



**DAIHATSU**



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**Daihatsu to Contribute to the Development of Badminton in Japan,  
Indonesia, and Malaysia  
- Selected to Sponsor the Japan National Badminton and  
Para-Badminton Teams -**



Japan National Badminton Team Uniform



Japan National Para-Badminton Team Uniform

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) has been chosen to be the diamond sponsor of the Nippon Badminton Association’s (hereinafter “NBA”) Japan National Badminton Team and the official gold partner of the Japan Para-Badminton Federation’s Japan National Para-Badminton Team. These sponsorships aim to contribute to the development of badminton in Japan, Indonesia and Malaysia, as a part of Daihatsu’s KOTODUKURI activities, which focus on increasing points of contact with customers and local communities.

In addition to its activities in Japan, Daihatsu engages in business overseas, primarily in Indonesia and Malaysia. Through the development of its low-cost, fuel-efficient Japanese mini vehicles, the company has developed technologies that enable it to create high-quality cars at affordable prices. By understanding the needs of each country and launching optimal products, Daihatsu has, particularly overseas, gained the loyalty of its customers.

To mark its 110th anniversary on March 1, Daihatsu updated its Group Slogan to “Light you up.” The company intends to strengthen Daihatsu’s unique MONODUKURI, with the aim of providing mobility solutions that support and enrich individual lifestyles all over the world.

Moreover, Daihatsu is also promoting initiatives that increase points of contact with customers and local communities through KOTODUKURI, and the company’s promotion of badminton in Japan, Indonesia and Malaysia forms part of these activities.

Badminton requires the fusion of technique and agility, and is said to be one of the fastest sports in the world, yet it is also a universal sport that can be enjoyed by players of any age, in any location. In Japan, the number of players registered with the NBA stands at 280,000. Spurred on by the success of the Japan National Team in international tournaments, there has been an increase in the competition population in Japan, and there are now large numbers of badminton schools and tournaments across the country. In addition, para-badminton will be an official Paralympic event from the Tokyo 2020 Paralympic Games onwards, and is attracting attention as a result.

Badminton is also an extremely popular and well-known sport in Asian countries such as China, Malaysia, Indonesia and Singapore. Badminton is the national sport in Indonesia and Malaysia, two countries where Daihatsu has a close affinity with the local communities in which its businesses are based. Daihatsu has decided to begin supporting badminton in these countries in order to contribute to the countries and local communities in ways other than MONODUKURI.

At the same time as supporting the Japan National Badminton and Para-Badminton Teams, Daihatsu also intends to promote the development of the next generation of players. The company will actively support the All Japan Elementary School ABC Tournament<sup>1</sup> as well as local events. In addition, Daihatsu will also increase the scope of its activities aimed at promoting badminton in Indonesia and Malaysia.

Daihatsu is committed to contributing to the development and spread of badminton in Japan, Indonesia and Malaysia, and intends to deepen its interactions with its customers and local communities through the sport. Going forward, Daihatsu will continue to engage in various activities to bring new optimism to the lives of its people in these communities.

Introducing Daihatsu's new badminton website

Please visit the following website for further information on Daihatsu's support for badminton:

<http://daihatsu-badminton.com/>

<sup>1</sup>The All Japan Elementary School ABC Tournament is a nationwide competition for elementary school students. The 2017 event will be the 18th edition of competition, and from this year the name of the event has been changed to "Daihatsu All Japan Elementary School ABC Tournament." Regional qualifiers began at the end of April.