

World Premiere of the TAFT Concept Mini Crossover at Tokyo Auto Salon 2020

Unique customized Tanto and Rocky models also on display



Front view of the TAFT Concept



Glass roof of the TAFT Concept

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announced that it will exhibit its TAFT Concept mini crossover concept at Tokyo Auto Salon 2020, which will take place at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture, between January 10 and 12, 2020. The company will also exhibit a variety of unique custom-spec cars based on existing mini vehicles and compact passenger cars. Daihatsu will exhibit the same vehicles at Osaka Auto Messe 2020, which will take place at INTEX Osaka in Suminoe-ku, Osaka City, Osaka Prefecture, between February 14 and 16, 2020.

Just like last year, the theme of the Daihatsu booth in 2020 will be “a sense of fun for everyone.” In addition to giving the TAFT Concept its world premiere, the company will exhibit concept cars based on the Rocky Compact SUV that was launched in 2019, the COPEN GR Sport mini convertible sports car, and the Tanto mini passenger car. Daihatsu will also collaborate with the outdoor magazine *Peaks* to exhibit customized HIJET Truck mini commercial vehicles. The unique characters of these custom-spec concept vehicles will be used to inspire a sense of fun.

Developed to be a “Tough & Almighty Fun Tool,” the TAFT Concept is a new style of mini crossover that can be actively used in both everyday and leisure scenarios. Daihatsu aims to launch the car in the middle of 2020. With a glass roof that provides a sense of spaciousness, and a flat and convenient luggage space, the TAFT Concept is full of ideas to make every day more enjoyable.

In an effort to make the joy of customization familiar to as many people as possible, the Daihatsu booth will host a live drawing show with the *manga* artist Muneyoshi Tanaka. While communicating with visitors, Tanaka will draw illustrations live at the booth based on the TAFT Concept. The “*hatsu*” of “Daihatsu” is also the first element of the Japanese word “*hatsudoki*,” which means “engine.” To this end, visitors to the Daihatsu booth will also have the opportunity to take part in an engine assembly challenge in which, with the support of Daihatsu engineers, they will be tasked with assembling engines using genuine parts. In this way, the booth seeks to make cars more familiar to all manner of visitors.

Daihatsu specializes in small cars, and intends to take full advantage of its line-up of mini vehicles, compact passenger cars, and commercial vehicles to enable visitors to its booth to experience a unique sense of fun. Using concept vehicles that deepen the appeal of various models and using a wide range of diverse content, Daihatsu seeks to show that customization does not have to be limited to a select few customers; instead, customization can be a way of making everyday life more enjoyable for many people.

Exhibition vehicles

A total of nine exhibits, with eight exhibits based on mini vehicles and one exhibit based on a compact passenger car

Vehicle name	Type
TAFT Concept	Concept car intended for production
Tanto Custom Premium Ver.	Concept car
Tanto CROSS FIELD Ver.	Concept car
Tanto Custom MARVEL Spiderman Ver.	Concept car
Rocky Sporty Style	Production car (equipped with accessories)
COPEN GR SPORT Custom Ver.	Production car (with custom specifications)
HIJET Truck PEAKS Ver.	Concept car
HIJET Truck DJ Ver.	Concept car
HIJET Truck Hatsune Miku Marche Ver.	Concept car

TAFT Concept*



Key specifications

Dimensions (length x width x height)	3395mmx1475mmx1630mm
Tire size	165/65R15
Engine	660cc Turbo
Transmission	CVT
Drive system	2WD

* "TAFT" is an acronym of its development theme of "Tough & Almighty Fun Tool"

Tanto Custom Premium Ver.



Tanto CROSS FIELD Ver.



Rocky Sporty Style



COPEN GR SPORT Custom Ver.



HIJET Truck PEAKS Ver.



HIJET Truck DJ Ver.



HIJET Truck Hatsune Miku Marche Ver.



Tanto Custom MARVEL Spiderman Ver.



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For further information, please visit Daihatsu's dedicate Tokyo Auto Salon webpage:
https://www.daihatsu.co.jp/learning/event/tokyo_as2020/