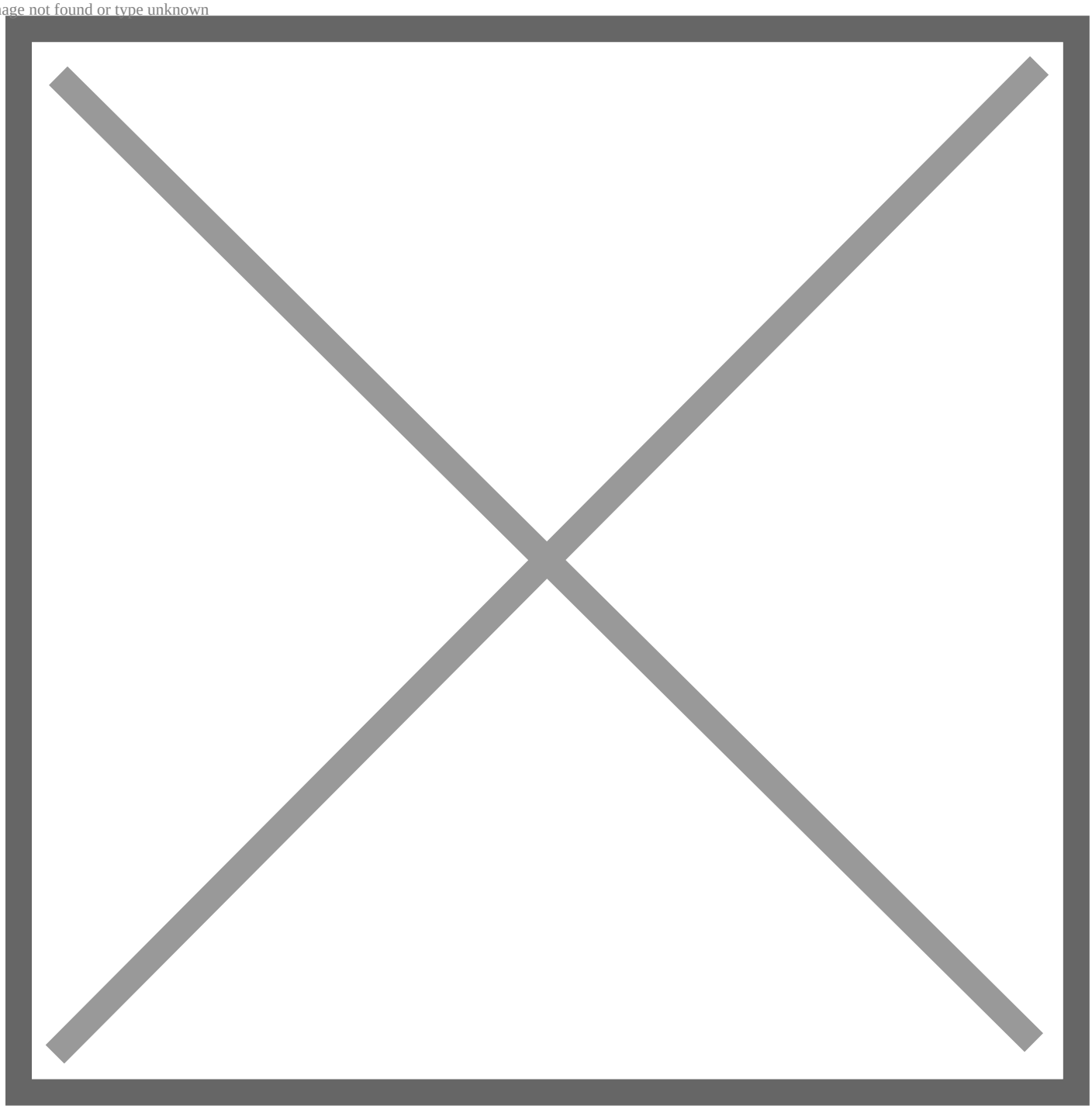
Toyota Group Previews Future Products and Brand Direction at 2025 Japan Mobility Show

October 29, 2025

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TOKYO (Oct. 29, 2025) – On Tuesday, the Toyota Group unveiled a number of new concepts, models, and brand directions at the 2025 Japan Mobility Show. New product offerings were on display showcasing the future strategies and innovations for the automaker's various marques and nameplates. With highlights featuring Lexus' "Discover" ecosystem and messaging, the expansion of the Century nameplate into a standalone brand, and various other vehicle mobility products and vehicles from the likes of Toyota and Daihatsu, the Toyota Group continues to advance mobility for all and complement the lifestyles and aspirations they embody.

For additional information about all of the products featured at the show, please refer to the Toyota and Lexus Global Newsrooms.