

June 19, 2019

Daihatsu Announces its Second Love Local Event for Fiscal 2019

~For Copen users: a fan event celebrating the fifth anniversary of the current Copen model to be held in Aichi Prefecture~

Light you up
アクション



LOVE LOCAL
by DAIHATSU

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) today announced the second of its “Love Local by Daihatsu” series of events, which are aimed at creating Daihatsu fans, for 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, which take as their theme “a beautiful regional sky.” The first event of fiscal 2019 took place in Shimotsuma City, Ibaraki Prefecture, in May. The second event, which will be the seventh in total, will celebrate the fifth anniversary of the current Copen model; it will be held at Spa Nishiura Motor Park in Gamagori City, Aichi Prefecture, on September 7, and all Copen users are invited to attend.

This will be the first Daihatsu Love Local event to take place at a circuit. Among the scheduled activities are group drives with Copen cars arranged according to model-types and colors, talk shows regarding the development of the Copen featuring people actually involved, and, finally, attendees will line their Copens up along the circuit and enjoy watching the starry night sky.

Further details about the event and a call for applications will be hosted on the dedicated Love Local Community webpage on the official Daihatsu website from today. 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.

The Love Local Community webpage on the official Daihatsu website:

Love Local Communit website <https://lovelocal.daihatsu.co.jp/>