in Japan (mini vehicle market)

Average monthly sales

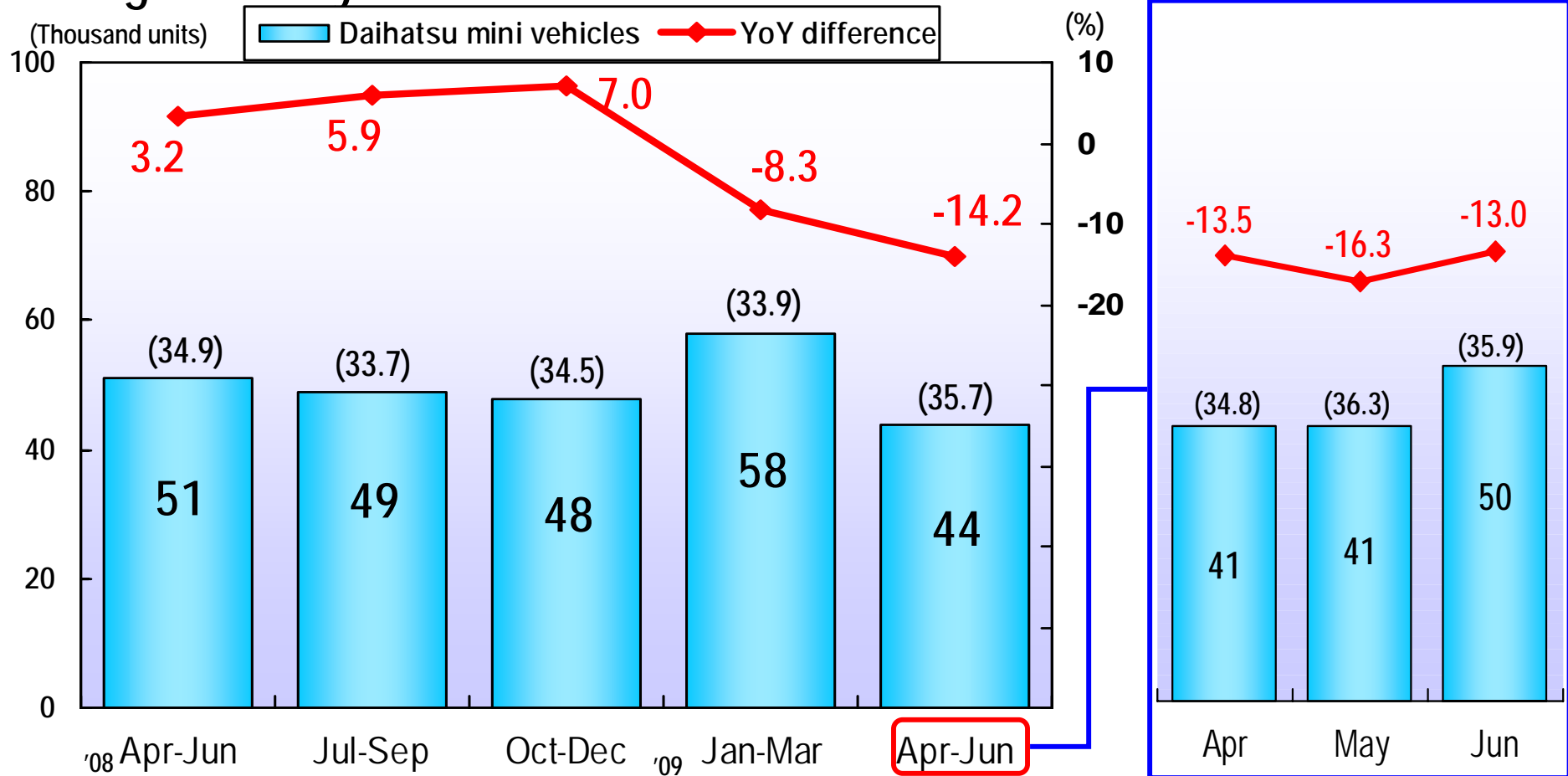


According to the date of the Japan Mini Vehicles Association and the Japan Automobile Dealers Association; scale on the right indicates YoY difference

