

# Toyota Tech Talks - William Chergosky (Banner)

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## BILL CHERGOSKY

Project Manager  
CALTY Design Research, Inc.

“TECHNOLOGY IS GOING TO REVOLUTIONIZE THE WAY THAT CUSTOMERS PERCEIVE AND INTERACT WITH THEIR CARS.”



“WE TRY TO REALLY LOOK FOR NEW INNOVATIVE WAYS TO ENVISION THE EXPERIENCE OF OWNING A TOYOTA IN THE FUTURE.”

**TOYOTA**