



March 20,2018

(1/5)

# Daihatsu Announces Organizational Changes

Daihatsu Motor CO.,LTD. announced its organizational changes as of April 1, 2018.

## I. Aim of organization reform

The automotive industry is entering what is widely regarded as a once-in-a-century period of major change. As such, two of the major issues facing Daihatsu are the early realization of advanced technologies appropriate to compact cars, and increasing competition in emerging nations. In order to increase the speed with which it engages with these issues and in order to provide customers with optimal mobility, Daihatsu is implementing changes to its organizational structure aimed at realizing the following goals:

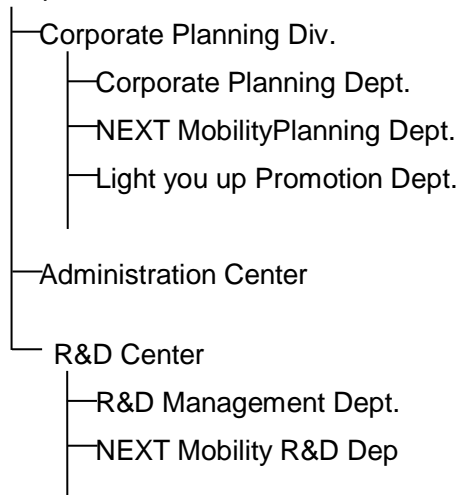
- 1) Promoting the medium- to long-term management plan, D-Challenge 2025, as well as formulating of even longer-term business and technological strategies
- 2) Strengthening cost competitiveness and realizing advanced technologies in a speedy manner
- 3) Enhancing customer communication from sales to services in an integrated manner, with the aim of becoming a brand that is intimately connected to its customers

## II. Contents of Organizational Reform

### [ 1 ]Corporate Business Unit

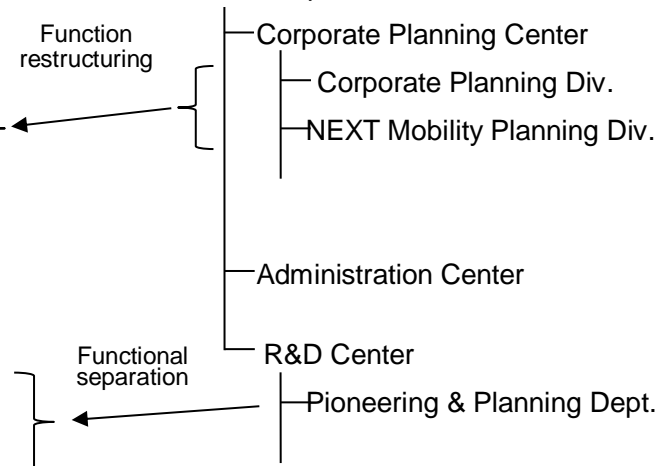
#### <New organization>

Corporate Business Unit



#### <Current organization>

Corporate Business Unit



Function restructuring

Functional separation

**[2] DNGA Business Unit**

**<New organization>**

DNGA Business Unit

- DNGA Price Competitiveness Promotion Div.  
    【Newly established】
- EV Product Development Team 【Newly established】
- Vehicle R&D Group
- Powertrain R&D Group
  - Powertrain R&D Management Dept.  
    【Newly established】
- Purchasing Group
- Production Engineering Group

**<Current organization>**

DNGA Business Unit

- Vehicle R&D Group
- Powertrain R&D Group
- Purchasing Group
- Production Engineering Group
- Customer Service Group

**[3] Brand Business Unit**

**<New organization>**

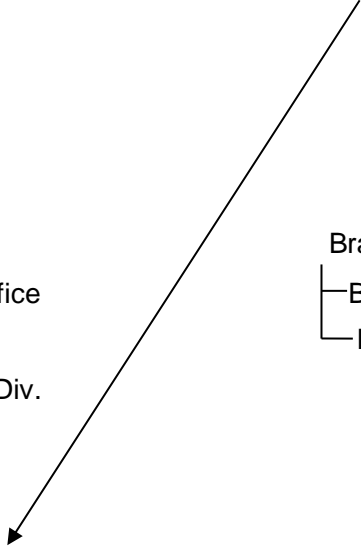
Brand Business Unit

- Business & Product Planning Office  
    【Newly established】
  - Business& ProductPlanning Div.
- D Brand Office
  - Next Daihatsu Creation Div.  
    【Newly established】
- Customer Service Office 【Change section name】

