

# Toyota Brings 'Car of the Future' Ride and Drives to the Big Apple

April 14, 2014

NEW YORK (April 11, 2014) – New Yorkers: What better way to gear up for Earth Day than by checking out the auto industry's top green technologies firsthand? Join Toyota at the New York International Auto Show to ride in the Prius Plug-In Hybrid and the Highlander fuel cell hydrogen vehicle (FCHV). After your ride, visit the Toyota exhibit to see a stunning concept of the fuel cell sedan Toyota will bring to market next year. It's been heralded as the car of the future since its recent debut at the [International Consumer Electronics Show](#).

Beginning April 18 through April 27, teams of professional drivers and trained product specialists will take guests on a ride in the latest Highlander fuel cell hydrogen vehicle and Prius Plug-In.

Participants in the Ride and Drive program will have the chance to experience real-world driving conditions on custom-designed closed-course, and be entered to win a \$500 Amazon Gift Card.

## **When:**

- Friday April 18 – Saturday, April 19: 10 a.m. – 9 p.m. ET
- Sunday April 20: 10 a.m. – 6 p.m. ET
- Monday April 21 – Saturday, April 26: 10 a.m. – 9 p.m. ET
- Sunday April 27: 10 a.m. – 6 p.m.

## **Where:**

Jacob K Javits Convention Center  
South Inner Roadway on Level 2  
655 W. 34th St. at 11th Ave.  
New York, NY

## **About Toyota's Hydrogen Fuel Cells:**

Hydrogen fuel cells are just one part of Toyota's alternative fuel portfolio, which includes pure battery electric vehicles, plug-in hybrids and conventional gas-electric hybrids. Fuel cells combine hydrogen with the oxygen in the air to produce electricity that powers electric drive motors. The only "exhaust" byproduct is water vapor, making the FCV a true zero emissions vehicle. FCVs have two major advantages over battery-powered EVs – a range of more than 300 miles and fill-ups in only three to five minutes. Toyota's FCV represents years of research, engineering ingenuity and road testing, as it prepares to launch a fuel cell sedan in 2015.