

Consumers to Test Ultra-compact 'i-Road' EV in Tokyo

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Tokyo, Japan, March 20, 2014 –Toyota Motor Corporation announces the start of consumer trials of the “i-Road” personal mobility vehicle in the Greater Tokyo Area. The limited trials, which aim to gauge the effectiveness of the electric vehicle in everyday situations in urban areas, will run from March 24 through early June.

The i-Road offers a novel riding experience, combining the convenience of a motorcycle with the comfort and stability of a car. The i-Road to be used in the consumer trial in Tokyo is based on the model shown as a concept at the 43rd Tokyo Motor Show 2013, but is now available in five colors and features improved visibility, ease-of-use and maneuverability.

Toyota will provide ten vehicles to approximately 20 test participants, ranging from members of the general public to trend and industry experts. Feedback will be collected concerning driving feel, user satisfaction, ease-of-use in urban areas, and impact on destination choices.

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