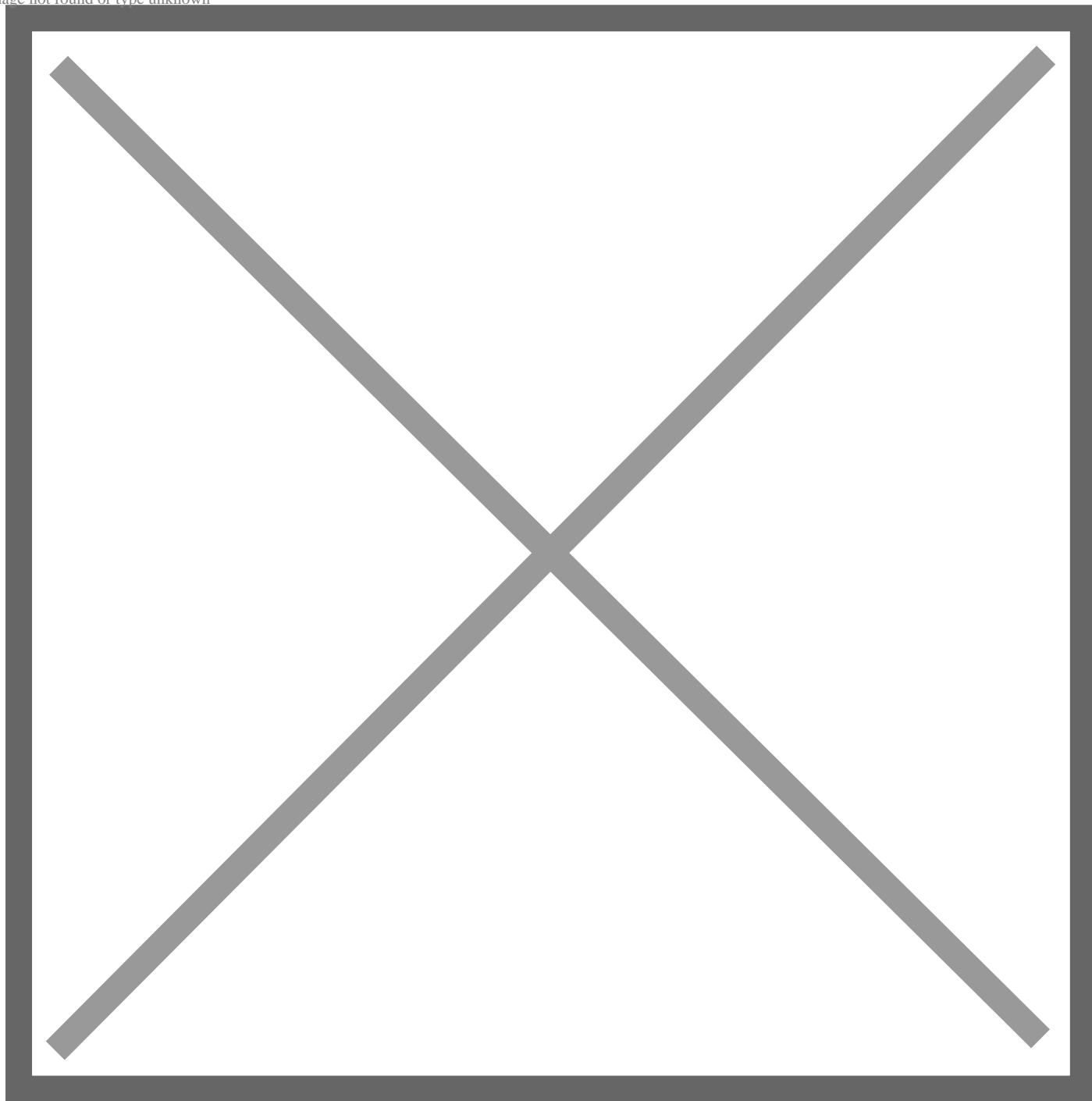


Toyota Offers AARP Event-Goers A Chance to Win an All-New 2015 Camry

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SAN DIEGO (Sept. 4, 2014) – Today Toyota joins renowned innovators, experts and influencers for AARP's first-ever Ideas@50+ National Event & Expo at the San Diego Convention Center on Sept. 4-6, 2014. This new event format provides a platform for 10,000 50-plus Americans to discuss focused program themes, including Health & Wellness, Technology & Innovation, Money & Work and Lifestyle & Travel.

For the first time, Toyota is supporting AARP as a Platinum level sponsor. Toyota's presence at the event includes a significant display in the exhibit hall, a ride and drive experience outside the convention center and a giveaway that will leave one AARP event ticket-holder with keys to a brand new 2015 Camry. Visitors to the Toyota display will also receive a \$500 incentive voucher toward a new Toyota vehicle.

To win a 2015 Camry with top safety features, attendees must visit the Toyota exhibit and enter the sweepstakes. Also in the exhibit are six brand new Toyota vehicles on display, including the all-new 2015 Camry and the all-new 2015 Sienna.

"Camry is the all-American car, designed, engineered and built by more than 7,000 skilled team members and associates," said Carter, senior vice president of automotive operations for Toyota Motor Sales, U.S.A. "We developed safety technologies for Camry that can help drivers stay in their lanes, monitor blind spots and even back out of tight parking spaces. I am proud to give one of the first 2015 Camrys to an AARP member here in San Diego at this important event."

The winner will be announced on Sept. 6, the last day of the event, by Carter during a presentation highlighting the automaker's investment in transportation safety. Carter will also feature an in-depth sneak peek at the all-new 2015 Camry that will arrive at dealerships later this month.

Toyota's presence at event adds another facet to the automaker's ongoing relationship with AARP. Toyota is the sponsor of the AARP Driver Safety program, the nation's first and largest course specifically designed for drivers ages 50 and older. Since Toyota teamed up with AARP, the Driver Safety program has reached over 1.4 million participants.

On January 1, 2014, AARP rolled out a new, state-of-the-art course curriculum nationwide featuring the latest research by experts and innovators from Toyota and other groups, including MIT Age Lab and the National Highway Traffic Safety Administration.

Toyota is known for its a long-standing commitment to safety, from creating innovative vehicle safety features and conducting research through our Collaborative Safety Research Center to creating community programs for drivers and passengers of all ages.