There was a year-on-year decrease of 16% from April to June, but signs of a recovery began to appear in June

Sales in Japan (Daihatsu sales results)

Average monthly sales



According to the date of the Japan Mini Vehicles Association and the Japan Automobile Dealers Association; scale on the right indicates YoY difference; figures in parentheses indicate % share

There was a year-on-year decrease of 14% from April to June, but the level was still higher than the market average

Sales in Japan (results and forecasts)

FY2010 Q1 results

Market	<ul style="list-style-type: none">- Mini vehicle market: 370,000 units (-16.0%)- Daihatsu: 132,000 units (-14.2%); Market share 35.7%
Daihatsu	<ul style="list-style-type: none">- Sales of mini vehicles did not attain the same level as the previous year, but signs of a recover began to appear in June- Sales of vehicles other than mini vehicles: tax breaks for purchasers of environmentally-considerate cars and the impact from the launch of new models resulted in a 11.5% year-on-year increase



FY2010 forecasts

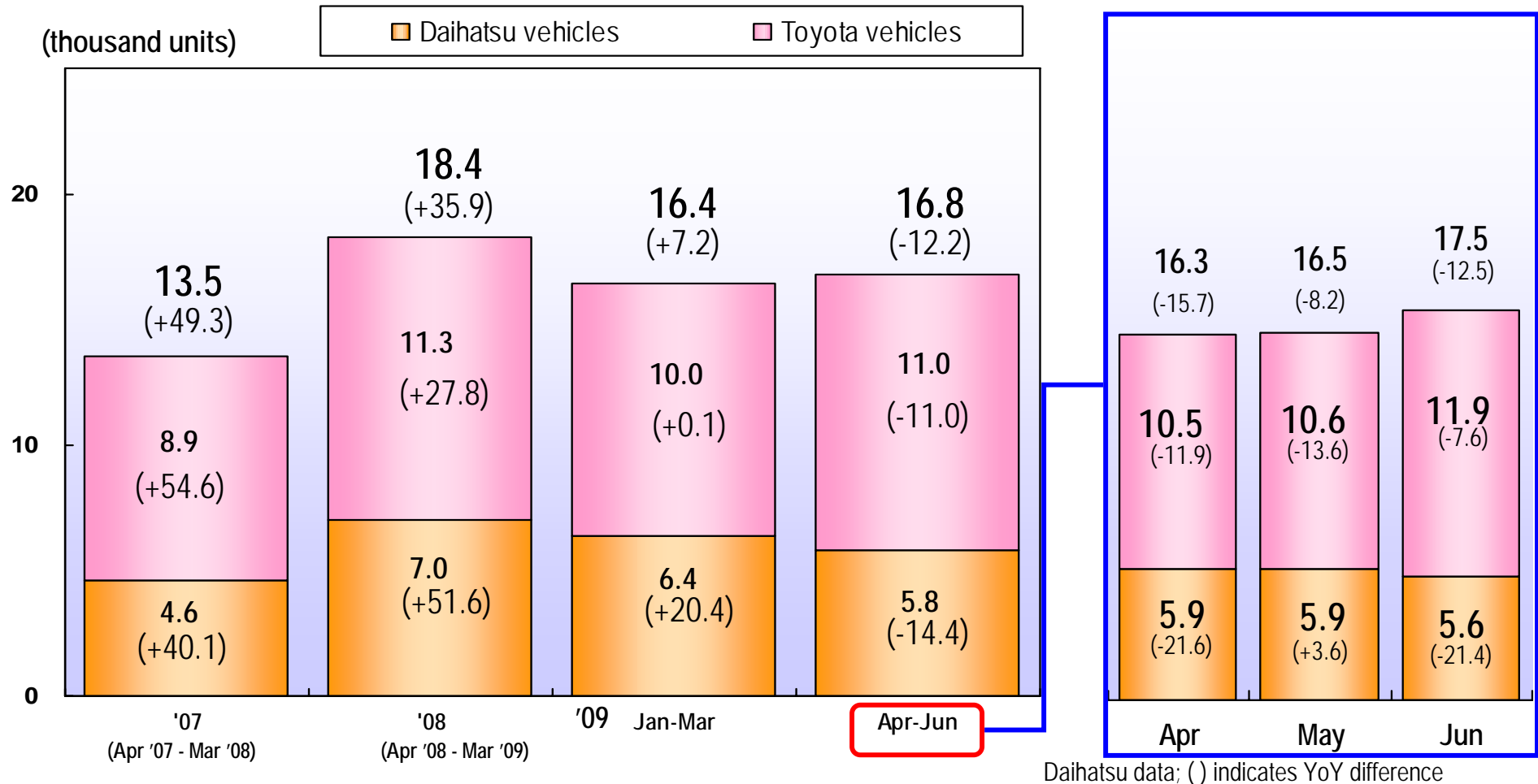
Market	<ul style="list-style-type: none">- Mini vehicle market: 172 million units (-4.9%)- Daihatsu: 590,000 units (-4.7%)- Market share 34.3%- *FY2010 forecasts unchanged from time of announcement of FY2009 results
	<ul style="list-style-type: none">- Timing of economic rebound unclear- A recovery in the automobile market is expected because of the tax breaks for environmentally-considerate cars and government subsidies to purchase such cars

