

Toyota & Trejo's Tacos Offer Enchiladas Con YarisIA for One Night Only

March 31, 2017



Torrance, Calif. (March 31, 2017) – Los Angeles is known for a combination of tried-and-true Mexican restaurants, as well some novel, haute cuisine drawing its inspiration from South of the Border.

For one night only this week, Angelenos had the opportunity to buy elevated Mexican food at its finest – a \$17,051 enchilada. Well, maybe not really. Instead, Toyota partnered with Trejo's Tacos, the restaurant hot spot by Actor Danny Trejo, to sell the “enchilada con YarisIA” for \$17,051, featuring an enchilada that comes with a 2017 Yaris iA.

The event, which offered \$1 enchiladas, helped spread the word about the YarisIA, a vehicle that comes with pretty much everything standard, including a 7-inch touch screen, push button start, steering wheel controls, 16-in alloy wheels and remote keyless entry.

There are no packages needed – it really is the whole enchilada.

“When Toyota asked me to host the event at Trejo’s Tacos, I thought it would be a great way to have fun with all our fans, customers and the people of LA,” said Danny Trejo.

The event supported a digital campaign that will be in flight through May 31 – ‘The Full Package’ highlights the Yaris iA, which comes fully loaded with standard features, eschewing the traditional upsell mentality of additional packages.

As an alternative for those who really crave a package with their new Yaris iA, Toyota has created a cheeky range of fun, delicious and somewhat impractical add-ons to choose from.

To view [packages](#), which can only be purchased by new Yaris iA owners, click on the below links:

[The Full Trim Package](#)

[The Thank You Package](#)

[The Whole Enchilada Package](#)

[The Self Driving Package](#)

[The Min-iA-ture Package](#)

[The Nature Package](#)

[The Deluxe Package](#)

[The Convertible Package](#)

[The +1 Follower Package](#)

[The Great Outdoors Package](#)

[The Collector’s Edition Package](#)

[The Memes Package](#)