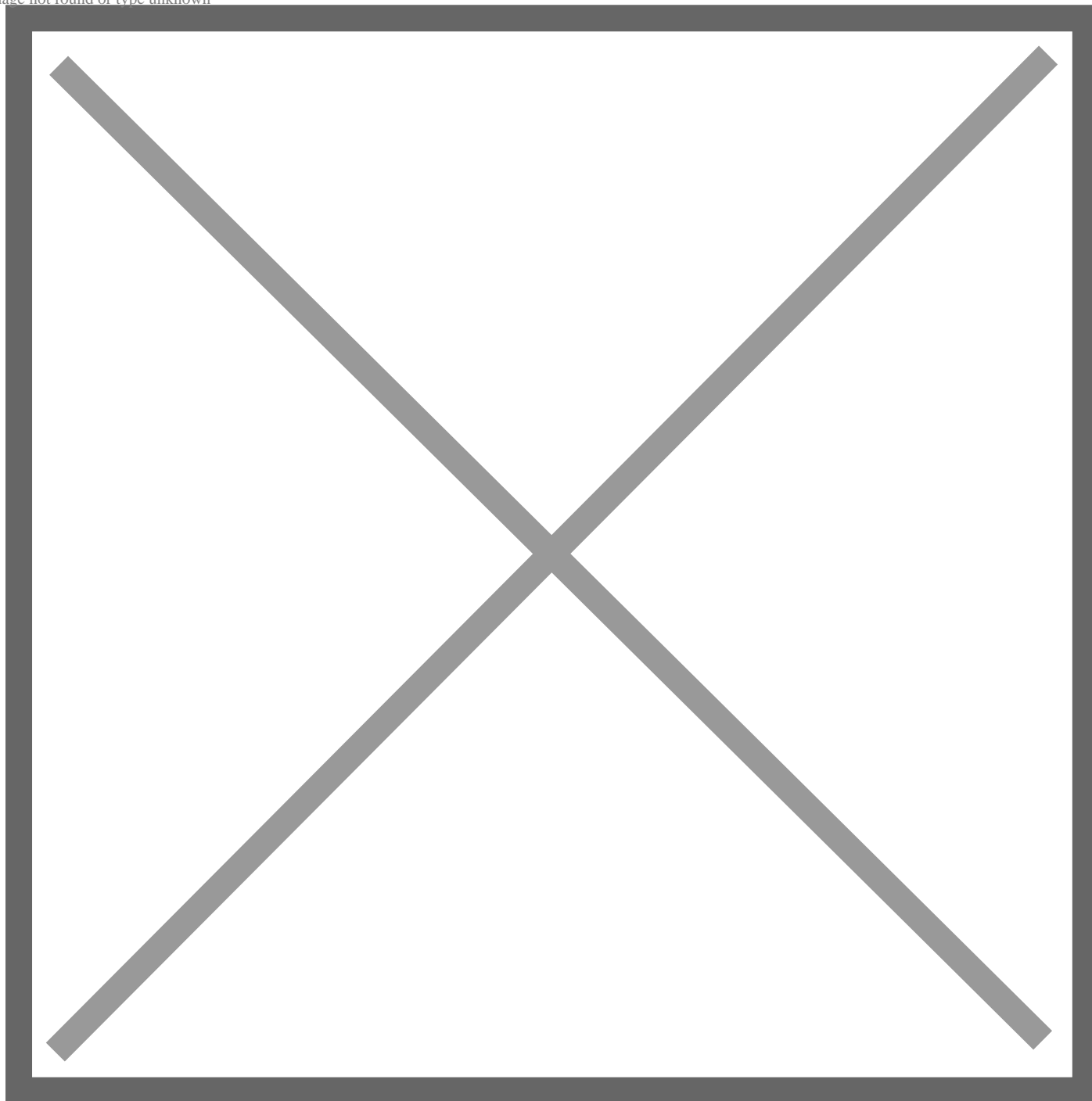


Toyota Springs into New York International Auto Show with New Vehicles and Engaging Events

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NEW YORK (April 16, 2014) – This year’s New York International Auto Show, opening to the public on Saturday, April 19, brings a new crop of production vehicles and special concept cars to usher in Spring at the Javits Convention Center.

