

Daihatsu to Add a Special 10th Anniversary Edition Mira e:S Mini Passenger Vehicle



Mira e:S L “SA III 10th Anniversary Edition”



10th Anniversary Emblem

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) will release a special 10th anniversary version of its Mira e:S mini passenger vehicle. The special edition will go on sale nationwide on October 25.

The Mira e:S was launched in September 2011 as the “third eco-friendly car,” and with its exceptional fuel efficiency*¹, affordable pricing*², and conservation of natural resources, it opened up a new genre of mini passenger vehicles. Following a complete redesign in 2017, the Mira e:S built on the core of mini passenger qualities of fuel efficiency and affordable pricing by focusing on the safety and security of its customers with the adoption of Smart Assist III*³. In the ten years since its launch, the Mira e:S has sold more than 880,000 units*⁴, and has found favor among customers of all ages.

The special L “SA III 10th Anniversary Edition” grade celebrates 10 years since the launch of the first-generation Mira e:S in September 2011, and embodies the gratitude Daihatsu feels for its customers. Based on the popular L “SA III” grade, the car features a leaf-shaped 10th anniversary emblem on the back door, and comes equipped with the Genuine Navigation Equipment Upgrade Pack and Reverse-activated Rear Wipers*⁵; despite these additional features, it is available at an affordable price.

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 and compact vehicles.

*1: The L “SA III 10th Anniversary Edition” (2WD) has a fuel efficiency of 25.0 km/L based on WLTC, according to Ministry of Land, Infrastructure, Transport and Tourism assessment values; the L “SA III 10th Anniversary Edition” (2WD)’s fuel efficiency meets fuel efficiency standards for FY2030.

Fuel efficiency values are measured under specified test conditions; real-world fuel efficiency values will vary according to customer usage environments—such as climatic conditions and traffic conditions—and driving styles—including sudden accelerations and air-conditioning use.

WLTC is an international driving cycle based on typical usage distributions of urban, suburban, and highway driving.

*2: Prices start at 860,200 yen; correct as of October 2021, according to Daihatsu research

*3: The Smart Assist active safety system aims to provide driving support, and there are limits to its capabilities; depending on road surface and weather conditions, there may be occasions when Smart Assist does not operate. Drivers should endeavor to drive safely and not over-estimate the system's capabilities. For further details, please see your local sales company, or visit the official Daihatsu website.

*4: As of July 31, 2021, according to Daihatsu research

*5: On 2WD L "SA III" grades, equipped only to cold-region spec models; on 4WD L "SA III" grades, equipped as standard to all models

Overview of special equipment

Grade	L "SA III 10th Anniversary Edition"
Base grade	L "SA III"
Exterior	<ul style="list-style-type: none"> • 10th anniversary emblem • Genuine Navigation Equipment Upgrade Pack • Reverse-activated Rear wipers <p>(On 2WD L "SA III" grades, equipped only to cold-region spec models; on 4WD L "SA III" grades, equipped as standard to all models)</p>

* Manufacturer's Recommended Retail Prices * (prices include consumption tax)

(Prices are recommended retail prices and are intended for reference purposes only. Prices are independently set by sales companies; for further details, please visit your nearest sales company. Expenses incurred for insurance fees, tax (exempt from consumption tax), recycling costs, registration will be charged separately.)

<Mira e:S>

Grade	Engine	Transmission	Smart Assist	Drive system	Price (in yen)
B ^{*6}	NA ^{*7}	CVT	-	2WD	860,200
				4WD	992,200
B "SA III" ^{*6}			○	2WD	926,200
				4WD	1,058,200
L ^{*6}			-	2WD	893,200
				4WD	1,025,200
L "SA III" ^{*6}			○	2WD	959,200
				4WD	1,091,200
☆L "SA III 10th Anniversary Edition"			○	2WD	975,700
				4WD	1,100,000
X "SA III" ^{*6}			○	2WD	1,102,200
				4WD	1,234,200
X "Limited SA III"			○	2WD	1,118,700
				4WD	1,243,000
G "SA III" ^{*6}			○	2WD	1,232,000
				4WD	1,364,000
G "Limited SA III"	○	2WD	1,248,500		
		4WD	1,372,800		

☆: Pictured vehicle

*6: Prices of 2WD models in the Hokkaido region are ¥16,500 higher (tax included) and do not include recycling costs.

*7: Natural Aspiration