



Daihatsu to exhibit “Nibako” all-in-one mobile sales package at events in the marketing sector

- Initiative to facilitate the use of vehicles by proposing new ways of use and enriching our services -



Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) will exhibit its all-in-one mobile sales package “Nibako” at “Marketing Week Osaka,” to be held on September 25 to 27, 2024, among others, to promote the package in a way that visitors can image the new use of its products for mobile sales.

Together with sales companies nationwide, Daihatsu works on providing community-rooted mobility services as KOTODUKURI to solve the troubles of local customers and enrich their lives.

“Nibako,” launched in September 2022, is a service developed based on Daihatsu’s wish to support retailers facing challenges and concerns in starting mobile sales by utilizing crates that can be set on light truck beds. In addition to exhibitions in 54 sites, guidance on places where visitors can observe it and business consultation are provided by sales companies to facilitate its use by retailers and many other businesses. “Nibako” is now broadly utilized at local events, light truck markets, marches held at Daihatsu dealers, etc.

Daihatsu started renting the crate part only on a trial basis from September 1, 2024, at sales companies in four prefectures* to enrich its service further. This rental scheme will be examined by widely collecting feedback and identifying items that should be improved through this trial, aiming to expand it nationwide from September 2025 onwards. Daihatsu will also consider options such as power sources and a cooling function in the future to realize a mobility service that can satisfy the diverse need of businesses.

Daihatsu will continue to work on both MONODUKURI and KOTODUKURI to realize a mobility society that enriches the lives of customers by providing services that contribute to local communities.

* Daihatsu Tokyo Co., Ltd. Saitama Daihatsu Co., Ltd. Daihatsu Chiba Co., Ltd. and Kyoto Daihatsu Co., Ltd.



◆ Marketing Week Osaka

Period: From 10:00 to 17:00 on September 25 to 27, 2024

Venue: Intex Osaka

1-5-102, Nanko-kita, Suminoe-ku, Osaka City

* Refer to the website below for details.

<https://www.marketing-week.jp/osaka/ja-jp/visit.html>

(in Japanese)



◆ Event JAPAN2024

Period: From 10:00 to 17:00 on October 16 to 18, 2024

Venue: South Exhibition Halls of Tokyo Big Sight

3-11-1 Ariake, Koto-ku, Tokyo

* Refer to the website below for details.

<https://www.intercross-com.co.jp/event-japan/> (in Japanese)

<Nibako Website>

<https://nibako.daihatsu.co.jp/> (in Japanese)

<Nibako Instagram>

https://www.instagram.com/nibako_official/ (in Japanese)