

Toyota's Auto Show Exhibit Focuses on Future of Transportation

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DETROIT, Mich., January 5, 2012 – The future of transportation at Toyota will be firmly on display at the upcoming North American International Auto Show (NAIAS).

Toyota's 30,000-square-foot exhibit will be a blend of new products bound for dealerships and concept vehicles that could pave the way for new vehicles and promising technologies. Among the headliners at the exhibit is a pair of vehicles debuting during Media Days at NAIAS. On Jan. 10, Toyota will unveil the NS4, an advanced plug-in hybrid concept vehicle. The news conference will feature the premiere of this concept vehicle as well as the North American debut of the Prius c hybrid. The Prius c will go on sale in 2012 and is the fourth member of the Prius "family" of hybrid vehicles. All four vehicles will be on display in a special "Prius Family Zone" in the exhibit.

Along with the NS4, a pair of other concept vehicles will also be featured in the "Technology Zone" of Toyota's exhibit, after bowing at the Tokyo Motor Show last month. They include the FCV-R and Fun-Vii. The FCV-R is a fuel cell sedan concept with the "R" standing for Reality and Revolution. The Fun-Vii has been engineered to be able to connect wirelessly with the infrastructure and surrounding roads. The "Vii" is an abbreviation for Vehicle, interactive, internet. The Technology Zone also includes a cut-away vehicle and 3D cockpit display. Both displays convey future safety and convenience technologies presently being studied by Toyota for potential use in the next decade.

Toyota's renowned Star Safety System will also be on display in the exhibit. Toyota's standard safety equipment can be experienced interactively via a driving Safety Simulator.

In all, Toyota will have 30 cars, trucks and SUVs on display at the auto show. Traditional window stickers have been replaced by iPads mounted near each vehicle for pricing and options exploration. Product specialists will also utilize iPads and an on-site kiosk to demonstrate the features of Toyota's new Entune multimedia system, now available on many 2012 models.

There are a few specialty vehicles available in the display, among them a Camry pace car for the 2012 Daytona 500, a Toyota Tundra pickup emblazoned with graphics from DC comics/apparel and a Prius Project Concept Bike – engineered and constructed with Prius' innovative qualities in mind.

"This year's exhibit is about where we're heading as an automaker," said Ruslan Polinovsky, Auto Show Engagement Manager at Toyota Motor Sales, U.S.A., Inc. "Visitors will not only see our award-winning cars and trucks but vehicles that show our environmental and technological leadership."

The exhibit was designed and constructed by Michigan-based George P. Johnson.