

Toyota's Indoor Ride Course Returns to Chicago Auto Show

January 22, 2013

CHICAGO (Jan. 22, 2013) – In the past two years, Toyota has entertained Chicago Auto Show attendees with indoor courses that highlighted the rugged durability of its trucks and SUVs, and the fuel-sipping attributes of its landmark hybrid vehicles. This year, Toyota's indoor program will involve seven select vehicles and a simple invitation – “Let's Go For A Ride.”

Inspired by Toyota's new slogan, “Let's Go Places,” the new indoor course will provide show goers with a unique and personalized ride in a variety of Toyota vehicles. The “Let's Go For A Ride” course, spanning more than 30,000 square feet of McCormick Center's South Hall, will involve Toyota products such as the Avalon, Avalon Hybrid, Camry, Camry Hybrid, Prius c, Prius v and Venza.

While navigating this fun, educational closed course, participants will learn more about Toyota's new design and styling philosophy, industry-leading fuel efficiency measures, safety features in the company's Star Safety System, successful motorsports pursuits and its award-winning, in-car Entune® multimedia system.

In conjunction with this indoor activity, Toyota has partnered with three esteemed charities in the company's “Drive for A Cause” campaign. For those show attendees who fully participate in the indoor ride and drive, they will have the opportunity to choose from one of the three charities – American Red Cross, AMVETS and National Park Foundation – and Toyota will make a contribution to that organization on their behalf. As an additional bonus, all patrons who complete the ride and drive experience will receive a complimentary gift from Toyota.

The “Let's Go For A Ride” program will be in operation throughout the entire auto show, Feb. 7-18, including the Media Preview, First Look for Charity and the Public Show. During the Chicago Auto Show, follow Toyota on [Twitter](#) via #letsgoplaces.

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