



DAIHATSU



July 31, 2018

Daihatsu Announces the Third Love Local Event for Fiscal 2018
All Daihatsu users are welcome to attend the event in Ehime Prefecture



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.

In the final installment of the fiscal 2018 Love Local series of activities, a Halloween event based on the theme of “The seas and skies seen among the forests” is scheduled to be held in Imabari City, Ehime Prefecture, on October 13, 2018. All Daihatsu users are welcome to attend. The event location, which borders on the Shimanami Kaido, will be decorated in a Halloween style. Details about the event and a call for participation have been released on the Love Local Community section of the official Daihatsu website: <https://lovelocal.daihatsu.co.jp/>

At the event, all participants will have the opportunity to create pumpkin lanterns, while lunch prepared using local ingredients will be provided for everyone. To conclude the event, a host of balloons will be released at once, and participants will gaze up as they drift across a Shimanami sky that is surrounded by forest. With the cooperation of residents of the host town, Imabari City, there will also be activities that enable participants to enjoy the charms of the city to the fullest.

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.