



**DAIHATSU**



November 8, 2017

## **Daihatsu Sales concludes comprehensive partnership agreement with local government**

### **First part to be implemented by Matsusaka City and Mie Daihatsu**

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. One example of this is a community-based project aimed at reducing accidents among senior citizens, which has been rolled out throughout Japan from May 2017.

Matsusaka City (Mayor: Masato Takegami) and Mie Daihatsu Sales Co. Ltd. (hereinafter "Mie Daihatsu," President: Tsuneo Hayashi), have concluded a comprehensive partnership agreement for senior citizen-friendly community development.

The Matsusaka City government and Mie Daihatsu are striving to take community-based projects to another level by concluding this agreement aimed at supporting an independent lifestyle for senior citizens.

The content of the agreement between Matsusaka City and Mie Daihatsu is as follows.

**"Senior Citizen-Friendly Community Development Project\*\*"** (\*Excerpted from documents related to the Matsusaka City and Mie Daihatsu agreement)

- (1) Introduction of a health and safety-based driving course
- (2) Introduction of a scheme for checking on senior citizens to offer help if needed
- (3) Training of support persons for senior citizens with dementia
- (4) Having automatic external defibrillators (AED) available in stores in Matsusaka City

The community-based project being run by Daihatsu started with the aim of partnering with local communities to support "independent living in which mobility is possible for people of all ages" in local communities with large senior citizen populations.

In the first part, a health and safety-based driving course for local senior citizens was introduced through a collaboration between industry (Daihatsu/Japan Automobile Federation (JAF), local government, academia (Japan Physical Therapists Association) and the local community.

Health and safety-based driving courses are already up and running in seven municipalities in Mie, Hiroshima, and Shizuoka prefectures. In fiscal 2018, these will be available in more than 25 municipalities.