

Astra Daihatsu Ayla Ready to be Delivered to Consumer

JAKARTA: After a long wait, PT Astra Daihatsu Motor (ADM) officially launched the Daihatsu Ayla in Jakarta on 9th September 2013. PT ADM became the first sole agent brand to launch a four-wheeled motor vehicle that is energy efficient and available at affordable prices (KBH2)/Low Cost Green Car (LCGC). The launch was made following the publication of the technical specifications for inexpensive and environmentally friendly cars by the Ministry of Industry in early August 2013.

The launch of Daihatsu Ayla began with government regulations to create a vehicle affordable for the middle class that is both fuel-efficient and environmentally friendly. In response, Daihatsu conducted market research, product design and production preparation, which has led to the Daihatsu Ayla being ready to be mass-produced in the Karawang Assembly Plant.

Daihatsu's local component use in the Ayla is as much as 84% and incorporates the latest ECO technologies that make environmentally friendly cars with low exhaust gas levels. Daihatsu has successfully met the government requirements with features such as a single-axle drive, fuel consumption of 20 km/liter, 980 - 1200 Cylinders and a price range of Rp 76 million to Rp 106 million. Daihatsu Ayla has six variants, D MT, D+ MT, M MT/AT, X MT/AT, which has a high ground clearance, a small turning radius of 4.4 m and global safety standards. Astra Daihatsu Ayla has been designed by the sons of the nation and is expected to be a prime community car in Indonesia, representing convenience and at affordable prices.

ADM, as a pioneer in manufacturing LCGC, is not only the first to offer a LCGC, but is also preparing future generations of LCGC, which will be shown at the IIMS 2013 with Ayla's World.

“We hope that Astra Daihatsu Ayla can contribute to the growth of the market and the automotive industry in Indonesia in line with market expectations when the government issued the new regulations. We will continue to provide the highest quality products with the Astra Daihatsu Ayla, and very much hope that it is accepted by families in Indonesia”, said Sudirman MR, President Director of PT Astra Daihatsu Motor during the launch of Astra Daihatsu Ayla.