

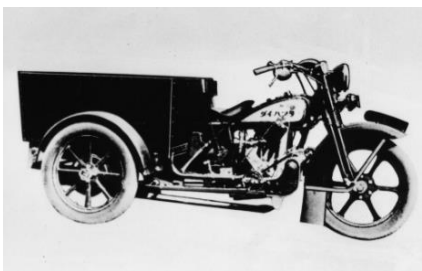
Daihatsu Achieves Cumulative Vehicle Production of 30 Million Units in Japan

Daihatsu Motor Co., Ltd. has achieved cumulative vehicle production of 30 million units in Japan under the Daihatsu brand*¹ as of its production results for September 2020.

Daihatsu was established in 1907 under the name of Hatsudoki Seizo Co., Ltd. for the domestic production of internal combustion engines as a cooperation between industry and academia. In 1931, the three-wheeled vehicle named Daihatsu with a 500 cc engine was launched and the company started its vehicle manufacturing business. After World War Two, the Midget mini three-wheeled truck was launched in 1957 and was well received by retailers and other customers. In 1958, Daihatsu launched the compact truck Vesta, its first four-wheeled vehicle. Subsequently, the commercial vehicle Hijet was launched in 1960 as Daihatsu's first mini four-wheeled vehicle, while the compact passenger car Charade was launched in 1977, and the mini passenger vehicle Mira*² was launched in 1980. From mini vehicles to compact cars, Daihatsu has produced a variety of small cars that are close to the lives of customers and support them in their daily lives and work.

At present, Daihatsu aims to be able to provide small cars that meet the diverse needs of customers at affordable prices. Under that Simple, Slim, Compact (SSC) concept that achieves high-quality production at low costs, Daihatsu is carrying out production of vehicles at a total of four bases: three under Daihatsu—Shiga (Ryuo) Plant, Kyoto Plant, and Head (Ikeda) Plant—as well as the Oita (Nakatsu) Plant of Daihatsu Motor Kyushu Co., Ltd.

Since 2019, Daihatsu has launched new products using the Daihatsu New Global Architecture (DNGA), Daihatsu's new-generation approach to car-making beginning with mini vehicles unique to Daihatsu. To continue growing as a small car manufacturer in the Toyota Group, Daihatsu will advance the development of vehicles that cater to a diverse range of customer needs based on the Daihatsu Group slogan "Light you up" which is an approach that seeks to illuminate each and every one of its customers and provide them with an easy mobility life.



First three-wheeled vehicle Daihatsu
(Model HA)



First mini three-wheeled vehicle Midget
(Model DKA)



First compact four-wheeled vehicle
Vesta

*1 As of September 2020, according to research conducted by Daihatsu and calculated based on preliminary figures. Only vehicles produced in Japan are included, excluding vehicles supplied to other companies as OEM. Includes exported vehicles (CBU and CKD).

*2 Launched as Mira Cuore, the commercial vehicle version of the Cuore mini passenger vehicle. From 1982, sales commenced under the name Mira.