

Custom Cars Based on New Hijet/Atrai and Rocky HEV Models on Display at
Tokyo Auto Salon 2022



Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) announced that it will exhibit five customized cars based on new models of the Hijet, Atrai, and Rocky, equipped with Daihatsu’s hybrid e-SMART HYBRID technology, at Tokyo Auto Salon 2022, which will take place at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture, between January 14 and 16, 2022. The theme will be “DAIHATSU VILLAGE 2022 Continuing to take on small challenges,” expressing both Daihatsu’s commitment to small cars and a first step toward a new era in the world of customization.

This year, the show will be held at two venues for the first time: at the venue (on-site) and through a website (virtual). Daihatsu aims to create a show that conveys the appeal of the Daihatsu brand at both venues, allowing more customers to experience and enjoy the “future of Daihatsu” in various ways.

[Makuhari Messe (On-Site) Venue]

The custom cars being exhibited this year were customized to take advantage of the characteristics of the base vehicles. This includes the new Atrai Deck Van Camper Ver., which was remodeled on December 20, 2021, as well as the new Rocky CROSS FIELD Ver. that was added in November.

In the 61 years since its launch, the Hijet has continued to stay close to the lives of customers. In appreciation of its customers and the receipt of the “Good Design Long Life Design Award” in 2021, Daihatsu will exhibit all models, from the first generation launched in 1960 to these new remodels.

[Website (Virtual) Venue]

This year, Daihatsu will further enhance its online content that received positive reviews last year. This will include product introductions in collaboration with YouTubers and a virtual visit to the site of Hijet. In addition, LIVE broadcasts of vehicle introductions from the venue are also planned via the official Daihatsu “Hello! Daihatsu” Twitter account. There will also be a “Dream Illustration Campaign” that can be applied for at Daihatsu dealers nationwide.

< Daihatsu’s Tokyo Auto Salon Website >

URL https://www.daihatsu.co.jp/learning/event/tokyo_as2022/

Exhibition vehicle

Vehicle name	Type
Atrai Premium Ver.	Custom Car
Atrai Deck Van Camper Ver.	Custom Car
Rocky Premium Ver.	Custom Car
Rocky CROSS FIELD Ver.	Custom Car
"Nibako" Truck COPEN Assembly Experience	Custom Car



[Atrai Premium Ver.]



[Atrai Deck Van Camper Ver.]



[Rocky Premium Ver.]



[Rocky CROSS FIELD Ver.]



["Nibako" Truck COPEN Assembly Experience]