

July 20, 2020

**Daihatsu to Launch TAFT ACTIVE CHALLENGE
Following the Release of the New TAFT Mini Crossover**

~TAFT! TV online events to be broadcast live~

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announced today that it will launch a new customer support campaign entitled “TAFT ACTIVE CHALLENGE” on July 20, 2020; the campaign closely follows the release of the new TAFT mini crossover on June 10, 2020.

The TAFT is designed 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 as part three of DNGA, Daihatsu’s next-generation approach to car-making.

Inspired by a desire to re-energize Japan, TAFT ACTIVE CHALLENGE (“TAFT CHALLENGE”) will support customers who wish to embark on new challenges. It will also make the ideas and features of the TAFT more widely known through online events and other digital initiatives.

The campaign centers around “TAFT! TV,” two online, live-broadcasting events that will take place on July 23 and August 1. The events will communicate information regarding TAFT ACTIVE STATION—the dedicated TAFT website—as well as new TAFT television commercials.

Comprising interviews, live music, and other events, and featuring TAFT CHALLENGE ambassadors alongside an actor and musicians from the TAFT television commercials, TAFT! TV will introduce the new TAFT mini crossover and the TAFT CHALLENGE in an entertaining manner.

Going forward, Daihatsu will continue to fuse digital and in-store activities in order to increase sales of the TAFT and other products; at the same time, Daihatsu will work together with its sales companies to establish sales systems tailored to the lifestyles of its customers.

Overview of the online TAFT! TV events

Date and time: Day One – July 23, from 12:00 pm
Day Two – August 1, from 12:00 pm



Location: Broadcast via YouTube LIVE
For further details, please see the TAFT ACTIVE STATION website:
<https://www.daihatsu.co.jp/lineup/taft/special/>

Guests: TAFT CHALLENGE ambassadors; Chidori (comedy duo); Taishi Nakagawa (actor);
flumpool (band); others

Event content: Interviews, live music, etc.

*Guests and event content are subject to change; guests will vary on Day One and Day Two. For further details, please see the special TAFT ACTIVE STATION website

*The image shows the TAFT G (Equipped with the Plating Pack dealer's option) on the left, and the TAFT G on the right