



**DAIHATSU**



**December 24, 2015**

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## **COPEN DRESS AWARD Winner COPEN Adventure Concept Car to be Exhibited at Tokyo Auto Salon 2016**

Daihatsu Motor Co., Ltd. ("Daihatsu") will be exhibiting the COPEN Adventure concept car for the first time at Tokyo Auto Salon 2016, which is due to take place from January 15 (Fri.) to January 17 (Sun.) at Makuhari Messe (Mihama-ku, Chiba, Chiba prefecture). The aim is to showcase the growing possibilities offered by DRESS FORMATION changeable interior and exterior styling.

The COPEN Adventure was selected as the winner of the DRESS FORMATION DESIGN AWARD, an open innovation initiative whereby Daihatsu accepted DRESS FORMATION design entries with an eye to developing them into a commercial product. Based on the concept of a "tough SUV-like COPEN capable of driving headlong into the unknown," it has a grill that resembles a pair of binoculars, so as to capture a real sense of adventure.

With the competition winner joining the production project team, the aim of developing an actual vehicle was to come up with a formation that would make the most of the existing features of the COPEN XPLAY, as the base model.

A press briefing entitled "Buying a car is not the end" is scheduled for Friday January 15, focusing on the growing number of new ways to enjoy cars based on DRESS FORMATION.

### **COPEN Adventure**



**Press briefing details**

- Date: 11:00, Friday January 15 (admission from 10:30)
- Venue: Daihatsu booth
- Attending: Osamu Fujishita, COPEN Chief Engineer, Product Planning Division
- Theme: Unveiling the Grand Prize Winner of the COPEN DRESS FORMATION DESIGN AWARD  
-- More and more new ways to enjoy cars based on DRESS FORMATION --