



DAIHATSU



March 22, 2018

Daihatsu to Undertake Nationwide Expansion of its Community-Based Projects, Aimed at Reducing the Number of Accidents Involving the Elderly Participation of 23 sales companies and 29 municipalities confirmed for FY2018

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) updated its Group Slogan to “Light you up” to mark the company’s 110th anniversary in March 2017. 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, at the same time, is also promoting initiatives that increase points of contact with customers and local communities through KOTODUKURI.

As part of its KOTODUKURI activities, in May 2017 Daihatsu began full-scale implementation of a range of Community-Based Projects, which were aimed at reducing the number of accidents involving the elderly.

Daihatsu launched its Community-Based Projects in collaboration with local communities with the goal of realizing independent living in which mobility is possible for the elderly in an aging society.

The first part of these projects featured a collaboration between industry (Daihatsu and the Japan Automobile Federation), government (local governments), academia (the Japanese Physical Therapy Association), and citizens (local societies) who, together, implemented Healthy and Safe Driving Courses for the elderly in various localities.

In FY2018, the Healthy and Safety-Based Driving Courses are scheduled to be held by 23 sales companies and 29 municipalities across Japan. For a list of the local communities where the courses will be held and the Daihatsu sales companies involved, please refer to the attached “List of sales companies implementing Healthy and Safety-Based Driving Courses in FY2018.”

(Reference)

For further information on the Community-Based Projects and other CSR activities conducted by the Daihatsu Group, please visit the official Daihatsu Group CSR Activities homepage:

https://www.daihatsu.com/jp/csr/daihatsu/feature/index_04.html

Going forwards, Daihatsu intends to further strengthen its links with users and local communities through a variety of KOTODUKURI activities.