

# Toyota Invites Chicagoans to Get Down, Dirty With Vehicles at 2011 Chicago Auto Show

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CHICAGO, Ill., February 3, 2011 – While most automakers will be showcasing their trucks and sport utility vehicles in the carpeted confines of McCormick Place's convention center, Toyota is providing visitors to the Chicago Auto Show a unique opportunity to experience the handling and capability of its award-winning vehicles in a more fitting, rugged environment.

The "Toyota Drive Center" is a 50,000-square-foot experiential ride course located in McCormick Center's South Hall. With a strong construction theme, this course will involve natural elements such as gravel, mounds of dirt, and logs to demonstrate the vehicles' durability and agility in realistic conditions.

Featured vehicles in Toyota Drive Center ride-along program include: 4Runner, Highlander, Highlander Hybrid, RAV4, Tacoma and Tundra.

This is a ride-along-only program, with course driving handled by experienced, professional drivers. These drivers will also perform a short, back-up-camera demonstration for participants. Consumers will receive a complimentary Toyota baseball cap for participating in the program, while supplies last.

"We're excited to be bringing this experiential program to the Chicago Auto Show," said Ruslan Polinovsky, Auto Show Engagement Manager at Toyota Motor Sales, U.S.A., Inc. "Even though we're indoors, visitors will definitely experience the outdoor ride and capability of our vehicles in a number of simulated scenarios. With professional drivers at the helm, consumers will be amazed at what these trucks and SUVs can do in tough, challenging situations."

The Toyota Drive Center will open on the auto show's Second Media Day on Thursday, February 10 and operate throughout Public Days, February 11-20.

## **About Toyota**

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit [www.toyota.com](http://www.toyota.com), [www.lexus.com](http://www.lexus.com), [www.scion.com](http://www.scion.com) or [www.toyotanewsroom.com](http://www.toyotanewsroom.com).

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