

Toyota Brings the Thrill of 'Let's Go Places' to Consumers at Los Angeles Auto Show

November 28, 2012

TORRANCE, Calif. (Nov. 28, 2012)—Toyota Motor Sales, U.S.A., Inc. will host multiple consumer activations at the Los Angeles Auto Show that embody the company's new "Let's Go Places" tagline and highlight its recent adventures. Beginning Nov. 30, 2012, Toyota will share some of its popular event elements from motorsports, music festivals and more, allowing consumers to experience the excitement of the company's partnerships without having to journey beyond Los Angeles.

In addition to its 38,000-square-foot exhibit space in the South Hall of the Los Angeles Convention Center where the all-new RAV4 will make its global debut, Toyota will provide auto show guests with an opportunity to further engage with the company and its products through several unique outdoor activities. To celebrate its relationship with the California Science Center, Toyota will have a display at L.A. Live showcasing the Tundra CrewMax that recently helped tow the space shuttle Endeavour in Los Angeles. Other outdoor activations include:

Toyota Drive Center: Auto show attendees can test-drive a number of Toyota vehicles, including Camry, Prius v, Prius c, Prius Plug-in, Tundra and the radically new Avalon, on a customized street drive from Friday, Nov. 30 through Friday, Dec. 7. Following the test-drive experience, participants will receive a complimentary gift while supplies last and will also have an opportunity to choose from one of three charities—American Red Cross, AMVETS and the National Park Foundation—and Toyota will make a contribution on their behalf. Registration will be located on Gilbert Lindsay Drive along the east side of the convention center.

Toyota PitPass: Toyota Motorsports fans can take photos with a NHRA Funny Car and NASCAR Camry Sprint Cup Car, check out a NASCAR Camry cutaway engine display and test their reaction time with a sensory game. This activation will be located in Lot 7, adjacent to the Staples Center, from Nov. 30 to Dec. 2 and will then relocate to Chick Hearn Way Dec. 7-9.

Toyota Motorsports will also showcase Antron Brown's Matco dragster and custom-built SEMA DragQuoia in the South Hall of the convention center. Antron Brown, already the first NHRA driver to win a race in both Top Fuel and Pro Stock Motorcycles, made history again in 2012 when he became the first African-American driver ever to win a championship in a major American auto racing series with his first Top Fuel title. Both vehicles will be on display for the duration of the show.

Toyota Trucks Displays: Outdoor enthusiasts can explore the latest Toyota truck models, learn more about the Toyota Bonus Bucks fishing program and compete in a casting challenge for a chance to win a prize.

Action Sports: Fans can check out the Bob Burnquist experience to learn how the Prius creates harmony between man, nature and action sports. They can also visit the Prius v skate wheel display and guess how many skate wheels it takes to fill the back of a Prius v for a chance to win a prize.

Supercross: The Joe Gibbs racing team will display some of its rides, including a custom-built NASCAR Camry Cup car. Visitors will also experience Toyota's sponsorship of the 2012 Dew Tour with in-vehicle activities such as the Tundra Teeter Totter and Torque Pull.

Music Festival Experience: Guests will enjoy fun, interactive games such as the Prius c Claw and Prius v Whac-A-Hipster. This area will also host a Corolla lenticular photo booth and Toyota charging station.

Toyota activations will be located on Chick Hearn Way from Dec. 7-9 unless otherwise noted.

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