Daihatsu's future initiatives

- Stimulate market demand by expanding the vehicle models subject to tax breaks for environmentally-considerate cars and by launching new products
- Develop advertising that highlights the tax breaks for environmentally-considerate cars and other aspects

Overseas Operations (Indonesia)

Monthly average production by ADM



Sales of Xenia and Toyota Avanza have been steady

Overseas Operations (Indonesia)

Results and forecasts

FY2010 Q1 results

Market	<ul style="list-style-type: none">- Indonesian market: 110,000 units (-30.0%)- Up to April exchange rate effects led to an increase in the vehicle prices of each automobile manufacturer
ADM	<ul style="list-style-type: none">- ADM: 16,000 units (-18.1%) Market share: 14.7%- Sales promotions, including the low-interest promotional campaign, were successful



FY2010 forecasts

Market	<ul style="list-style-type: none">- The exchange rate became more favorable from June- Policy interest rate: 6.75% (July 2009) (down 0.75% compared to April 2009)
ADM	<ul style="list-style-type: none">- Sales of the Xenia will continue to be steady, thus the vehicle mix will be favorable

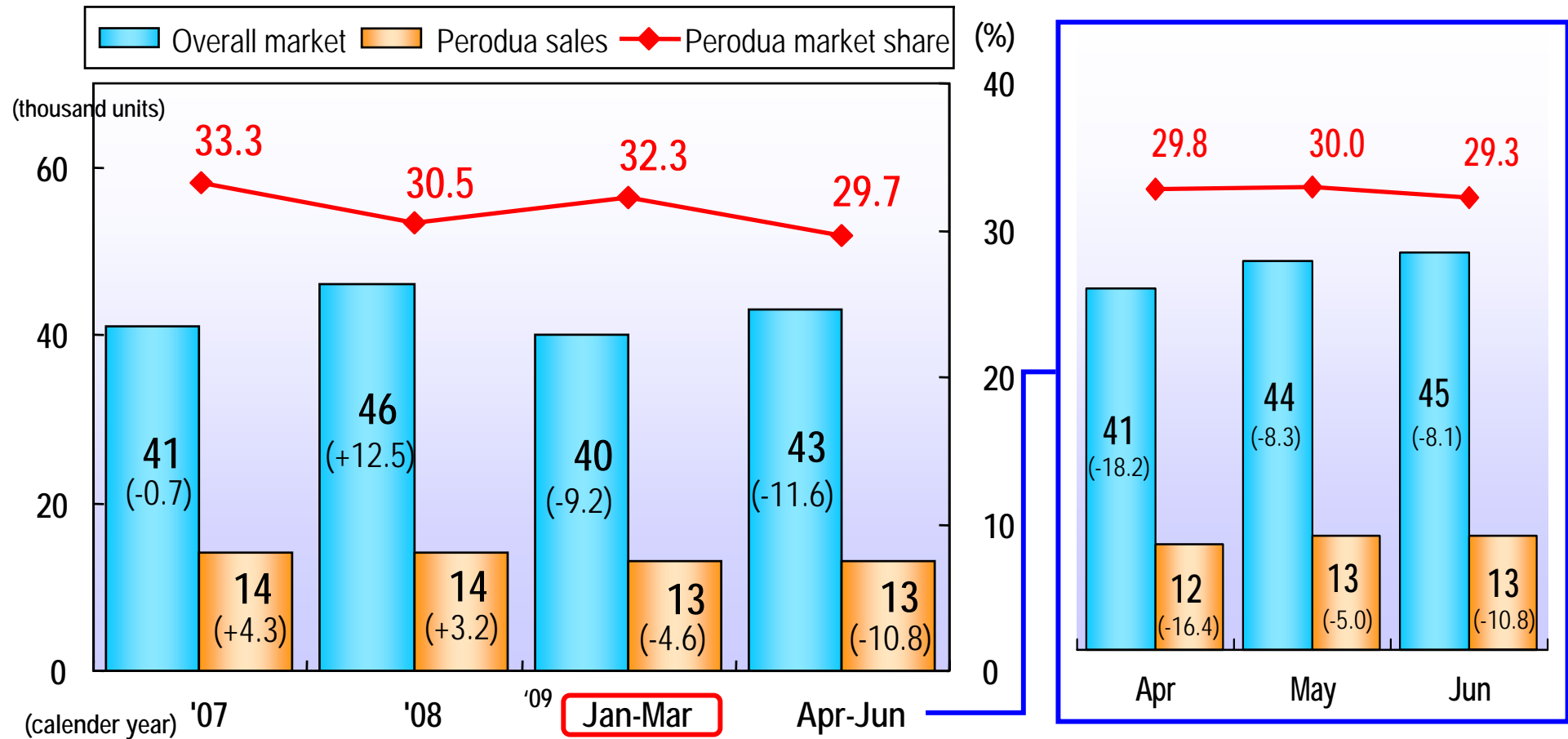
No. of units sold based on Gaikindo data

Future initiatives

- Expanding the low-interest promotional campaign to include all vehicle models
- Raise consumers' awareness of the new Luxio and other vehicles through displaying the vehicle at motor shows and other events

Overseas Operations (Malaysia)

Trends in the overall market and market share of Perodua (monthly averages)



