

# Clemson University International Center for Automotive Research Will be Powered by the World's Largest Auto Manufacturer

February 10, 2014

# TOYOTA

GREENVILLE, S.C. (Feb. 10, 2014) — Toyota Technical Center (TTC), the North American Research and Development arm of Toyota Motor Corporation headquartered in Ann Arbor, Michigan, is proud to sponsor the sixth generation innovative [Deep Orange](#) program, a vehicle prototype designed and conceived by automotive engineering students at the [Clemson University International Center for Automotive Research](#) (CU-ICAR) in partnership with the [Art Center College of Design](#) in Pasadena, California.

Deep Orange 6 is hands-on project-based learning initiative. CU-ICAR graduate automotive engineering students have the opportunity to create and manufacture a new vehicle prototype during their master's degree study.

“The students’ task is to develop a utility/activity vehicle concept that not only expands Toyota’s model range, but also addresses important issues such as creating desirability and relevance among youth consumers,” said Paul Venhovens, BMW Endowed Chair in automotive systems integration at CU-ICAR, leads the Deep Orange program. “Throughout this process, Clemson students work directly with automotive OEMs, suppliers and entrepreneurs to develop and implement novel ideas”.

“Innovation is a high priority for Toyota and this project is an excellent opportunity to involve the engineers of tomorrow in some of the key challenges of today,” said Jeff Makarewicz, VP of the TTC Corporate Strategy Office. “We are honored to partner with Clemson and look forward to seeing their fresh and innovative ideas”.

###