TMC to Exhibit Sporty Family-Oriented Concept at Tokyo Toy Show

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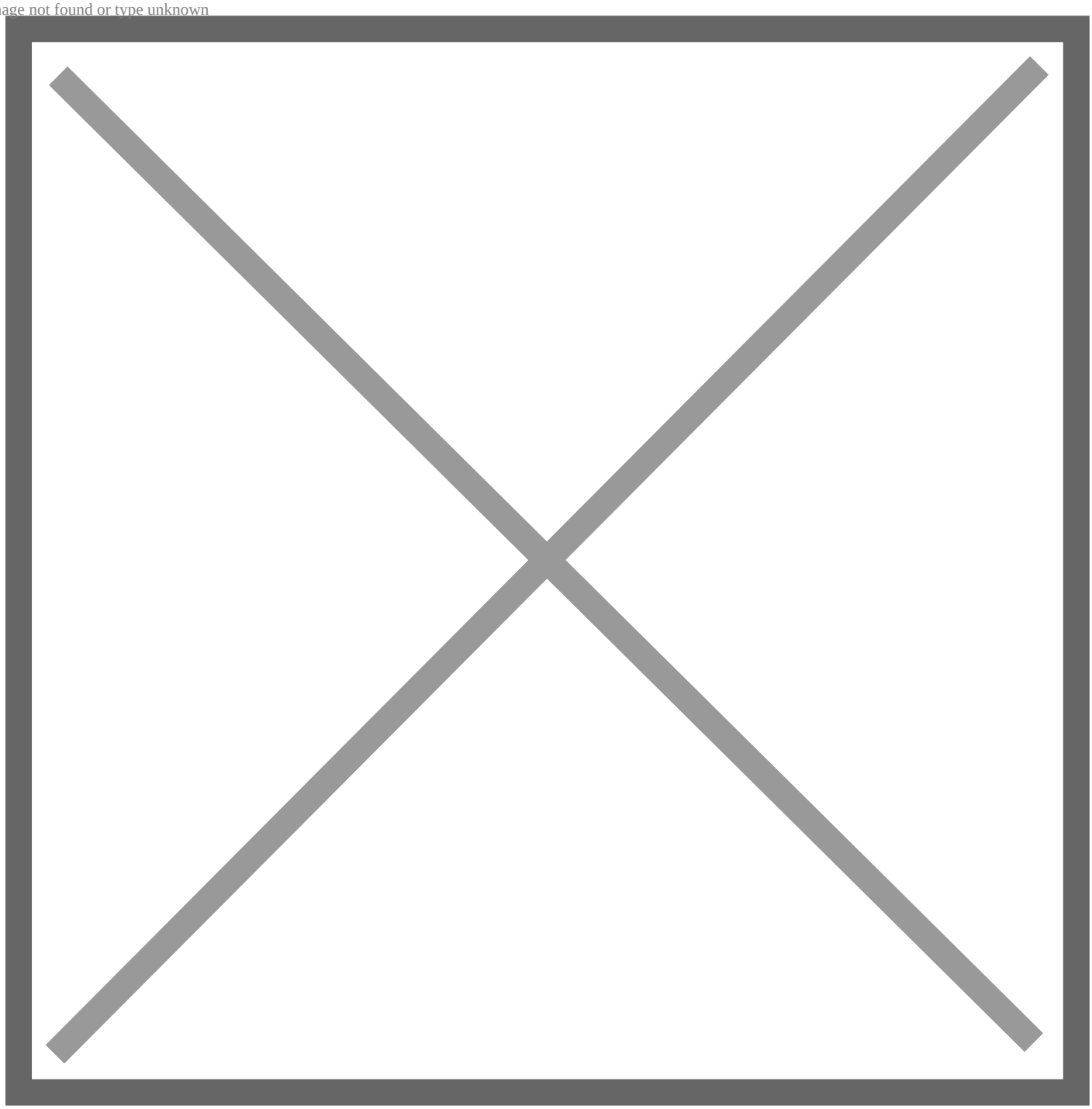

TOYOTA CITY, Japan (June 11, 2013) – Toyota Motor Corporation (TMC) is to display a sporty, open-top family-oriented concept in the Kids Life Zone at the International Tokyo Toy Show 2013, which runs from June 13 through June 16 at Tokyo Big Sight in Koto Ward, Tokyo.

The concept, called the "Camatte57s," is aimed at bringing parents and children closer together as they work in collaboration on building their ideal car. The vehicle aims to convey the joy and dreams of motor vehicles to current and future drivers, by providing an opportunity for parents and children to together experience the fun of driving, car customization and car enthusiasm.

Compared to the "Camatte" concept exhibited in 2012, the Camatte57s allows an even greater ease and range of customization possibilities.

Major Features

1) Detachable body panels enable easy, extensive customization

The vehicle body exterior consists of 57 detachable small lightweight panels to allow easy and extensive color and design customization.

2) Open-top roadster styling with compact and intimate interior

The roofless design offers a liberating driving experience while also enhancing visibility to increase ease of customization.

Seats are in a closely arranged triangular configuration with one front seat and two rear seats to emphasize family intimacy and facilitate communication.

3) Even children can drive

Acceleration and braking pedals and seats can be adjusted to enable operation by children, while an adult seated in the rear-right seat assists steering and braking to help develop the child's driving skills.

Camatte57s Main Specifications

Length	3,000 mm
Width	1,440 mm
Height	1,000 mm
Wheelbase	1,800 mm
Seating capacity	3
Propulsion	Electric motor

Note: The name *Camatte* is based on the Japanese word for *care* and is meant to signify "caring for others" and "caring for cars." The "s" stands for the Japanese word *sawaru*, which means *to touch*. The name thus reflects the idea that people should feel more *in touch* with each other and with vehicles.

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