

Lights, Camera, Action...The All-New Prius Lights Up People En Español's Annual Los 50 Mas Bellos

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NEW YORK (May 18, 2016) – The all-new Toyota Prius lit up the world’s most beautiful and famous Latino celebrities on the red carpet last night during People en Español’s 20th annual *Los 50 Mas Bellos* event, held at the trendy New York City venue Espace.

Toyota helped the stars shine their brightest with its Prius Spotlight Cam — a unique glam cam experience that provided a perfectly illuminated setting to capture photos of A-listers at the extravaganza. The installation used LED lighting found in the 2016 Prius to provide dramatic, yet efficient lighting that showcased the night’s amazing styles.

Toyota celebrity partners William Valdés, actor and a co-host of Univision’s morning show “Despierta America,” Galilea Montijo, Mexican actress and TV presenter, along with social media famous photographer Bryant Eslava, took the Spotlight Cam for a ride to capture fun and beautiful images on the red carpet. Follow @ToyotaLatino on Facebook, Twitter and Instagram to view the photographs and red carpet Spotlight Cam action. Photos will also be featured on www.peopleenespanol.com.

“Toyota was delighted to once again partner with People en Español for a fabulous event featuring some of today’s top Latino stars,” said Jack Hollis, group vice president, marketing at Toyota Motor Sales, U.S.A., Inc. “This year, our focus was squarely on the all-new Prius and we created an exhilarating experience for guests that highlighted the attributes of this Prius that set it apart from previous generations – new lighting, a stylish design and advanced technology.”

Keeping with the evening’s theme of the seven indulgences, Toyota created an additional event activation using projection mapping technology applied on the all-new Prius. During this activation, guests experienced a series of stories that came to life on the vehicle each culminating in a visual experience that left guests feeling envious and tempted by the all-new Prius.