The perodua fiscal year is from January to December; June 2009 figures are preliminary; Malaysian Automotive Association (MAA) data

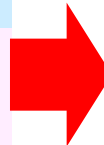
Results were lower than the previous year because of the economic slump, but the downturn seems to be leveling off

Overseas Operations (Malaysia)

Results and forecasts

2009 Q1 results (Jan – Mar)

Market	<ul style="list-style-type: none">- Malaysian market: 120,000 units (-9.2%)- Results were lower than the previous year because of the economic slump, but the downturn seems to be leveling off
Perodua	<ul style="list-style-type: none">- Perodua: 38,000 units (-4.6%) Market share: 32.3%- Sales of the Myvi and Viva has been steady



2009 forecasts (Jan – Dec)

Market	<ul style="list-style-type: none">- Results are expected to be lower than the previous year but still higher than initially forecast- Trend towards a recovery beginning in April- Sales benefits are expected from the scrap incentive for locally produced vehicles (Started on March 27, 2009 and scheduled to some time later in the year)
Perodua	<ul style="list-style-type: none">- Sales will be steady to exceed the planned value

No. of units sold based on Malaysian Automotive Association (MAA) data

Future initiatives

- Develop sales promotions that generate the optimal benefits from the period of peak demand prior to the Islamic New Year
- Launch of a new 7-seater compact vehicle by the end of 2009

Overseas Operations (China)

Revision of Jilin (China) project (announced on July 17)