Toyota has a full field of activities that offer something for everyone – think of it as an auto show egg hunt.

Start the show in the Javits Galleria at 9:10 a.m. on Wednesday, April 16, where Toyota will debut an extensive makeover to one of its best-selling, award-winning vehicles. The big reveal takes place during Toyota’s press conference, so keep a close eye on www.ToyotaNewsroom.com to get the full details as soon as the curtain lifts.

Want a peek into what lies beneath the next big curtain? After the press conference, visit the Toyota booth to get up close and personal with the future of environmental vehicles and market-friendly fuel cell technology. Dive into the inner workings of hydrogen fuel cells with the FCV, a concept vehicle that has been heralded as the car of the future since its recent debut at the [International Consumer Electronics Show](#).

Hydrogen fuel cells are just one part of Toyota’s alternative fuel portfolio, which includes all-electric EVs, gas-electric hybrids and vehicles powered by compressed natural gas (CNG). 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 3 to 5 minutes. Toyota’s FCV represents years of research, engineering ingenuity and road testing, as it prepares to launch a fuel cell sedan in 2015.

Keep your eyes on the future with a firsthand look at the [FT-1 concept](#) vehicle, a design exercise that highlights an exciting new direction in Toyota design. It’s the product of Akio Toyoda’s simple direction—“Make it cool!” FT-1, which stands for “Future Toyota One,” is the ultimate expression of a Toyota sports coupe design. First devised by Caltly Design Research, Toyota’s California design studio, FT-1 builds upon Toyota’s rich sports coupe heritage dating back to the 2000GT, Celica, Supra, MR2 and most recently Scion FR-S. It represents the pinnacle of Caltly’s celebration of its distinguished 40-year history.

If it’s Fun to Drive you’re looking for, don’t miss the all-new [FV2 concept vehicle](#), designed to connect physically and emotionally to the driver using Toyota’s intelligent transport system technology. Rather than using a steering wheel, the FV2 is operated by the driver shifting his or her body to intuitively move the vehicle forward or back, left or right.

Or catch the ultra-compact Toyota iROAD, zooming around the Javits Center with the sleekness of a motorcycle and the stability of a car utilizing an active lean system that raises and lowers the front wheels to tilt iROAD into a turn, ensuring a stable ride and providing an unprecedented feeling of unity with the vehicle. Starting next year, iROAD will be used in car-sharing programs in Toyota City, Japan, and Grenoble, France.

Additional vehicles in the Toyota display include:

- The all-new 2014 Highlander and Highlander Hybrid
- LifeTime Fitness Triathlon-themed RAV4
- BassPro Shops Made-in-USA Tundra
- Hiring Our Heroes Tacoma
- NASCAR #20 Dollar General Camry photo-op race car
- Watkins Glen NASCAR Camry Pace Car
- Rally-car styled Camry from the SEMA show.

Toyota Cares

Toyota's investments in the future extend beyond technology to drivers themselves with TeenDrive365, a driving safety campaign helping teens and parents navigate the first year after a teen gets a license – one of the most dangerous years of a teen's life, per Toyota's partners at the National Safety Council. In addition to the 3D driving simulator available for attending parents and teens to experience, TeenDrive365 aims to create an ongoing safety dialogue between parents and teens with online tools, expert advice and localized events.

Toyota also honors our servicemen and women through its partnership with the Wounded Warrior Project. On Saturday, April 19, Toyota's diversity, philanthropy and community affairs group will donate a brand new RAV4 to a veteran who served in the Middle East.

Beyond the booth

Attendees can catch Toyota all over Javits with a number of events throughout the show:

- Glimpse into the future of popular music and join up-and-coming recording artist [Ryan Beatty](#) at noon and 5PM on Saturday, April 19, for a live acoustic set, artist Q&A and autograph session at the Toyota Live stage
- Saturday 4/26 appearances by original MTV VJs Alan Hunter, Nina Blackwood and others.
- Experience the top green auto technologies firsthand with a ride in a Prius Plug-in or fuel cell Highlander
- Select attendees will also have the chance to receive a free gas card – sign in at the Toyota Info Counter for complete details
- Enter to win [International Motor Sports Association](#) and NASCAR tickets at Toyota Live, in partnership with the historic [Watkins Glen](#) race track near Seneca Lake in upstate New York.