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Daihatsu Announces the Third Love Local Event for Fiscal 2019
All Daihatsu users are welcome to attend the camping-themed event in Hyogo
Prefecture

Light you up
アクション



LOVE LOCAL
by DAIHATSU

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) today announced the third 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 targets Copen users, will be taking place at Spa Nishiura Motor Park in Gamagori City, Aichi Prefecture, on September 7.

The third event will be held on October 27, and like the first event, it will target all Daihatsu users. The event will be held at a camping ground in Kawanishi City, Hyogo Prefecture. With camping as the theme, there will be a DIY workshop using local Kurokawa wood, and an interaction session for users where they can enjoy lunch made from local ingredients.

Details about the event and a call for participation have been released today on the Love Local Community webpage of the official Daihatsu website. 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 as “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.