

Toyota to Debut Driver Attention Research Vehicle at 2013 Los Angeles Auto Show

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TORRANCE, Calif., (Nov. 13, 2013) – What if we could reduce driver distraction before ever putting a key in the ignition? That's the focus of the Driver Awareness Research Vehicle that Toyota will show at the 2013 Los Angeles Auto Show on Wednesday, November 20th at 3:40 PM, at a press conference located in the Toyota display.

In addition to this all-new, concept research vehicle, Chuck Gulash, Director of Toyota's Collaborative Safety Research Center (CSRC), will discuss two important CSRC research programs, including:

- Important research findings from a joint partnership between MIT and Toyota that sheds new light on driver distractions associated with voice command systems
- Information on a groundbreaking study with Stanford University, employing a new and innovative driving simulator that will enhance our understanding of how drivers and cars interact as we move closer to fully automated forms of driving