

The Toyota Hybrid Monopoly Ride Experience Coming to the 2012 Chicago Auto Show

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CHICAGO, Ill., February 2, 2012 – Toyota and Hasbro are teaming up to bring the Toyota Hybrid MONOPOLY Ride Experience to the Chicago Auto Show, February 8-19. The program will allow auto show attendees to experience the capabilities and advantages of the third-generation Prius, all-new Prius v, Camry Hybrid and Highlander Hybrid models.

Teams of professional drivers and trained product specialists will take guests on a fun and informative demonstration ride through an eco-friendly course patterned after the iconic Monopoly game board. Participants will learn about the features of Toyota hybrid vehicles along the way, including regenerative braking, multiple drive modes and best-in-class fuel efficiency. Those completing the ride and a brief survey will receive a complimentary gift from Toyota.

“By incorporating design elements from the game into the Toyota Hybrid MONOPOLY Ride Experience, we are able to present the Toyota Hybrid Synergy Drive experience in a fun and unexpected way,” said Keith Dahl, Toyota’s National Engagement Marketing Manager. “This exhibit really gives fans of the game an innovative way to interact with our hybrid models.”

More than 30,160 square feet of McCormick Center’s South Hall will be transformed into an exhilarating closed-course, where show-goers can acquaint themselves with members of the Prius Family and the 2012 Camry Hybrid. The vehicles will be driven through “S” curves, a tight roundabout, over a bridge crossing and across the rugged “train tracks” of the Monopoly game’s Reading Railroad.

“Hasbro is happy to be teaming up with Toyota on their Toyota Hybrid MONOPOLY Ride Experience,” said Lisa Licht, Hasbro’s Senior Vice President, Global Promotions & Marketing Partnerships. “It gives consumers a new and fresh way to interact with the iconic Monopoly brand in a larger-than-life venue and is a clear expression of how Monopoly allows everyone to truly “Live Rich.”

In addition to the in-car ride experience, guests can also explore the exhibit area where key Toyota hybrid models will be on display, including the recently-debuted Prius c hybrid. Guests will also have the opportunity to meet the Mr. Monopoly character from the Hasbro game. Mr. Monopoly will greet visitors, pose for photos, and hand out faux Monopoly money.