



DAIHATSU



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(1/5)

Daihatsu Fully Redesigns Its Mini Commercial Vehicle, the Hijet Truck Advances Basic Performance and a Variety of Package Options Are Available



Hijet Truck 4WD 5MT

Daihatsu Motor Co., Ltd. ("Daihatsu") has fully redesigned the Hijet Truck for the first time in 15 years with the launch taking place on September 2 nationwide.

The Hijet Truck was launched in 1960 and since then Daihatsu has produced more than 3.98 million units*¹. As a long-selling model, Daihatsu has sold the truck to customers in a variety of industries, including agriculture, construction and transportation.

For this full redesign, Daihatsu visited drivers of mini trucks in many parts of Japan and heard user's opinions directly and reflected the results in this new development. In addition to the advancement of basic performance including loadability, durability, and rust preventing capability that are required of mini trucks, the Hijet Truck has made it easier to get in and out and created a spacious interior cab. In addition, based on changes in the environment and diversified use applications that began after the previous full redesign, Daihatsu has made available package options that respond to a wide range of users including the "Pittari (Just and Right)Pick!" Selectable Series, a total of eight color variations.

The main features of this full redesign are as follows:

Easy to work with...Improvement in getting on and off, spacious interior cab, abundant cargo space, and improvement in quietness and riding comfort

Economical...Lowest fuel consumption*² of 19.6 km/L*³ in its class (2WD/5MT vehicle, standard, no air conditioner/power steering)

Reliable...Improvement in safety, 5-year warranty for perforated rust on a body outer plate, and 3-year warranty for rust on a body surface

Selectable...A variety of color variations and package options for diversified use applications

*1 . . . From November 1960 to the end of July 2014, data by Daihatsu

*2 . . . As of September 2, 2014, in the class of minicab truck, data by Daihatsu

*3 . . . JC 08 mode fuel efficiency, data evaluated by the Ministry of Land, Infrastructure, Transport and Tourism

* Model Summary *

Easy to work with

- ◆ Improved boarding
 - With a newly developed platform and a wider opening angle of the door, the Hijet Truck has made it easier for women and elderly to get in and out.

- ◆ Spacious and comfortable interior cab
 - By moving the windshield forward, the distance between the driver and the windshield is expanded. In addition, by revamping the steering angle and increasing the amount of slide of the driver's seat, the Hijet Truck has created an interior cab that is easier for drivers of all builds to operate.

- ◆ Improvement of usability
 - The Hijet Truck has 20 storage spaces in the interior cab, all within reach of the driver while sitting in the driver's seat, including large open trays (passenger-seat tray/center tray) to improve work efficiency.

- ◆ Improvement in being quieter
 - In addition to making sound less transmittable by revamping the body frame and enhancing the rigidity of the panels, the Hijet Truck has minimized noise generation by increasing the capacity of the muffler.
 - Responding to the increase in the ratio of vehicles with automatic transmission, the Hijet Truck is the only mini truck*² that has adopted an electronically controlled 4-speed AT that achieves quietness and improved fuel consumption.

- ◆ Excellent steering stability and maneuverability
 - The form of the front suspension has changed thus the Hijet Truck has minimized the "nosedive" phenomenon when the brake is applied or when hitting bumps while driving which improves steering stability.
 - The Hijet Truck continues to use a popular short wheelbase and has improved the turning radius to 3.6 meters.
(excluding the model with 13-inch tires)

- ◆ New design that expresses strength and reliability
 - Exterior design
 - With the concept of TOUGH & ENERGY, a big front face and the three-dimensional shape of the grille express presence, while keen-eyed headlamps and a dynamic wheel arch give an energetic style.
 - A total of eight body colors that draws out the individuality of users
(A Tonic orange metallic color and an off-beat khaki metallic are scheduled to be launched at the end of September.)

 - Interior design
 - The representation of ease-of-use storage capacity and usability are expressed in the concept of MAXIMUM & USABLE.

Economical

- ◆ Achieves the best fuel consumption of 19.6 km/L in its class
(2WD/5MT model, standard, no air conditioner/power steering)
 - The e:S technology that has evolved in mini passenger cars is adopted in this mini truck.
 - Evolution of the powertrain
 - Higher compression ratio of the engine, improvement of combustion, mechanical loss reduction, and adoption of electronic throttle, etc.
 - The MT model employs a low-viscosity oil in addition to making the fifth-speed-gear a high gear.
 - The AT model has adopted an electronically-controlled 4-speed AT.
 - Energy management system
 - Adopted a power-saving fuel pump and charge control.

Reliable

- ◆ Safe performance
 - By revamping the body frame and adopting a high-tensile steel body, the Hijet Truck has achieved a framework structure that distributes and absorbs collision energy effectively.
 - Driver's seat SRS air bag and front 3-point ELR seat belt (driver's seat/passenger seat) pre-tensioner & force limiter are equipped in all models as standard equipment.
 - Supports the latest regulations and a 56 km/h offset collision.
- ◆ Rust prevention performance – 5-year warranty for perforated rust on a body outer plate, and 3-year warranty for rust on a body surface are available for all models.
 - Rust prevention steel plate is used for the entire surface of the upper body that consists of cabin, door, cargo bed, etc.
 - Expansion of rust prevention steel plate for the frame
 - Adopted a 3-layer coating consisting of cation electrodeposition coating, intermediate coating, and surface coating.
 - The Hijet Truck has adopted a resin front panel, used for the first time in a mini truck*², to prevent the coating from peeling off due to a flying pebble, etc.

