November 16, 2026

Daihatsu Introduces “Powerful” Special-Edition Rocky with Enhanced Outdoor Appeal and Improves Hybrid Model Quietness and Fuel Efficiency



<Premium G HEV “Powerful”>

Daihatsu Motor Co., Ltd. (hereinafter “Daihatsu”) has partially upgraded the compact SUV Rocky and introduced a new special-edition model. Sales will begin nationwide on Monday, November 16.

The Rocky is a compact SUV that combines a compact body with a spacious cabin. Its easy maneuverability and powerful SUV styling make it suitable for a wide range of situations, from everyday driving to leisure activities. This time, Daihatsu has introduced the “Powerful” special-edition model for both gasoline and hybrid variants, highlighting the Rocky’s outdoor character while combining strength with sophistication. The “Powerful” features Black Mica Metallic door mirrors, outside door handles, and a shark-fin antenna, together with black-painted 17-inch aluminum wheels. These black-themed items create a powerful, refined appearance. In addition, the dedicated “Powerful Plan” accessories can be combined with the vehicle to create the new “Powerful Style,” further emphasizing its outdoor-inspired image. The addition of new body colors, including Lake Blue Metallic and Grayish Olive Metallic etc., along with revised interior trim, creates a design that blends naturally with outdoor settings.

For hybrid models, the control used when the engine starts while the vehicle is in motion has been revised. By reducing engine noise during acceleration, the changes improve quietness and deliver a more natural sense of acceleration in response to accelerator input. Fuel efficiency has also been improved by revising gasoline-engine control on both gasoline and hybrid models, as well as hybrid-system control on hybrid models. In addition, four display graphics have been introduced, allowing customers to view the information they need more easily according to their preferences and driving situations, thereby expanding their choices. Furthermore, detection functions have been added to the Smart Assist preventive safety system*1, while ACC and LKC performance has been enhanced to improve safety and provide greater reassurance while driving.

Daihatsu will continue to provide high-quality, affordable products that stay close to customers’ lives.

*1: Smart Assist is designed to support the driver and has functional limitations. It may not operate depending on road, weather, and other conditions. Do not over-rely on the system, and always drive safely. For details, please contact a sales company or visit the official website.

[Overview of the Special-Edition Model]

<Main Special Equipment of the “Powerful”>

Base Grade	Premium G Premium G HEV
Special Equipment	Door mirrors (Black Mica Metallic) Outside door handles (Black Mica Metallic) Shark-fin antenna (Black Mica Metallic) 17-inch aluminum wheels (black-painted)

[Overview of the New Style]

<Dedicated Accessory Plan for the New “Powerful Style”*2>

Applicable Grades	Premium G “Powerful” Premium G HEV “Powerful”
Dedicated Accessories “Powerful Plan”	Hood garnish (black) Under garnish pack (gunmetal) Front corner garnish (black) Side door garnish (black)

*2: A new style combining the “Powerful” special-edition model with the dedicated “Powerful Plan” accessories.

[Overview of the Partial Upgrade]

<Improved Quietness and More Natural Acceleration for Hybrid Models>

• Revised the control used when the engine starts while the vehicle is in motion, reducing engine noise during acceleration and improving quietness.

• Improved rubber-band feel*3 during acceleration to deliver a more natural sense of acceleration in response to accelerator input.

*3: A phenomenon in which a lag is felt between the rise in engine speed and the increase in vehicle speed.

<Changes to Main Specifications> WLTC Mode Fuel Economy (MLIT-certified value)*4

(km/L)

Applicable Specifications / Grades	Transmission	Drive System	Before	After
Premium G HEV、Premium G HEV "Powerful" 、X HEV	-	2WD	28.0	28.7
Premium G、Premium G "Powerful"、X、L	CVT		20.7	21.8
Premium G、Premium G "Powerful"、X、L		4WD	17.4	17.5

*4: Fuel economy figures are measured under specified test conditions. Actual fuel economy varies depending on the customer’s operating environment (weather, congestion, etc.) and driving method (rapid starts, air-conditioner use, etc.). The WLTC mode is an international driving mode composed of urban, suburban, and highway driving modes based on an average distribution of operating time.

