

First-Ever Corolla Hybrid and Prius AWD-e Take Center Stage at Los Angeles Auto Show

November 28, 2018



LOS ANGELES (Nov. 28, 2018) – Toyota is pulling out all the stops for the [2018 Los Angeles Auto Show](#), Nov. 30-Dec. 9 at the Los Angeles Convention Center. Featuring the debut of the Corolla Hybrid, Prius AWD-*e*, TRD sedans and Nightshade Special Edition vehicles, Toyota’s A-List lineup is sure to captivate in La La Land.

In with the newly designed

Toyota revealed a series of firsts in Los Angeles, including:

- **Corolla Hybrid.** Since its debut 53 years ago, Corolla has seen many changes that have made it the best-selling nameplate in the world. But none is more exciting than the first-ever Hybrid edition. The 2020 Corolla Hybrid’s 1.8-liter engine maximizes fuel efficiency while reducing emissions, helping it achieve more than an estimated 50 miles per gallon. Not only is it efficient, but it’s also loaded with safety, equipped with Toyota’s standard suite of advanced safety technology, Toyota Safety Sense.
- **Prius AWD-*e*.** Boasting an estimated 52 mpg in the city, the new Prius AWD-*e* is one of the most fuel-efficient AWD-equipped vehicles in America, now allowing for more adventures outside of the city! The new AWD-*e* system (“*e*” stands for electric), provides additional traction in certain conditions including

inclement weather, snow or rain, giving you the confidence to expand your horizons.

- **TRD Camry and TRD Avalon.** Toyota is bringing the excitement of the race track to the road with the first ever TRD Camry and TRD Avalon. With striking front and side aero kits, a dynamic rear spoiler, suspension and brake upgrades, these sporty sedans tapped into the Toyota Racing Development heritage to satisfy the race car driver in all of us.
- **Nightshade Special Editions.** The lights turn down on three of Toyota's vehicles, bringing an available bold, blacked-out look for Camry, Highlander and 4Runner that is sure to turn heads. The Nightshade Special edition models are on display at the Convention Center's South Hall Atrium, where you can also catch Dustin Brown of the LA Kings and the Laker Girls for a **special appearance** on Saturday, Dec. 1.

Toyota also brought along the new all-stars for 2019, including the **all-new RAV4, all-new Avalon and all-new Corolla Hatchback.** Now in its fifth generation, the 2019 RAV4 features an entirely reimaged design, enhanced performance and fuel efficiency thanks to the implementation of the new Toyota New Global Architecture (TNGA) platform and two new powertrains.

Guests can experiment with all the latest technologies of the new Avalon as part of the Avalon "Tech Zone," – an interactive engagement area that demonstrates the seamless connectivity with mobile devices thanks to Avalon's standard Apple CarPlay compatibility and Amazon Alexa + Toyota in-car technology.

With the all-new Corolla Hatchback comes the first North American application of **Toyota Safety Sense 2.0** (TSS) and using the latest Oculus headset technology, guests can immerse themselves in a virtual demonstration of the features as part of the TSS 2.0 VR In-Car Experience.

Toyota Thrill Ride

Your virtual imagination can also become a thrilling reality with the Toyota Thrill Ride. Brace yourself for an exhilarating experience as Toyota takes over Chick Hearn Court (in the middle of LA LIVE! and Staples Center) for four days and nights of professional driver-led excitement. Consumers can choose to ride in the Corolla Hatchback, C-HR or 86 as a driver accelerates, reverses, donuts and slaloms in the heart of Downtown LA. Toyota Thrill Ride is available to the public Thursday, Nov. 29 to Sunday, Dec. 2.

Defining the vehicles of tomorrow

Toyota is also displaying a glimpse into the future of mobility on the show floor with its new crossover genre concept vehicle, Tj Cruiser, among other concept vehicles. The Tj Cruiser boasts the roominess of a cargo van and the functionalities of an SUV, designed to seamlessly combine work with life. Guests can also check out:

- **i-ROAD.** The three-wheel personal electric vehicle equipped with revolutionary Active Lean technology that emulates the movements of a skier.
- **FV2.** The concept car that uses intelligent transport system technology to connect with other vehicles in the area and traffic infrastructure to enable safe driving.
- **Fine-Comfort Ride.** The new fuel cell vehicle concept envisions mobility in a low-carbon society, discharging no Co2 or substances of concern (SoC), while offering a generous cruising range and hydrogen refueling time of about three minutes.

Fueled by performance

From futuristic to fast, Toyota's series of specialty racing vehicles, including the 2019 Corolla Hatchback Drift Demo edition that premiered at SEMA earlier this fall, are sure to excite those with a need for speed. Also making an appearance is the NASCAR Xfinity Supra, set to make its track debut in early 2019, and the NASCAR Camry that clinched the 2017 Monster Energy NASCAR Cup Series championship.

Hot Wheels for the Holidays

Toyota is collaborating with longtime community partner Jessie Rees Foundation: Never Ever Give Up (NEGU) to collect Hot Wheels donations for the organization's 'Joy Jars' during the auto show. The jars are delivered to pediatric cancer patients around the world. Consumers can drop off their donations in designated bins throughout the convention center and check out the 'Toyota 4 Good' wrapped Sienna on the show floor.

California Wildfire Support and Relief

Toyota is also helping those affected by the recent wildfires in California by matching up to \$500,000 in donations made to the American Red Cross, during the LA Auto Show from Nov. 28 to Dec. 9. You can make an automatic donation of \$10 by texting 'CAWILDFIRES' to 90999. Signage with instructions on how to donate will be on display at Toyota's booth.

Additionally, Toyota Financial Services (TFS) and Lexus Financial Services (LFS) customers in the designated disaster areas may be eligible to take advantage of several payment relief options. Toyota Financial Services will proactively attempt to contact customers via email and telephone in the affected areas to assess their needs and inform customers of the options available to them. Customers who would like to discuss their account options are encouraged to contact TFS or LFS:

- Toyota Financial Services – Call 800-874-8822 or email using the *Mail Center* function online at www.ToyotaFinancial.com.
- Lexus Financial Services – Call 800-874-7050 or email using the *Mail Center* function online at www.LexusFinancial.com.