



DAIHATSU



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Daihatsu's New Mira TOCOT Mini Passenger Vehicle Receives Orders for 9,000 Units in its First Month—Approximately Three Times its Monthly Sales Target

The vehicle's simple design and safety functions such as Smart Assist III prove extremely popular

Daihatsu Motor Co., Ltd. (hereinafter "Daihatsu") launched the new Mira TOCOT mini passenger vehicle on June 25, 2018. The new model has enjoyed great initial success, with cumulative orders standing at approximately 9,000 units—some three times more than the company's monthly sales target of 3,000 units—in the month since its launch.

The Mira TOCOT was designed to be "an effortless* car that can be easily driven by anybody," and was developed for a wide-ranging demographic, most notably for young, inexperienced women drivers. With few blind spots and easy-to-grasp body dimensions, the vehicle also comes equipped with safety functions such as the Smart Assist III crash avoidance system. The TOCOT boasts a simple and charming design and is available at an affordable price appropriate to a mini vehicle.

Going forwards, Daihatsu will continue to promote the widespread uptake of Smart Assist. 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 also continue to advance the development of compact cars that cater to a diverse range of customer needs.

*"Effortless" is a fashion term that refers to the ability of "being oneself" without any stresses

Overview of Orders for the New Mira TOCOT

1. Units Ordered

Approximately 9,000 units
<Reference> Monthly sales target: 3,000 units

- Purchasers come from a wide range of age groups; in addition to the primary target audience of young women, they include adults whose children have left home and senior citizens.
- Almost all customers—more than the expected 90 percent—have opted to purchase one of the Smart Assist III grades.
- The new Ceramic Green Metallic is proving to be the most popular color; the Another Style Packages have also been well received, with the "Sweet Style" particularly well favored.

2. Main Points of Appeal

- The availability of safety functions such as Smart Assist III and Panorama Monitor at affordable price points.
- Easy-to-grasp body dimensions that enable driving with peace of mind.
- Simple and charming design.



Mira TOCOT G SA III (2WD)