

July 18, 2019

World Premiere of the HY Fun Concept Car at Gaikindo Indonesia International Auto Show 2019



HY Fun

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announced today that its Indonesian subsidiary, P.T. Astra Daihatsu Motor (hereinafter “ADM”), has given the HY Fun concept car its world premiere at the Gaikindo Indonesia International Auto Show 2019 (GIIAS 2019). GIIAS 2019 takes place from July 18 to 28 in Jakarta. ADM is exhibiting a total of 13 vehicles, including special edition auto show models, local models such as the Xenia Sport exhibition vehicle—a sporty show car based on the Xenia—and the new Tanto, which recently launched in Japan as Part One of the Daihatsu New Global Architecture (DNGA) project.

MPVs*¹ are extremely popular in Indonesia. Targeted at younger audiences, with its tasteful design and advanced equipment, the HY Fun is an MPV for the new generation. In the event hall, ADM intends to carry out a number of activities aimed at fostering interest in the company, including projection mapping using the body of a Sirion; outside the event hall, ADM will conduct demonstrations of Smart Assist. Daihatsu’s motto is “making advanced technologies accessible to everybody,” and ADM is aiming to communicate the Group’s initiatives to Indonesian customers.

※ 1 : Multi Purpose Vehicle