

Toyota Mirai Sips a Summer Classic in 'Fueled by Lemonade'

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TORRANCE, Calif. (August 20, 2015) – Don't pour out that lemonade. Toyota and comedian Nikki Glaser have taken a humorous look at a potential fuel source – discarded lemonade from kids' lemonade stands. And the lemonade stand business is tough out there.

The resulting video is “Fueled by Lemonade,” the third online video in Toyota’s multi-part “Fueled by Everything” series aimed at educating about the potential of hydrogen fuel. The campaign leads up to the arrival of the 2016 Toyota Mirai in select California dealerships in October.

Toyota’s “Fueled by Everything” campaign was created with creative agency partner Droga5. To see the video and information about Toyota’s commitment to fuel cell technology, visit www.toyota.com/mirai/fueledbyeverything.html

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