



DAIHATSU



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Daihatsu teams up with industry, government, academia and citizens to reduce accidents involving the elderly

Comprehensive partnership agreement with local governments under consideration

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) has updated its Group Slogan to “Light you up” to mark its 110th anniversary on March 1. The company intends to strengthen its unique MONODUKURI, with the aim of providing mobility solutions that support and enrich individual lifestyles all over the world, and is also engaging in KOTODUKURI, with the aim of increasing points of contact with customers and local communities. This project is a part of the company’s KOTODUKURI activities, and is aimed at reducing the number of accidents involving the elderly.

The project is a collaboration between industry (Daihatsu and the Japan Automobile Federation (JAF)), local governments, academia (Japanese Physical Therapy Association), and local communities. It aims to support independent lifestyles that enable freedom of movement at all ages in tandem with various regions.

More specifically, Daihatsu will host events in regions where it has established sales companies, and local governments and residents’ council will invite the elderly and other participants to attend. JAF will hold safe driving training sessions at the events, while the Japanese Physical Therapy Association will lead exercise classes. The goal of these events is to help the elderly maintain the physical strength and cognitive functions required for driving, and thereby reduce the number of accidents they are involved in.

Trials of these local events commenced in FY2016. They were held in Mie, Hiroshima and Shizuoka Prefectures, and a total of 100 local residents participated. The full project is set to begin in FY2017, and will be expanded throughout the country.

Through this project, Daihatsu also intends to consider Comprehensive Partnership Agreements with local governments on unique Daihatsu themes in areas of health, safety, revitalization of local community, responses to an aging society, and support for independence. To begin with, Daihatsu will start discussions on finalizing agreements with local governments who are collaborating on the project.



Safe driving training sessions



Exercise classes aimed at maintaining driving capabilities