

Toyota Engages Chicago Auto Show Visitors with Photogenic Vehicles, Fun Activities and Giveaways

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CHICAGO, Feb. 2, 2016 – With more than 45,000 sq. ft. of exhibit space at Chicago’s McCormick Place, Toyota is engaging Chicago Auto Show visitors with several camera-worthy vehicles and alluring activities and giveaways.

Toyota will display nearly 50 production, concept and specialty vehicles. The all-new fourth-generation 2016 Prius liftback makes its first appearance in Chicago. The new version of this global green icon takes the hybrid concept farther than ever with a striking design, higher fuel economy ratings and greater ride comfort.

The “Back to the Future” Tacoma is visiting Chicago. It is a re-creation of Marty McFly’s dream truck in the iconic 20th century film series, which Toyota created to celebrate October 21, 2015 – the futuristic date first introduced in Back to the Future Part II. The truck features a number of modifications to the all-new 2016 Toyota Tacoma for a modern-day version of the classic from the movie. Also on display is the groundbreaking Mirai fuel cell electric vehicle featured in Toyota’s “Fueled by Everything” video that starred Michael J. Fox and Christopher Lloyd.

Toyota is paying homage to its racing legacy in Chicago.

- *Kyle Bush #18 NASCAR* – Celebrates Bush’s Sprint Cup Series championship last year.
- *Rally RAV4* – The actual RAV4 that Ryan Millen piloted to four victories in last year’s Rally America series. In his inaugural season, Millen, his navigator and fiancée Christine Fate, and the RAV4 won their class in four out of five of the rallies they entered.
- *Chicagoland Speedway Camry* – Recognizes the area institution in a special vehicle wrap.

There will be two virtual reality simulators in the Toyota exhibit which use Oculus Rift technology to demonstrate active vehicle safety, including Pre-Collision, Blind Spot Monitor and Lane Departure Alert.

- *TeenDrive365 Distracted Driving Simulator* – Brings the dangers of distracted driving to life for teens and their parents.
- *Toyota Safety Sense Simulator* – Showcases a new multi-feature advanced safety package available on select Toyota models.

Two of Toyota’s future mobility concepts that are fan-favorites are coming to Chicago.

- *i-ROAD* – A fun-to-drive three-wheel personal electric vehicle equipped with revolutionary Active Lean technology that emulates the movements of a skier.
- *FV2* – A concept that is operated by the driver shifting his or her body to intuitively move the vehicle in any direction.

The *RAV4 Blizzard to Beach* drive, located next to the Toyota exhibit in South Hall, gives show-goers a hands-on chance to learn about the RAV4’s high fuel economy, utility, style, versatility and capability in a specially-designed indoor road course.

Toyota’s Image Machine, the world’s first Instagram-powered, near field communication (NFC)–enabled vending machine, provides prizes for show attendees. Visitors who take images with their mobile devices and post them to social media using a special Toyota/Chicago Auto Show hashtag will receive one of the variety of giveaways inside the machine. In addition to the Image Machine in the Toyota exhibit, there is another at the *RAV4 Blizzard to Beach* drive.

Several specialty vehicles – including two Specialty Equipment Market Association (SEMA) edition vehicles from Toyota Racing Development (TRD), the SEMA Edition TRD Camry and the SEMA Edition TRD Highlander – will be on display. There are also wrapped vehicles to recognize the Chicago Cubs, Chicago White Sox, the Camry’s “Made in America” heritage and Toyota’s “Hiring Our Heroes” program that helps returning and veteran military personnel translate their military skills to civilian jobs.

During the show, Toyota welcomes 670 The Score (WSCR-AM) for live radio broadcasts from its exhibit.