

Toyota Mirai: Coming This Fall to Showrooms Near...?

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Torrance, Calif. (May 6, 2015) – Want a Mirai? All those in favor, say aye! California trailblazers waiting to get behind the wheel of Toyota’s hydrogen fuel cell electric vehicle, the Mirai, now have a destination for pick up and pre-order.

In October 2015, Mirai will roll into select Toyota dealerships in the Golden State. Northern California drivers will meet Mirai at San Francisco Toyota, Roseville Toyota, Stevens Creek Toyota or Toyota of Sunnyvale. Farther south, Longo Toyota, Toyota Santa Monica, Toyota of Orange and Tustin Toyota will welcome Mirai customers. These initial dealers were selected based on advanced technology vehicle sales experience and proximity to hydrogen infrastructure.

But why wait until October? Beginning this summer, California customers can request a Mirai by visiting www.toyota.com/mirai. Production of the Mirai is limited and vehicles will be placed with select, eligible customers. Therefore, drivers are encouraged to make their requests early to save a potential parking spot in transportation history. Customers can visit www.toyota.com/mirai today to sign up for more information and notification of exact order request launch timing in the coming months. All Mirais will be sold and delivered through the authorized Mirai dealer of the customer’s choice.

Mirai U.S. sales volume is planned for approximately 3,000 units through 2017.