



DAIHATSU



June 25, 2018

(1/5)

## Daihatsu Launches New Mira TOCOT Mini Passenger Vehicle Achieving safety and peace of mind in a simple, reasonably priced package



Mira TOCOT G SAIII (2WD)

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) will launch its new Mira TOCOT\*<sup>1</sup> mini passenger vehicle nationwide on June 25.

Featuring the same, easily maneuverable body size as the Mira e:S mini passenger vehicle, the Mira TOCOT is a new model that was developed to enable a wide-ranging demographic—including young, inexperienced women drivers—to realize an everyday mobility life with even greater peace of mind.

The car was designed to be “an effortless\*<sup>2</sup> car that can be easily driven by anyone,” and couples compact sizing with an affordable price appropriate to a mini vehicle. So that first-time car buyers who are not used to driving can use the Mira TOCOT both easily and with peace of mind, the vehicle has few blind spots, its dimensions are easily grasped, and it features a full range of safety equipment. In addition to the Smart Assist III crash avoidance system, the Mira TOCOT is the first mini vehicle\*<sup>3</sup> to come with SRS side airbags and SRS curtain shield airbags as standard on all grades.

The Mira TOCOT has a simple and charming square form, which combines ease of driving with outstanding design. It comes in a wide range of color variations, including three new colors, and features a newly developed canvas-like design film top. Moreover, the vehicle is equipped with a number of useful devices that provide convenience during everyday use.

The vehicle was planned and developed with a focus on recent changes in the sensibilities of young women. A project team comprising women employees who resembled the vehicle’s target audience took part in the planning process, and their feedback from a customer perspective on the vehicle’s concepts and items was reflected in the final product.

Going forwards, based on its “Light you up” approach, via which it seeks to illuminate each and every one of its customers and provide them with an easy mobility life, Daihatsu will continue to pursue the essence of mini vehicles: fuel efficiency, affordable pricing, and safety and peace of mind. At the same time, by adjusting to changing social environments and customer preferences, Daihatsu will promote the creation of small cars that cater to diverse needs.

\*1: The name “TOCOT” stems from the distinctive characteristics of the new model: “TO Character (expressing one’s unique character),” TO Comfortableness (ease of driving, and safety and peace of mind),” and TO Convenience (ease of use)”

\*2: “Effortless” is a fashion term that refers to the ability of “being oneself” without any stresses

\*3: As of June 25, 2018, according to research conducted by Daihatsu

## Chief features of the Mira TOCOT

1. Outstanding safety performance due to packages and equipment that are easy to use even for inexperienced drivers and others who feel anxious about driving
2. Focusing on the changing sensibilities of women, the Mira TOCOT combines a simple and charming design that promotes feelings of effortlessness with three types of Another Style Packages that are full of individuality
3. Affordable pricing unique to mini vehicles for young, first-time car buyers

## Sales Overview

- ◇ Monthly sales target: 3,000 units
- ◇ Special unveiling: June 30, July 1
- ◇ Announcement exhibition: July 7, 8
- ◇ New launch event: June 30, July 1 in Yokohama  
July 21, 22 in Nagoya  
July 28, 29 in Sendai  
August 4, 5 in Fukuoka  
August 11, 12 in Osaka

## Manufacturer's Recommended Retail Prices

### 【Mira TOCOT(including consumption tax)】

Grade	Engine	Transmission	Drive system	Fuel efficiency (km/ℓ) JC08 mode	Price (yen)	Eco-car tax exemptions
L	NA <sup>*4</sup>	CVT	2WD	29.8	1,074,600	tax exemptions ※5
			4WD	27.0	1,204,200	
L“SAⅢ”			2WD	29.8	1,139,400	
			4WD	27.0	1,269,000	
X“SAⅢ”			2WD	29.8	1,220,400	
			4WD	27.0	1,350,000	
☆ G“SAⅢ”			2WD	29.8	1,296,000	
			4WD	27.0	1,425,600	

☆: Pictured vehicle

\*4: naturally aspirated engine

\*5: Automobile acquisition tax and automobile weight tax. Mini vehicles are eligible for green tax exemptions of 25 percent (as of June 25, 2018).

