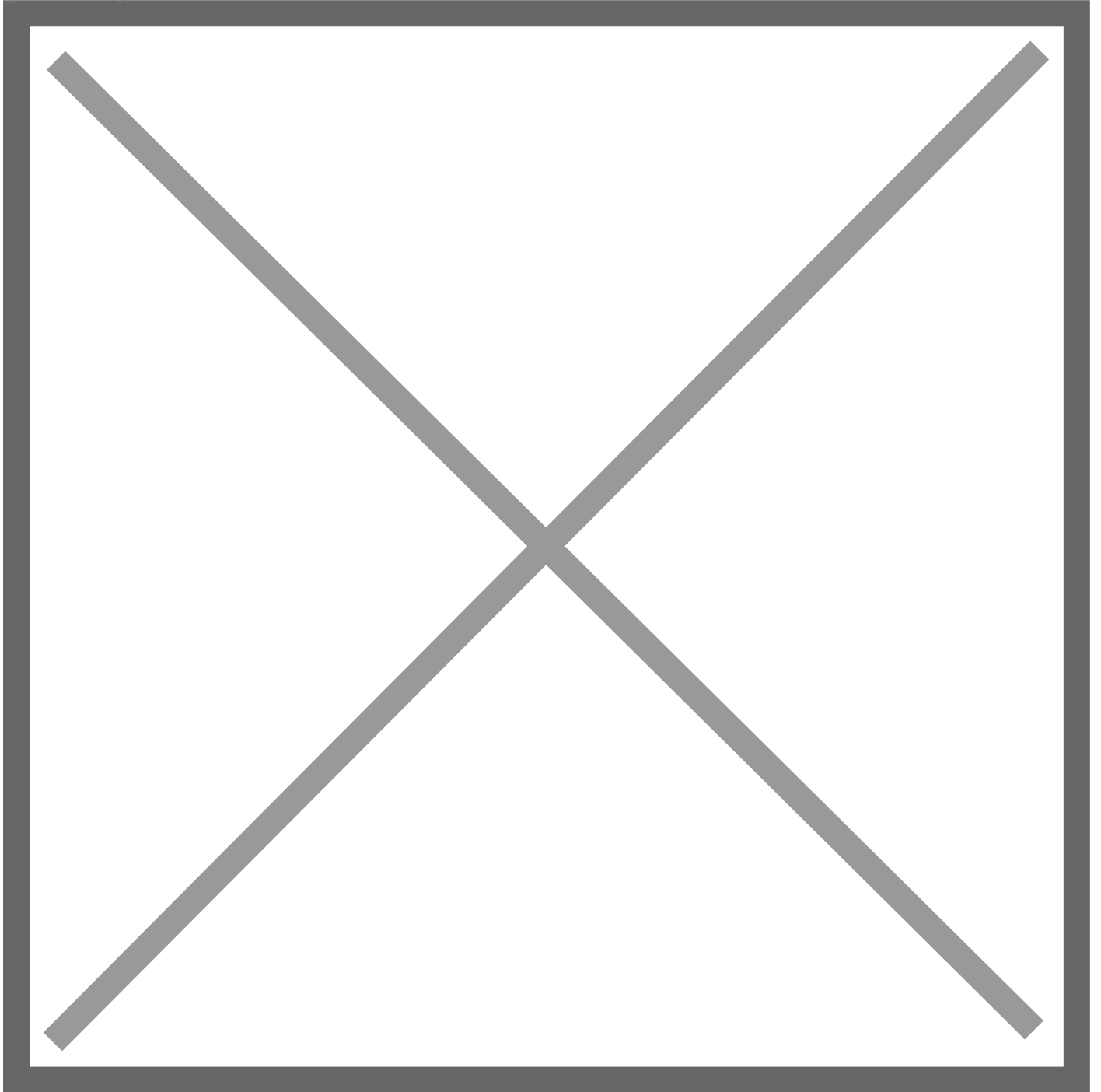


IVS Shows Off the Artful Science of the Pre-Collision System

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When Olivia Boisineau, a corporate communications quality analyst with Toyota Motor North America, climbed into a Toyota Tacoma with Jarod Duncan, senior manager with Integrated Vehicle Systems, she knew she was in for an interesting ride.

But Duncan, whose work – and that of his team – is critical to Toyota's transformation to a mobility company, had a few tricks up his sleeve. Namely, demonstrating their Pre-Collision System.

There's a lot to it, but the main event happened to involve driving the Tacoma into the back of a would-be obstacle (we used a foamy stand-in instead of an actual car).

Watch the video below that captured it all.