**<Current organization>**

Brand Business Unit

- Business&ProductPlanning Div.
- D Brand Office



### III. Executives' Titles and Areas of Responsibility (as of April 1)

#### [ 1 ] Directors

◆New appointment

Name	Title	Areas of Responsibility
Hiroyuki Yokoyama	- Executive Vice President - Assistant president	-Corporate Business Unit -Corporate Planning Center
Hiroji Onishi ◆	Director (Senior Managing Executive Officer)	- Brand Business Unit -Business & Product Planning Office chief
Sunao Matsubayashi	Director (Senior Managing Executive Officer)	-DNGA Business Unit -Vehicle R&D Group -Emerging-market Compact Car Company
Shigeharu Toda	Director (Senior Managing Executive Officer)	- Brand Business Unit - D Brand Office - Business & Product Planning Div.
Noriyoshi Matsushita	Director (Senior Managing Executive Officer)	-GeneralManager,Administration Center
Yoshifumi Kishimoto	Director (Senior Managing Executive Officer)	-Production Engineering Group
Hiromasa Hoshika ◆	Director (Senior Managing Executive Officer)	-Corporate Business Unit Officer -GeneralManager,CorporatePlanning Center

**[2]Executive Officers**

◆New appointment

Name	Title	Areas of Responsibility
Takamasa Kurinami	Senior Managing Executive Officer Executiv Director, Perusahaan Otomobil Kedua Sdn. Bhd.	-Perusahaan Otomobil Kedua Sdn. Bhd.
Tsuneo Itagaki	Senior Managing Executive Officer President, P.T. Astra Daihatsu Motor	-P. T. Astra Daihatsu Motor
Katsuhiro Ikoma	Senior Managing Executive Officer	-Customer Service Office chief
Katsumi Marutani	Senior Managing Executive Officer	-Vehicle R&D Group -DNGA Business Unit
Masanori Takahashi	Senior Managing Executive Officer President. Perodua Auto Corporation Sdn. Bhd.	-Perodua Auto Corporation Sdn. Bhd.
Miki Ibaraki	Senior Executive Officer	-Powertrain R&D Group Chief Officer
Eiji Mishima ◆	Senior Executive Officer	-Powertrain R&D Group -DNGA Business Unit
Tadao Nasu	Senior Executive Officer	-Production Engineering Group
Hideki Teramae	Senior Executive Officer	-Vehicle R&D Group -DNGA Business Unit
Tetsuo Miura	Executive Officer Senior Director, P.T. Astra Daihatsu Motor	-P. T. Astra Daihatsu Motor
Toshinori Edamoto	Executive Officer	-Purchasing Group
Osamu Naruse	Executive Officer	-Administration Center -Branch Manager, Tokyo Office
Yasushi Kyoda	Executive Officer	-Administration Center
Hajime Fujita	Executive Officer	-General Manager, R&D Center

Name	Title	Areas of Responsibility
Hiroataka Yanagi	Executive Officer	- Deputy Director, Corporate Planning Center -Deputy General Manager, Corporate Planning Center
Kunihiro Morimoto	Executive Officer	-General Manager, Quality Assurance Div. -Customer Service Office
Yusuke Takeda ◆	Executive Officer	-D Brand Office
Atsuhiko Tanimoto ◆	Executive Officer	-D Brand Office
Kouji Ishikura ◆	Executive Officer	-Vehicle R&D Group
Masaki Ogita ◆	Executive Officer Senior Director, P.T. Astra Daihatsu Motor	-P. T. Astra Daihatsu Motor