

Announcing the Launch of Our New Brand Movie

On May 2, 2025, our company name had been changed from "DAIHATSU DIESEL MFG. CO., LTD." to "DAIHATSU INFINEARTH MFG.CO.,LTD." To mark this occasion, we would like to announce that we have created and released a corporate brand movie, "Our Engines, Your Journey" which contains our new brand message and aspirations for the future.

The new brand movie, "Our Engines, Your Journey" is based on the new brand key message, "Driving Progress.". It depicts two young people who take a new step into the future through the unexpected chance in their daily lives.

Our technologies and products are depicted as the driving force behind their "progress", pushing them forward in their challenges and supporting their heartbeat, and the video reflects the role that our group must play in society.

The new company name, DAIHATSU INFINEARTH, is a coined word for "Infinity" and "Earth". With the corporate statement "TECHNOLOGY FOR THE EARTH", our group contributes to the realization of a sustainable society by working in harmony with the global environment through technology.



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