

June 25, 2018
Times24 Co., Ltd.
Daihatsu Motor Co., Ltd.

**Times24 and Daihatsu Launch a Second Joint Campaign
The “Mira TOCOT Complimentary Test-drive Campaign” to begin:
Test-drive the new Mira TOCOT mini passenger vehicle
with Times24’s Car Sharing Service**

Times24 Co., Ltd. (hereinafter “Times24”) and Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) will launch the “Mira TOCOT Complimentary Test-drive Campaign” on August 1, 2018. All members of Times Car PLUS, Times24’s car-sharing service, who enter the campaign will be provided with a complimentary PLUS e-ticket, electronic coupon ticket, to use Daihatsu’s new Mira TOCOT mini passenger vehicle—which will be released on June 25, 2018, and which is scheduled to become part of the Times Car PLUS fleet. This is the second of Times24 and Daihatsu joint campaigns, and follows on from the now concluded “Make the most of it: the Wake test-drive campaign,” which launched in September 2017.

Founded on the threefold concept of “close at hand,” “advantageous,” and “convenient,” Times Car PLUS is a car-sharing service that spans a total of approximately 21,000 vehicles comprising 30 different models across 47 prefectures. For 24 hours a day and 365 days a year, customers can use cars from as little as 15 minutes at a time; the convenience of this service has been extremely well received and, at present, some 990,000 customers have registered for the service.

The Mira TOCOT, which plays a central role in the joint campaign, focuses on safety and security so that younger generations, women, and other members of the population who feel anxious about driving can take the wheel with peace of mind. The new model features a simple and charming design, and 100 units are scheduled to be deployed at Times Car PLUS stations in 11 prefectures across Japan.

Times24 intends to enhance the convenience of mobility by increasing both the number of vehicles in its car-sharing service and expanding the area it covers. At the same time, by providing a wider range of models in its car-sharing line-up, the company is working hard to create opportunities for its customers to experience the joy of driving. Daihatsu, meanwhile, is seeking to increase its points of contact with people who do not own their own cars, raise awareness of its new Mira TOCOT model, and create opportunities for as many customers as possible to recognize the attractions of its vehicles. The joint campaign has therefore been implemented on the back of a shared sense of purpose by the two companies.

Going forwards, Times24 and Daihatsu intend to promote a variety of initiatives that enable even customers who do not own their own vehicles to experience the joy of driving.

<Campaign Overview>

Name: Mira TOCOT Complimentary Test-drive Campaign

Duration: August 1, 2018 to March 31, 2019 (scheduled)
(Entries open on July 18, 2018)



Content: All Times Car PLUS members who enter this joint campaign will be presented with a complimentary PLUS e-ticket that enables them to use a Mira TOCOT that has been deployed at a Times Car PLUS station for four hours. In addition, all members who, after driving the Mira TOCOT, complete an online questionnaire will be presented with a 60-minute PLUS e-ticket that can be redeemed when they next use the car-sharing service (no model limitations apply).

*Individual Plan, Family Plan, and Student Plan members are eligible (Company Plan members are ineligible)

*Members are only eligible to receive one complimentary e-ticket over the course of the campaign.