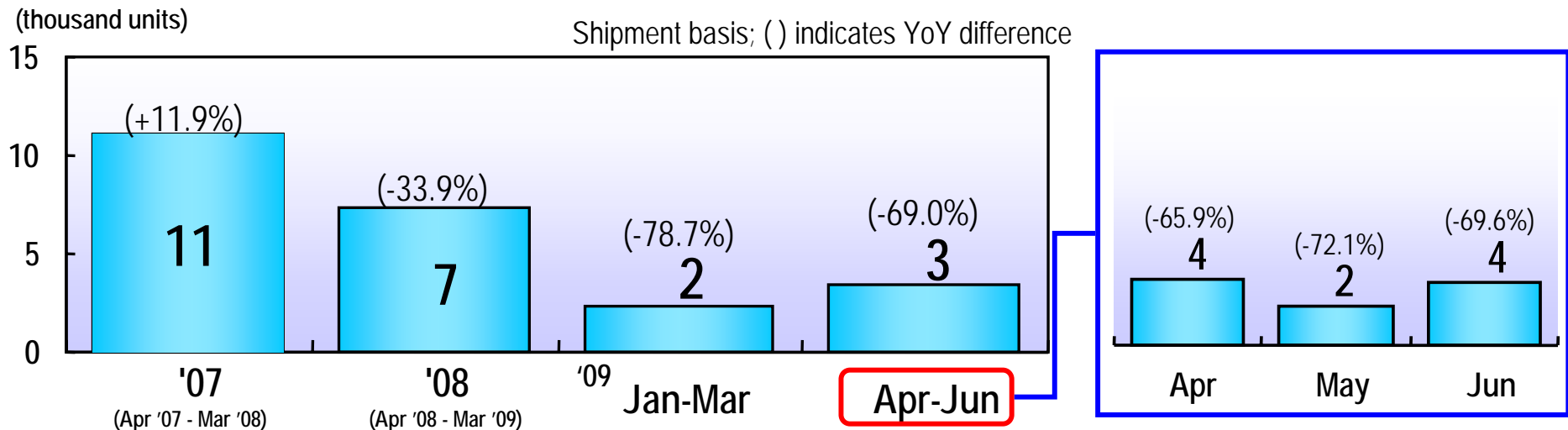
- Brand name change: Daihatsu → FAW
- Technology Licensing Contract to be extended
- Negotiations underway regarding merger of automobile parts businesses
- Extraordinary loss: 1 billion yen

Reference: project outline

Concluded contract:	"Technology Licensing Contract" and related contracts
Contracting party:	Faw Jilin Automobile and Daihatsu Motor ("Daihatsu")
Contract day:	October 31, 2005
Vehicles involved:	New vehicles developed for the Chinese market based on the multipurpose vehicles developed jointly by Toyota and Daihatsu
Contract outline:	<ol style="list-style-type: none">1. Daihatsu will license its technologies to Faw Jilin Automobile for the production in China of the above mentioned vehicles2. The vehicles produced will be Daihatsu brand vehicles3. Vehicle sales will be via the network of Faw Jilin Automobile, in accordance with the contract on vehicle sales

Overseas Operations (CBU)

Monthly average units sold



Shipments by region (Apr – Jun 2009)