<Body Colors and Interior>

• Newly Added Grayish Olive Metallic, Lake Blue Metallic, Forest Khaki Metallic, Chrome Gray Metallic, Black Mica Metallic × Grayish Olive Metallic*5, Black Mica Metallic × Lake Blue Metallic*5, and Black Mica Metallic × Forest Khaki Metallic*5.

• Changed the interior trim from silver to gunmetal.

*5: Manufacturer option.

<Enhanced Safety>

• Added and revised the following functions for the Smart Assist preventive safety system:

- Added detection of bicycles crossing the vehicle's path.
- Added detection of vehicles in the oncoming lane when turning right at intersections, and pedestrians crossing from the opposite direction when turning right or left.
- Increased the maximum operating-speed condition for pedestrian detection from 60 km/h to 80 km/h.

· Improved ACC (Adaptive Cruise Control) preceding-vehicle detection distance and accuracy for smoother operation.

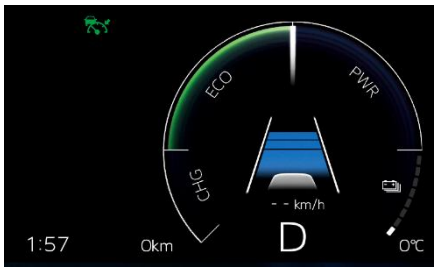
· Reduced lateral wandering during LKC (Lane Keep Control) operation to improve driver reassurance.

<Improved Visibility>

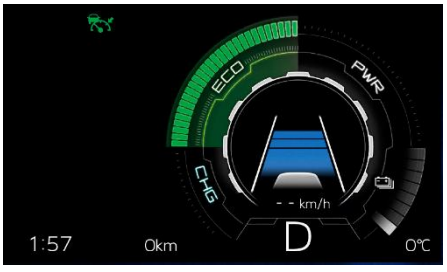
• Four display graphics are available, allowing drivers to select a display according to their preferences and driving situations.

- EYE RING (SMART/TOUGH): A familiar display style
- FOCUS: A display style that narrows down information for quick recognition
- VEHICLE STATUS: A display style that makes vehicle status and advanced driver-assistance information easy to understand

• The display can be changed using the steering-wheel switch.



EYE RING(SMART)



EYE RING(TOUGH)

<Other Changes>

• Consolidated the Smart Panorama Parking Pack into a package with the 9-inch smartphone-linked display audio system.

· Changed the rear center-console USB socket to Type-C.

· Made driver and front-passenger seat heaters standard equipment.

· Made the headlamp illumination extension function standard equipment.

[Manufacturer's Suggested Retail Prices (Including Consumption Tax)]

(The prices shown are manufacturer's suggested retail prices and are for reference only. Sales companies set their own prices; please contact a sales company for details. Insurance premiums, taxes (excluding consumption tax), automobile recycling fees, registration-related expenses, and other charges are billed separately.)

<Rocky>

Grade	Engine	Trans-mission	Drive	Price (yen)
X HEV	NA*6	-	2WD	2,351,800
Premium G HEV				2,579,500
L		CVT		1,857,900
X				2,006,400
Premium G				2,250,600
L	TC*7		4WD	2,117,500
X				2,266,000
Premium G				2,510,200

<Rocky Special-Edition Models>

Grade	Engine	Trans-mission	Drive	Price (yen)
Premium G HEV "Powerful"	NA*6	-	2WD	2,634,500
Premium G "Powerful"		CVT		2,305,600
Premium G "Powerful"	TC*7		4WD	2,565,200

*6: Natural Aspiration (naturally aspirated engine)

*7: Turbo Charger (turbocharged engine)