



DAIHATSU



February 19, 2018

Daihatsu Announces Love Local Events for Fiscal 2018 as Part of its KOTODUKURI Activities

The first of its 2018 events will be held in Chiba Prefecture, under the theme “The Sky Reflected on the Surface of the Water”



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.

Daihatsu is planning to hold three manufacturer-sponsored events in fiscal 2018 and, just as in fiscal 2017, the overarching theme of these events will be “sky.” The main theme of the first event, to be held in Oyama Senmaida, Chiba Prefecture, on May 19, 2018, will be “The sky reflected on the surface of the water.” The event will focus on experiencing nature that lies in close proximity to human settlements, and users of all Daihatsu vehicles will be eligible to participate. Details of the event as well as a call for participation have been published on the Love Local Community website:

<https://lovelocal.daihatsu.co.jp/>

The second event in 2018 will be held in summer for Copen owners, while the third event will be held in autumn for users of all Daihatsu vehicles. Details of these two events 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.