



DAIHATSU



June 14, 2017

Daihatsu to sponsor the inaugural Japan Para-Badminton International 2017

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announces that it will sponsor the Japan Para-Badminton International 2017, which will be held at the Machida City Gymnasium in Machida City, Tokyo, from September 7 to 10, 2017. Para-badminton will be an official event for the first time at the Tokyo 2020 Paralympic Games and is growing in popularity as a result—the Japan Para-Badminton International 2017 will be the first international para-badminton competition to be held in Japan.

In March 2017, Daihatsu updated its Group Slogan to “Light you up,” and is promoting its business through the twin axes of MONODUKURI and KOTODUKURI in order to further evolve the Daihatsu brand.

Daihatsu is promoting initiatives that increase points of contact with customers and local communities through KOTODUKURI. One of these initiatives is the sponsorship of the Japan Para-Badminton International 2017, through which it aims to contribute to the growth of badminton in Japan, Indonesia, and Malaysia. Daihatsu also supports the Japan National Badminton and Para-Badminton Teams, and promotes the development of the next generation of players through its sponsorship of the All Japan Elementary School ABC Tournament(*)other events. Daihatsu is also expanding 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.

Event Overview

Event name : Hulic and Daihatsu Japan Para-Badminton International 2017
Dates : September 7–10, 2017
Location : Main Arena, Machida City Gymnasium
(5-12, Minaminaruse, Machida-shi, Tokyo-to)
Organizer : Japan Para-Badminton Federation

<Introducing Daihatsu's new badminton website>

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

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

(*)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.