© 2WD grades are priced 16,200 yen higher in Hokkaido.  
Prices do not include recycling costs.

## Vehicle Overview

### 1. Packages and Equipment Provide Three varieties of “Peace of Mind”

#### ◇Peace of mind when sitting

Compact sizing and a wide field of view are combined in an easy-to-drive package

- The Mira TOCOT features compact sizing that is easy-to-use for everyone
- With an interior cabin height of 1,270 mm—some 30 mm higher than the Mira e:S—the Mira TOCOT provides comfortable head clearance
- Due to its square body and horizontally accented instrument panel, the edges of the hood are clearly visible and the dimensions of the car are easy to grasp. In order to minimize blind spots and maintain a wide field of view, the front pillars are steeply angled and the door mirrors are attached to the door panels. In addition, a horizontal beltline provides outstanding rear visibility when reversing
- A driver’s seat lift<sup>\*6</sup> facilitates a driving position optimized to the driver’s body type, while tilt steering is also equipped

#### ◇Peace of mind when driving

Stable driving performance and the first<sup>\*7</sup> safety support equipment of its kind in a mini vehicle

- A Panorama Monitor<sup>\*8</sup> and Corner Sensor<sup>\*9</sup> combination features in a mini vehicle for the first time. This safety equipment provides audio and visual support for the vehicle surroundings when parking or passing other vehicles
- With a minimum turning radius of 4.4 meters, the Mira TOCOT is easy to maneuver even in tight spaces
- The steering force required to operate the steering wheel has been lightened, while the suspension is supple, resulting in superb comfort and high steering stability
- High-visibility Bi-Angle LED headlights (with manual levelling function) are equipped to all grades as standard

#### ◇Peace of mind in times of emergency

A full range of safety equipment

- The Mira TOCOT is equipped<sup>\*9</sup> with the Smart Assist III crash avoidance system, which utilizes the world’s smallest stereo cameras<sup>\*7</sup>
- Two erroneous (forward) start prevention function sonar sensors are fitted to the front of the vehicle for increased reliability
- SRS side airbags (driver and passenger seats) and SRS curtain shield airbags (front and rear seats) are installed on all grades as standard for the first time in a mini vehicle<sup>\*7</sup>
- The rear seatbelts feature pre-tensioner functions and rear seatbelt reminders

<sup>\*6</sup>: Equipped as standard on G SA III and X SA III grades.

<sup>\*7</sup>: As of June 25, 2018, according to in-house research.

<sup>\*8</sup>: Equipped as standard on the G SA III grade, and available as a “Panorama Monitor Camera” manufacturer option on the X SA III grade. The Panorama Monitor Navigation dealer option must be installed.

<sup>\*9</sup>: Equipped as standard on all SA III grades.

### 2. A simple and charming design that promotes feelings of effortless

#### ◇A simple and charming exterior

- With its horizontally accented styling and body designed for good visibility, the Mira TOCOT combines outstanding design with ease of driving
- With a corner-free square body, the vehicle projects an effortless, familiar, and easy-to-handle image
- In contrast to its square body, the vehicle’s round front and rear lights provide unique accents

- ◇ An interior that focuses on comfort
  - By decluttering the area around the instrument panel and introducing horizontal accents, the interior combines ease-of-use with superb visibility
  - The Ceramic White instrument panel garnish<sup>\*10</sup> possesses a clean, porcelain-like texture; its warm white and smooth roundness evokes a soft and kind impression
  - The seat back rests are a bright beige color, while the seat surfaces—which are often touched when entering and exiting the vehicle—are brown, in a two-color combination full-fabric sheet. This combination creates a bright impression but also prevents dirt from becoming conspicuous, so realizing everyday convenience
  - The meters, which have been designed to be both highly visible and easy to read, contribute to a bright interior atmosphere
  
- ◇ A total of eight color variations and a newly developed design film top
  - Three new colors have been developed for the Mira TOCOT, including Ceramic Green Metallic; a total of eight color variations are available for a bright, colorful, and diverse car life
  - The newly developed<sup>\*11</sup> canvas-like design film top (D wrapping) combines surface texturing with printing to realize a cloth-like texture. The design film top is attached to the roof, rear door upper, and front bumper to create unique contrasts in combination with the vehicle's body color<sup>\*12</sup>

