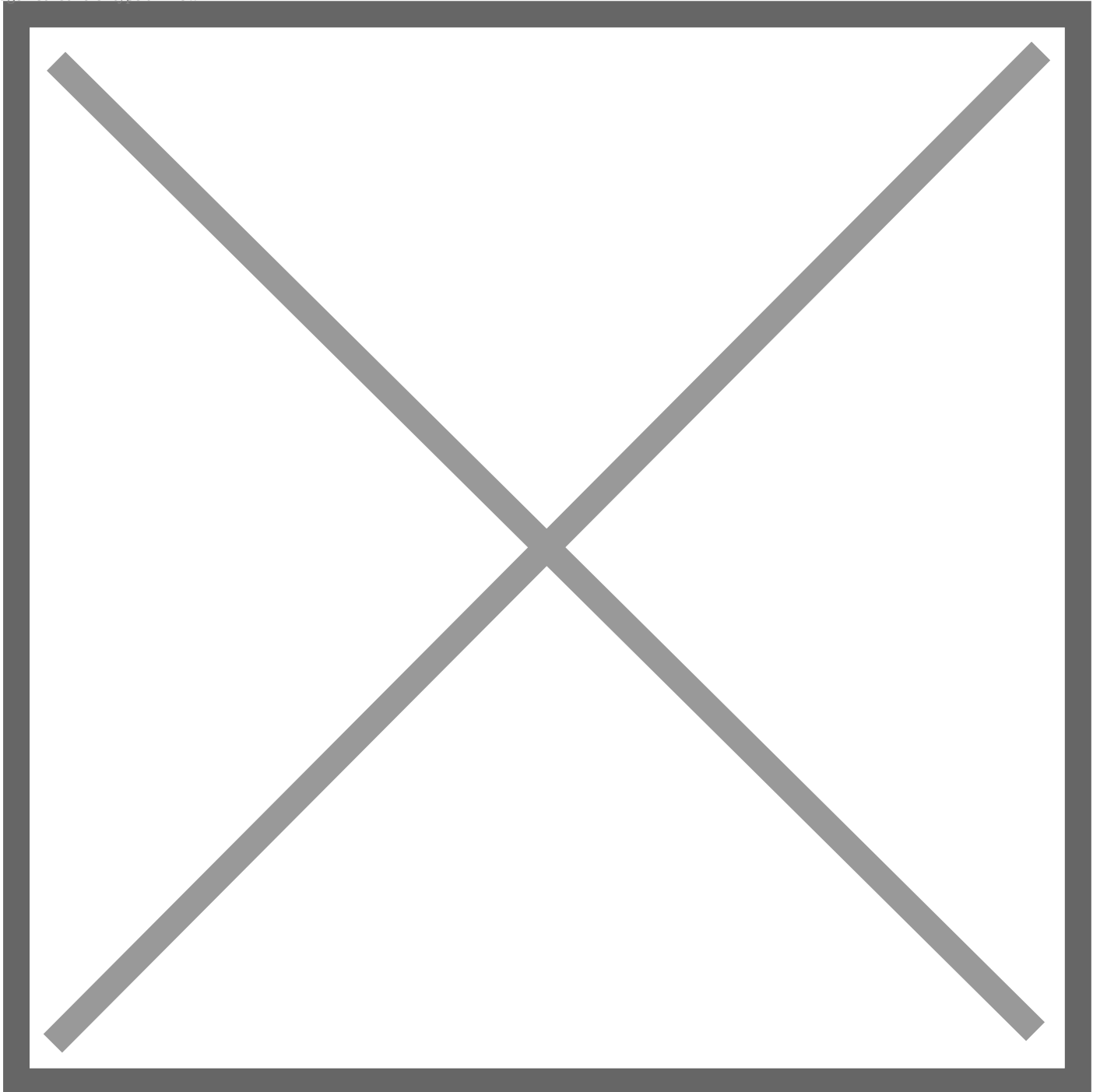


Toyota to Exhibit Full Vehicle Lineup and All-New Avalon at 2018 North American International Auto Show

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DETROIT, Jan. 10, 2018 – The Toyota exhibit at the 2018 North American International Auto Show (NAIAS) will feature Toyota’s vehicle lineup of cars, trucks and SUVs, including the world premiere of the all-new 2019 Avalon, future mobility vehicles and one-of-a-kind NASCAR Camry designs in a 38,971-square-foot display. The Detroit premier of the FT-4X Concept will also be on display. NAIAS takes place at Cobo Center Jan.13-28 in Detroit.

The Avalon is Toyota’s flagship midsize sedan, which features premium styling, performance and interior amenities. The all-new 2019 Avalon will make its global debut Monday, Jan. 15 with a stylish and dynamic new design. Enthusiasts can receive front row access via livestream at <https://livestream.com/Toyota/Detroit2018>.

The [Toyota FT-4X](#) Concept or “Future Toyota” – Four Wheel Drive Crossover is a modern toolbox for today’s city driver. The vehicle was designed by Toyota’s Caltex Design Research Inc. in Newport Beach, California and inspired by Toyota’s iconic adventure vehicles. With a long list of unique functionalities and *Rugged Charm* compact design, it helps drivers achieve *Casualcore* – rather than hardcore – outings and move from the city to adventure seamlessly.

Also on display at Detroit’s Cobo Center will be a trio of [future mobility vehicles](#) that demonstrate Mobility for All – Concept-i RIDE, Concept-i WALK and Concept-i Experience. Concept-i RIDE is Toyota’s ride sharing solution for the city of tomorrow that will transform mass transportation into a personable and wheelchair accessible experience. For the last leg of a user’s commuter, the ultra-compact Concept-i WALK autonomously drives users home or to work using sidewalks. With the Concept-i Experience, guests can step into Toyota’s vision for the future. The interactive display engages with drivers through a powerful AI system that learns with the driver to build a relationship that is both meaningful and human.

Several concepts unveiled at the 2017 Specialty Equipment Market Association (SEMA) show will be on display, including the NASCAR driver designed Camrys. NASCAR Drivers [Martin Truex Jr.](#), [Kyle Busch](#), [Denny Hamlin](#) and [Daniel Suarez](#) each created a Camry that further elevates the new model’s cutting-edge design and enhanced performance. The championship Camry driven by No. 78 Truex Jr. will also be on display. Racing Analyst Rutledge Wood also created a Camry for SEMA featuring state-of-the-art 3-D printed body panels, an outrageous Blurple paint job and a re-finished interior.

Visitors can take part in a variety of activations, such as sending an inspirational message to Team USA athletes and help create a photo mosaic to celebrate the upcoming Olympic and Paralympic Games, as party of Toyota’s multi-year sponsorship. In addition, guests can experience the benefits of Entune and the Toyota Safety Sense (TSS) through interactive displays and virtual reality.

Mirai, Prius Prime and C-HR will all return to the Detroit show floor. Mirai is Toyota’s trailblazing fuel cell electric vehicle that combines hydrogen and oxygen to make electricity onboard, while emitting only water vapor. The Prius Prime delivers an EPA-estimated 133 MPGe (miles per gallon equivalent), while the C-HR represents a leap forward in design, manufacturing and engineering for Toyota.