

Media Advisory - Toyota Furia Concept to Make Global Debut at 2013 North American International Auto Show

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TORRANCE, Calif., Jan. 9, 2013 – Toyota released another image of the Furia Concept that will make its world debut at the 2013 North American International Auto Show in Detroit. This exciting new sedan concept will be revealed in the Toyota display at Cobo Hall on Jan. 14, 2013 at 2:25 p.m. EST, with a presentation by Bill Fay, group vice president and general manager of the Toyota Division. It will be revealed using a custom-built structure housing thirty of Samsung Display’s new 46-inch transparent LCD screens. Toyota will be the first automotive company to use this technology to reveal a vehicle at a major international auto show.

The Furia Concept reveal can be seen live via Livestream at: <http://new.livestream.com/Toyota/Detroit2013>.

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