<sup>\*10</sup>: Available on the G SA III and X SA III

<sup>\*11</sup>: Available as a manufacturer's option on G SA III and X SA III

<sup>\*12</sup>: Available for vehicles with the following body colors: Ceramic Green Metallic, Sunny Day Blue Metallic, Juicy Pink Metallic, and Pearl White III

### 3. Equipment that makes everyday life more convenient

- Small storage spaces are located in easy-to-reach places, enabling drivers to maintain their driving positions and so increasing convenience
- The vehicle is equipped with two USB power sockets<sup>\*13</sup>, which can be used for charging smartphones and other devices
- Seat heaters<sup>\*14</sup> have been located both in the seat and back rests of the driver and passenger seats
- Vanity mirrors are equipped<sup>\*13</sup> by the driver and passenger seats to enable occupants to check their appearance
- The front windows utilize IR & UV-reducing glass, the front doors utilize super-UV & IR-reducing glass<sup>\*15</sup>, to effectively block sunburn-causing UV rays and heat-inducing IR-rays

<sup>\*13</sup>: Equipped as standard on the G SA III and X SA III

<sup>\*14</sup>: Equipped as standard on the G SA III

<sup>\*15</sup>: The G SA III is equipped with super-UV & IR-reducing glass; other grades are equipped with UV-reducing glass

### 4. Another Style Packages for increased individuality

- In addition to the simple base model, three Another Style Packages are available for increased individuality
- Some replacement accessories are equipped at the factory, while others are equipped at distributors; this results in environmentally friendliness and affordable pricing, and allows customers to coordinate styles according to their preferences

## &lt;Sweet Style&gt;

A sweet style decorated with Pearl White coloring

- <Factory-installed equipment>
- ◇ Pearl White full wheel caps
  - ◇ Pearl White outer door handles
  - ◇ Pearl White door mirrors
  - ◇ Leather-wrapped gear stick with silver decorations
- <Distributor-installed equipment>
- ◇ Pearl White lower skirt pack
    - Front lower skirt
    - Side lower skirts
    - Rear lower skirt



## &lt;Elegant Style&gt;

An elegant style that fuses gorgeous brilliance and exceptional quality

- <Factory-installed equipment>
- ◇ Metallic Silver full wheel caps
  - ◇ Leather-wrapped steering wheel with steering switches
  - ◇ Leather-wrapped gear stick with silver decorations
- <Distributor-installed equipment>
- ◇ Plated garnish pack
    - Front garnish
    - Side garnishes
    - Rear-door garnish
  - ◇ Plated door mirror garnishes



## &lt;Cool style&gt;

A cool, urban style with black accents

- <Factory-installed equipment>
- ◇ Black Mica Metallic outer door handles
  - ◇ Black Mica Metallic door mirrors
  - ◇ Black Mica Metallic full wheel caps
  - ◇ Leather-wrapped steering wheel with steering switches
  - ◇ Leather-wrapped gear stick with silver decorations
  - ◇ Black passenger seat register panel
  - ◇ Black audio cluster
- <Distributor-installed equipment>
- ◇ Black stripe pack
    - Pin stripes
    - Front bumper stripes
  - ◇ Piano Black interior panel



## 5. Fuel efficiency appropriate to an everyday mini vehicle

- The Mira TOCOT achieves fuel efficiency values of 29.8 km/L<sup>\*16</sup> (all grades are eligible for eco-car tax breaks<sup>\*17</sup>)
- Daihatsu's independently designed D-monocoque body frame construction results in high strength, high rigidity and low weight
- The front fenders and rear doors, utilize resin parts for reduced weight

<sup>\*16</sup>: 2WD grades; 4WD grades achieve fuel efficiency values of 27.0 km/L

<sup>\*17</sup>: 2WD grades are eligible for a 60 percent reduction in automobile acquisition tax and a 75 percent reduction in automobile weight tax; 4WD grades are eligible for a 40 percent reduction in automobile acquisition tax and a 50 percent reduction in automobile weight tax