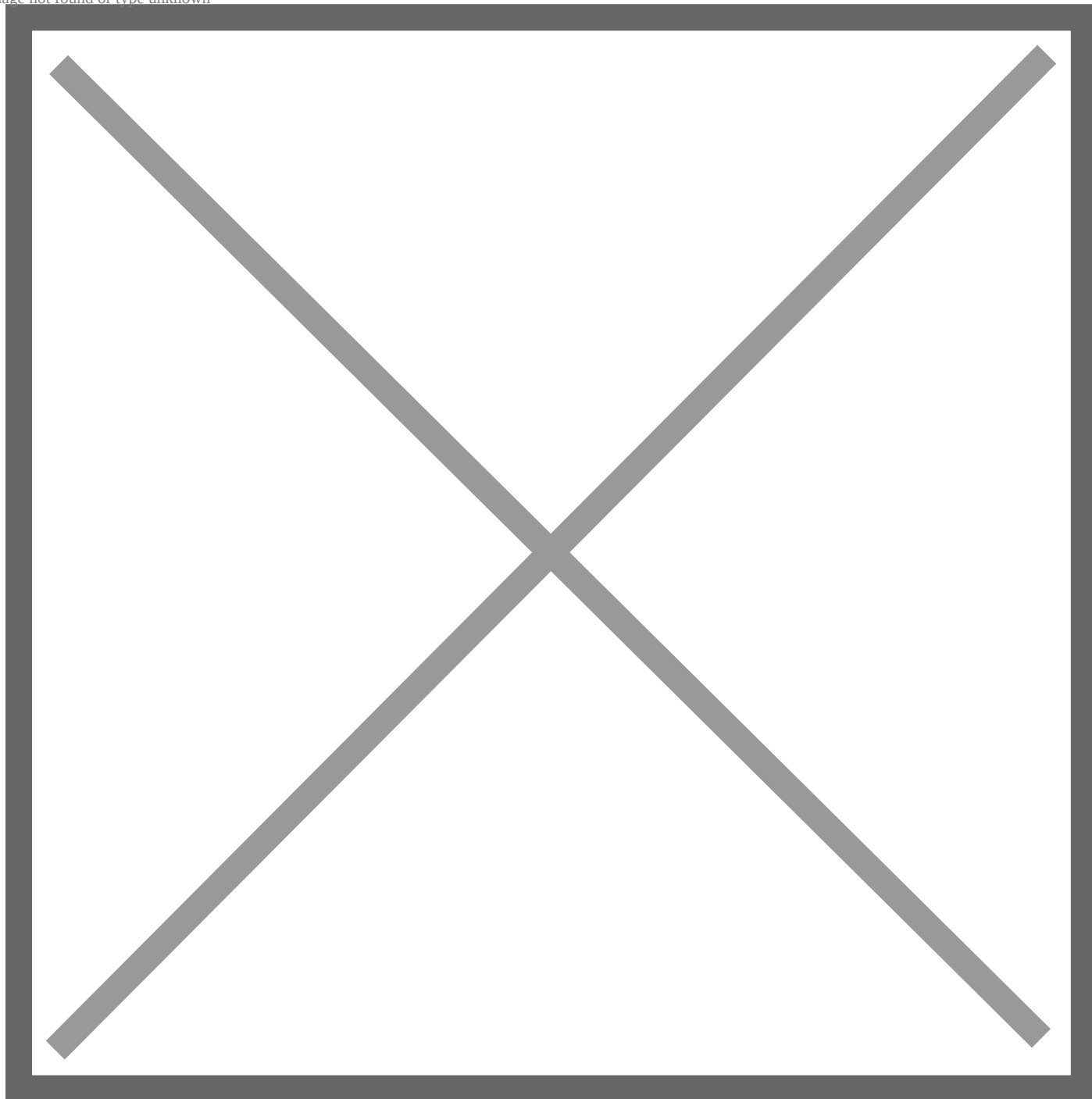


Toyota Exhibit at 2015 North American International Auto Show to Showcase All-New 2016 Tacoma

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DETROIT, Jan. 9, 2015 – When the all-new 2016 Toyota Tacoma is revealed at the 2015 North American International Auto Show (NAIAS), it joins the company’s expansive exhibit, which will show the broad scope of the world’s most progressive full-line automotive manufacturer. The Toyota exhibit at Detroit’s Cobo Center is a diversity of production vehicles, alternative fuel and safety technologies, motorsports and future mobility concepts.

With 35,000 square feet of exhibit space, Toyota will display 35 vehicles. Joining the all-new Tacoma will be the Detroit debut of the new Mirai, Toyota’s groundbreaking fuel cell electric vehicle powered by hydrogen. Mirai will be available to customers in California later this year. The Mirai display will include a mock-up of a fueling station to educate consumers on how the vehicle is re-fueled with hydrogen in about five minutes.

Other vehicles on display include the bold new 2015 Camry, updated versions of the Sienna and Yaris and the brand’s broad hybrid lineup, highlighted by enhancements to the Prius c and Prius v. The Prius Plug-In is highlighted with an electric vehicle charging station display. The highly acclaimed TRD-PRO models also make an appearance at this year’s show.

Driving safety also takes center stage this year. On Jan. 14, Toyota will launch its new TeenDrive365 distracted driving simulator, which uses Oculus Rift to bring the dangers of distracted driving to life. This is the first time that the next generation virtual reality technology is being used to educate people – teens and parents alike – about the dangers of distracted driving. The new simulator with Oculus Rift will be available free of charge to the public at the NAIAS and other auto shows across the country. The safety exhibit also includes active safety education using a Camry to feature tutorial videos on the functions of several technologies including Blind Spot Monitor and Lane Departure Alert.

Toyota will also be showing several vehicle concepts which suggest the possibilities of future mobility. The FV2, which debuted at last year’s NAIAS, is operated by the driver shifting his or her body to intuitively move the vehicle in any direction. It uses intelligent transport system technology to connect with other vehicles in the area and traffic infrastructure to enable safe driving. The Toyota i-ROAD is also on display. It is an innovative, fun-to-drive three-wheel personal electric vehicle equipped with revolutionary Active Lean technology that emulates the movements of a skier. i-ROAD is as agile as a scooter with the enclosed-canopy comfort of a car. It is currently on the roads of Grenoble, France in a car-sharing pilot program, which provides rental of the vehicle for 15-minute increments, in an effort to integrate personal mobility with public transportation systems.

Toyota once again pays homage to its involvement and success in NASCAR at NAIAS as motorsports fans can see the 2015 Camry NASCAR Sprint Cup Series race car and the Camry pace car for the 2015 DAYTONA 500. The exhibit will also feature a replica of the Toyota TS030 Hybrid. In 2014, Toyota Racing used a similar model to win both the Manufacturers and the Drivers categories of the 2014 FIA World Endurance Championship (WEC). WEC is a series of eight endurance races, including the renowned Le Mans 24 Hours event, held on international road racing circuits. The 2015 Tundra TRD Pro Desert Race Truck, which raced over 1,200 miles to a first place finish at the 47th Tecate SCORE Baja 1000 last November, will also be on display.

“This year’s exhibit shows the breadth and depth of Toyota’s achievements in the global automotive industry with a look toward the future,” said Don Johnson, Auto Show Engagement Manager at Toyota Motor Sales, U.S.A., Inc. “Visitors to the NAIAS will see how Toyota has exemplary vehicles in every segment with a balanced portfolio and sustainability leadership through hybrid and fuel cell technologies.”

The Toyota exhibit was designed and constructed by Michigan-based George P. Johnson.