

March 20, 2019

Daihatsu Announces the First Love Local Event of Fiscal 2019
~All Daihatsu users are invited to attend the Mothers' Day event in Ibaraki Prefecture~



LOVE LOCAL
by DAIHATSU

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) will again host its “Love Local by Daihatsu” series of events, which are aimed at creating Daihatsu fans, in fiscal 2019.

Just like last year and the year before, in fiscal 2019 Daihatsu is once again planning to host three “Love Sky Project” events over the course of the year, based on the theme of “a beautiful regional sky.” The first Love Sky Project event of fiscal 2019 will be the sixth in total, and will be held in Shimotsuma City in Ibaraki Prefecture on May 11; all Daihatsu users are invited to attend.

Shimotsuma City is famed for its flowers, and the “ephemeral artist” Yasuhiko Fujikawa will make an appearance. The event will feature a variety of activities, including the creation of Mothers' Day flower gift boxes under the guidance of Yasuhiko Fujikawa and lunches containing an abundance of local ingredients. Further details about the event and a call for applications will be hosted on the dedicated Love Local Community webpage (<https://lovelocal.daihatsu.co.jp/>) on the official Daihatsu website from March 15. Details of future fan events will also be released on the Love Local Community webpage in due course.

Daihatsu is promoting its business through both MONODUKURI and KOTODUKURI activities, based on its Group slogan of “Light you up” .The Love Local events are part of the Group’s KOTODUKURI activities, which have been collectively labeled “Light you up action” .Through these activities, the Daihatsu Group—which includes Daihatsu sales companies and suppliers—seeks to deepen its ties with regional customers. Going forward, the Group will continue to further strengthen its links with customers and local communities.

Reference

The dedicated “Light you up action” portal on the official Daihatsu website:

https://www.daihatsu.co.jp/lyu_action/