Selectable

- ◆ Abundant package options that allow users to customize to their specifications
Pittari Pick! Selectable Series
 - Selectable Color Pack: For business and individuality. In addition to the standard color (white), as many as seven body colors*⁴ are offered along with an integrated CD-AM/FM audio system with a face plate that is coordinated with the body color, colored side mirrors (silver), and a colored outer handle (silver) on the doors.
 - Beauty Pack*⁵: Super UV&IR cut glass (front door)/IR&UV cut glass (front window) that women find pleasant and a sun visor with a vanity mirror (driver side), and a super-clean air filter are offered as a set.
 - *Nougyou Joshi Pack (Female Farmers Pack)*⁵*: Beauty Pack, Selectable Color Pack, and *Nougyou Joshi Project sticker* are all offered as a set.
 - Stylish Pack: A plated front grille, a multi-reflector halogen fog lamp, and a glass top shade that boast texture and individuality are offered as a set.
 - Cabin Pack: A full-fabric (water-repellent) seat surface, an integrated CD-AM/FM audio system, a door pocket (driver side/passenger side), and smoked glass (rear window) that make the interior room more comfortable and convenient are offered as a set.
 - Cargo Bed Pack: A large working light for the cargo bed, a guard frame (T-hook, with folding stopper), and a retractable tailgate chain that enhance the usability of the cargo bed are offered as a set.

- Safety Pack: A safer passenger-seat SRS air bag and ABS (with EBD) are offered as a set.
- Energy-saving Pack: A convenient keyless entry (using radio waves and with an answer-back function), power windows, and power door locks are offered as a set.
- Strong Rust Prevention Pack: Full plating with high rust prevention capability for the entire cargo bed and a high-performance rust prevention steel plate for the gate are offered as a set.

*4 . . . When mist blue mica metallic, light rose mica metallic, or tonico orange metallic is selected for body color, silver when other body colors are selected.

*5 . . . "Beauty Pack" and "Female Farmers Pack" are scheduled to be launched at the end of September 2014.

◆ A wide variety of specialty vehicles*⁶ for specific jobs

- Based on the new Hijet Truck, Daihatsu is currently developing specialty vehicles that can be used in a variety of businesses including the "High Roof" with higher roof space, the "Jumbo" that boasts a spacious interior cab and a seat-reclining function by extending the rear part of the cabin, as well as developing specially equipped cars like the Dump Truck Series, and the Refrigerator/Freezer Vehicle Series to be active in industry applications.

*6 . . . Scheduled to be launched in 2014.

**Cooperation with the Ministry of Agriculture, Forestry and Fisheries (MAFF)
*Nougyou Joshi Project**⁷**

◆ The only automaker participating in the Project

- Since the launch of the *Nougyou Joshi Project* in November 2013, Daihatsu has participated in the Project to clarify the use and needs of mini trucks by female farmers and, based on this clarification, to create attractive specifications, equipment, and design for the mini truck. Daihatsu has visited the members of *Nougyou Joshi Project* for a door-to-door survey.

◆ A variety of specifications, equipment, and accessories are developed from *Nougyou Joshi Project*

- Vibrant body colors that enliven the mood of female farmers
- Equipment from a female perspective including super UV&IR cut glass (front door), super-clean air filter, and sun visor with a vanity mirror
- *Nougyou Joshi Pack* that incorporates brilliant body colors and equipment that female farmers find pleasing
- Enhancement of accessories including an increased variation of colors for the gate protector and cargo seat, etc.

*7 . . . The national project is led by MAFF for the sixth sector industrialization of agriculture, which is among the pillars of the Abenomics growth strategies. The project focuses on women, corporations, and industrial firms to bring about innovation in agriculture through highly energetic female farmers and collaborations with many businesses on product development/PR activities and promote an increase in new farmers.

*** Monthly sales target in Japan ***

Hijet Truck 5,000 units

*** Manufacturer's recommended retail price (consumption tax included) *****Hijet Truck**

| Drive | From of cargo space | Grade | Transmission | Price (Yen) |
|---------------|---------------------|---|--------------|-------------|
| 2WD | | Standard "No air conditioner/power steering" | 5MT | 653,400 |
| | | | 4AT | 750,600 |
| | | Standard | 5MT | 804,600 |
| | | | 4AT | 901,800 |
| | | Extra | 5MT | 950,400 |
| | | | 4AT | 1,047,600 |
| Part-time 4WD | Three-way opening | Standard "No air conditioner/power steering" | 5MT | 804,600 |
| | | | 4AT | 901,800 |
| | | Standard | 5MT | 955,800 |
| | | | 4AT | 1,053,000 |
| | | Standard "Agricultural special" | 5MT | 982,800 |
| | | | Extra | 5MT |
| | | 4AT | | 1,198,800 |

★ Include photographs

※In the Hokkaido area, the price is higher by 10,800 yen (consumption tax included). No recycling charge is included in the price.