Let's Innovate Together with Toyota i-Road

September 24, 2015

SAN FRANCISCO, Sept. 24, 2015 — Do you have an idea how the i-Road, Toyota's three-wheeled electric vehicle, could help change life in the Bay Area? Then join us at Toyota Onramp 2015 where winning ideas earn cash prizes and the opportunity to collaborate with Toyota.

Toyota Onramp is a one-day conference designed for a select group of innovators, investors and car enthusiasts in Silicon Valley to engage with Toyota and explore the future of driving innovation together. The 2015 event will be held Nov. 13, at AT&T Park in San Francisco. Features of the event include:

- **The Smart Mobility Challenge** – A contest inviting competitors to craft a plan on how the Toyota i-Road could enhance life in the Bay Area and address local sustainability and urban planning needs. Winners will have the unique opportunity to collaborate with Toyota on their ideas, in addition to cash prizes of $15,000 for the grand prize winner; $3,000 for second; and $2,000 for third. Judges include Akihiro Yanaka, chief engineer of the Toyota i-Road. The contest is open to all (more details, including submission deadlines, can be found here.

- **Test drives of the i-Road and Mirai** – Competitors and attendees will have the opportunity to test drive the i-Road as well as the Toyota Mirai, a hydrogen fuel cell electric vehicle. This will be the first test-drive opportunity of the three-wheeled, zero CO_2 emission i-Road for Toyota Onramp attendees. Both vehicles represent the most advanced thinking in mobility innovation.

- **Presentations by industry experts** – Toyota Onramp will feature a lineup of speakers that are experts on smart mobility finance, engineering and urban planning. Speakers have been confirmed but will be announced at a later date.

Toyota Onramp is invite only. For more information, including details on how to request an invitation, please visit our website here. For updated information on Toyota Onramp, please follow us on Twitter @OnrampEvents.