

June 9, 2017

The New Mira e:S Receives 20,000 Orders—More Than Double its Monthly Sales Target

**Outstanding fuel efficiency, affordable pricing, and abundant safety features such as
Smart Assist III prove popular**

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) has received a total of approximately 20,000 orders for its fully-redesigned Mira e:S mini passenger car as of today, one month after its launch on May 9, 2017. This is more than double the vehicle’s monthly sales target of 9,000 units.

In recent years, consumer needs have been trending towards unique personal values such as choice, safety, and quality, in addition to the usual demand for cost performance. The new Mira e:S builds on the outstanding fuel efficiency and affordable pricing of the original Mira e:S by incorporating the Smart Assist III collision avoidance system and Corner Sensors for added safety and peace of mind. At the same time, improved basic performance and convenience have resulted in a vehicle with superior overall balance—qualities demanded by customers of a basic mini passenger vehicle.

Of the customers who have ordered the new Mira e:S, more than the forecast 80 percent have opted for grades which feature Smart Assist III. Going forwards, Daihatsu will continue to promote the widespread uptake of Smart Assist via safety initiatives such as its “Safety and Peace of Mind for Everybody” project.

Order details for the New Mira e:S

1. Order Volume

Approximately 20,000 units (up to and including June 8)

(Reference: monthly sales target is 9,000 units)

Buyers include young and old customers, male and female, with a particular focus on customers aged 50 and above

More than the forecast 80 percent of customers have opted for grades which feature Smart Assist III

2. Main points of appeal

Safety equipment such as Smart Assist III and Corner Sensors that are available at affordable prices

Outstanding fuel efficiency of 35.2 km/L, and affordable pricing that starts at 842,000 yen*

Powerful and advanced design

Excellent basic performance that enables stress-free driving, including strong acceleration and a high-quality and stable ride

*For the B Grade, 2WD; includes consumption tax