

**The New TAFT Mini Crossover Achieves Orders of Approximately
18,000 Units—4.5 times More than its Monthly Sales Target**

**~A design that exudes SUV-like power, and a glass roof that provides an overwhelming
sense of space~**

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announced today that its new TAFT mini crossover, which went on sale on June 10, 2020, has achieved total orders of approximately 18,000 units in the first month of its release. This is 4.5 times more than its monthly sales target of 4,000 units, and marks an outstandingly successful launch.

The TAFT seeks to be a partner that can be actively used in both everyday and leisure scenes, and that makes daily life more enjoyable; it was launched into the expanding mini crossover market. The car’s exterior design exudes a toughness and power essential to SUVs, it comes equipped as standard with the “Sky Feel Top,” a large glass roof, while the rear of the vehicle is a “flexible space” that can be freely arranged. The TAFT also features an upgraded version of the Smart Assist active safety system, while the new DNGA platform guarantees outstanding basic performance—all at an affordable price appropriate to a mini vehicle.

Based on its “Light you up” approach, going forward Daihatsu will continue to provide optimal mobility to every one of its customers, and cater to their needs via its extended range of mini vehicles and compact cars.



TAFT G (left) and TAFT G equipped with the Plating Pack (right)



Sky Feel Top (image)

Order details for the new TAFT

1. Units Ordered

Approximately 18,000 units

<Reference> Monthly sales target: 4,000 units

- Praised by a wide range of customers, of all genders and ages
- The three new body colors—Lake Blue Metallic, Forest Khaki Metallic, and Sand Beige Metallic—have been well received
- Approximately half of all customers requested the Plating Pack dealer's option

2. Main Points of Appeal

- The TAFT's square design exudes toughness and power
- Its Sky Feel Top glass roof provides an overwhelming sense of space
- DNGA guarantees outstanding basic performance and safety