



**DAIHATSU**



June 26,2018

## Daihatsu Announces the Second Love Local Event for Fiscal 2018

The second event in 2018 will be held in Akita Prefecture under the theme “Enjoying the Starry Sky”



# LOVE LOCAL by **DAIHATSU**

Daihatsu Motor Co., Ltd. commenced its “Love Local by Copen” activities, which are aimed at creating Daihatsu fans, when it released the Copen in 2014. Since 2016, Daihatsu and its sales companies have also held “Love Local by Daihatsu” events, which expanded the scope of activities to include users of all Daihatsu vehicles, to further increase the number of Daihatsu fans.

This time, the second event in fiscal 2018 will be held for in Higashinaruse village, Akita Prefecture, on September 8, 2018 for Copen owners. The main theme of the event is “Enjoying the Starry Sky.” Details of the event as well as a call for participation have been published on the Love Local Community official website (<https://lovelocal.daihatsu.co.jp/>). Centered on enjoying the starry sky, this is the third Love Local event targeting Copen owners, following 2014 when the event was first held in the village of Achi in Nagano Prefecture, and another event in 2017 which was held in the town of Bisei in Ibara City, Okayama Prefecture. With the help of Higashinaruse’s residents, the event this time is being planned to allow participants fully enjoy the charms of the local region.

The third event in 2018 will be held in autumn for users of all Daihatsu vehicles. Details of the event will also be published on the Love Local Community website in due course.

In March 2017, Daihatsu updated its slogan to “Light you up,” with the aim of promoting its business through MONODUKURI and KOTODUKURI activities and evolving the Daihatsu brand. The Love Local events for 2018 are part of Daihatsu’s KOTODUKURI activities, which seek to increase points of contact with customers and local communities; Daihatsu will hold a variety of KOTODUKURI activities in addition to these events, through which the company intends to further strengthen its links with customers and local communities.