Shipment basis

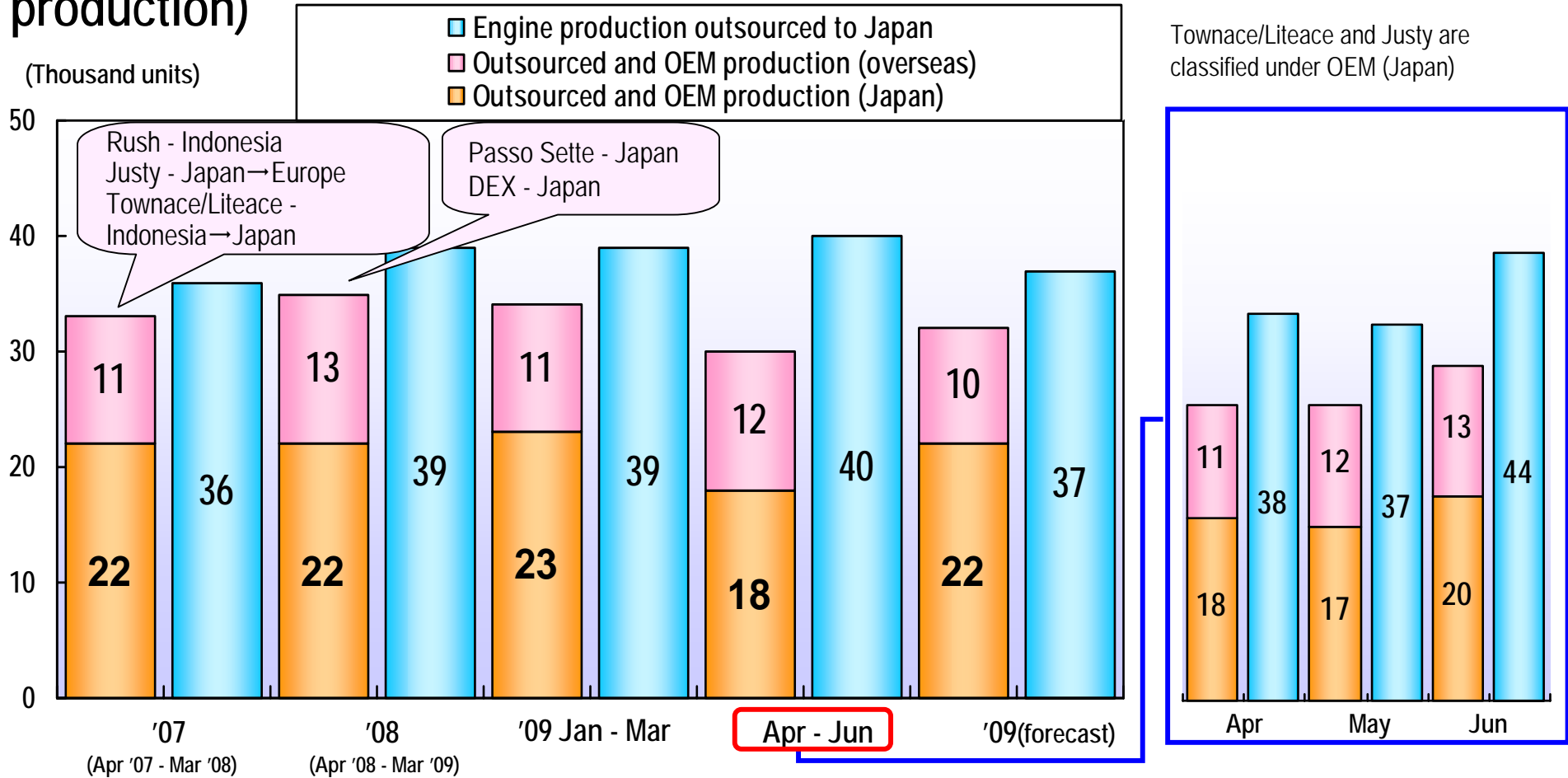
	Europe	Africa	Asia	Total (includes other regions)
Units	8,645	661	317	10,100
YoY increase/decrease (%)	-46.0	-84.9	-72.7	-69.0

Initiatives have been taken that prioritize the securing of profit

Joint Operations with Toyota

Consolidated monthly average vehicle sales (outsourced and OEM production)

(Thousand units)



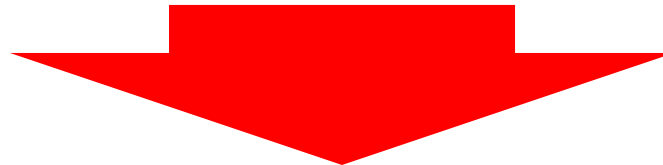
Townace/Liteace and Justy are classified under OEM (Japan)

OEM supply of mini vehicles to Fuji Heavy Industries contributed to the increase in sales in the second half of FY2010

Management (current priority issues)

Current priority issues

- Thorough restructuring of business operations through SSC (Simple Slim Compact) measures
- Prompt realization of fuel efficient, low priced, and resource efficient products and technologies for mini vehicles



Initiatives in FY2010

- To realize an appropriate cost structure for mini vehicles,
- 1) Continue to forcefully promote a reduction in costs
 - 2) Revise the procurement methods in order to reduce the unit price of purchased parts



Innovation for Tomorrow

