

Daihatsu releases special edition model of TAFT Mini Crossover slated for launch in autumn 2022

Addition of new body colors strengthens product appeal of base models



Dark Chrome Venture



Chrome Venture

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) has released the general specifications of a new special edition model of the TAFT mini crossover, the “TAFT Dark Chrome Venture,”*1 slated to be launched in autumn 2022. Daihatsu has already started accepting advance orders for this special edition model. Moreover, the company is committed to strengthening the product appeal*1 of the base models by adding new body colors that highlight TAFT’s image and installing a 9-inch smartphone linked audio display*2 to enhance convenience.

The TAFT launched in 2020 was designed to be a “Tough & Almighty Fun Tool” that “seeks to be a partner that can be actively used in both everyday and leisure scenarios and that makes daily life more enjoyable.” In fact, TAFT has been accepted by a wide range of users for daily life and leisure purposes. The previous special edition model, the well-received “Chrome Venture,” was launched in May 2021. Additional features planned for the “Dark Chrome Venture” special edition model to be launched in this autumn are dark black plating, gunmetal gray coating and black mica metallic decorations. These features highlight the toughness of the vehicle more clearly. Three colors for base models--Ceramic Green Metallic, Chrome Gray Metallic (image of strength) and Laser Blue Crystal Shine--*2 will be added to the current three earth colors, which are highly rated by customers. Moreover, keeps up with the changing times by adopting a voice recognition capability and 9-inch smartphone linked audio display that supports wireless connections.

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 Planned for release in Autumn 2022. Some specifications may differ at time of release

*2 Manufacturer’s option