Toyota Enhances 2011 Los Angeles Auto Show Consumer Experience On-Site, Online and On-the-Go

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TORRANCE, Calif. (Nov. 18, 2011) – Toyota Motor Sales, U.S.A., Inc. is providing visitors to the 2011 Los Angeles Auto Show social and mobile activities that allow them to experience the show in new and unique ways while engaging with the brand at and around the Los Angeles Convention Center.
Equipped with a smartphone and a new mobile app from Toyota, auto show attendees can easily navigate a host of interactive and experiential programs sponsored by the brand during the show's public days, slated Nov. 18 – 27, 2011.

Located in the South Hall, the 30,000-square-foot Toyota booth showcases the latest Toyota models. Visitors can stroll down Camry Lane to view the reinvented 2012 Camry gas and hybrid vehicles or cruise the Prius Highway to explore the newest members of the Prius family. Consumers can also experience the Toyota NASCAR Garage, where they can check out the 2012 Daytona 500 Camry Pace Car and have their picture taken in a No. 11 NASCAR Camry.
"Auto shows are becoming much more experiential events for consumers and provide brands with a great opportunity to leverage social media and mobile technology to engage with visitors both on-site and beyond," said Keith Dahl, national manager of engagement marketing and motorsports, Toyota Motor Sales, U.S.A., Inc. "Toyota's planned activations are designed to enhance the traditional auto show experience with exciting activities that consumers can both participate in and share via social platforms."
Consumers can use Toyota's first-ever Los Angeles Auto Show mobile app, Toyota LA, during the show to help navigate the various Toyota exhibits and events. Available in the iTunes Store as well as the Android Marketplace, the mobile app features a map of the Los Angeles Convention Center as well as the location of all the Toyota activation sites both indoor and outdoor, which include:

INDOOR ACTIVATIONS
The "Camry Effect" Show: On weekends during the show, Camry owners are invited onto the Toyota Live Stage to participate in an interview about their car while a digital artist interprets their personal stories with original artwork. Audience members have the opportunity to answer trivia questions via text messaging and participants can receive a prize.

Twitter Scavenger Hunt: On weekends during the show, consumers are welcome to participate in a scavenger hunt game by using TwitPic and following @ToyotaLAAuto on Twitter for additional details on the challenge and potential prizes.

OUTDOOR ACTIVATIONS
Toyota Drive Center: Attendees can test-drive the reinvented 2012 Camry, Camry Hybrid, Prius Plug-In, Prius *v*, RAV4, Corolla and Tundra on a customized street drive.

Toyota PitPass: Toyota Motorsports display including NASCAR, Funny Car and others. Dates of activation are 11/23-11-27.

Dew Action Sports & Yaris: Guests can explore Toyota's sponsorship of the 2011 Summer DEW Action Sports Tour by playing an interactive game inside the Yaris or all-new RAV4. Dates of activation are 11/26-11/27.

Toyota Trucks & Bass Pro Displays: Outdoor and off-road enthusiasts can check out the latest Toyota trucks, meet some of the best pro anglers in the country and compete to win a $250 Bass Pro Shops gift card. Dates of activation are 11/26-11/27.

DEW Tour Bob Burnquist Prius Treehouse: Action sports fans can explore the Bob Burnquist Prius Treehouse – made from bamboo skate decks – and learn how the vehicle creates harmony between nature and action sports. Visitors can interact with the Prius Sensory Experience and win a prize. Dates of activation are 11/18-11/21 and 11/23-11/27.

Camry for a Better Commute Concert: LA residents will have the chance to skip traffic and attend a complimentary concert sponsored by the reinvented 2012 Toyota Camry. The concert hosted with Entravision will allow the LA community a chance to take a break from the traffic and enjoy Grammy-winning Latin recording artist Julieta Venegas and Latin pop group Belanova prior to the busy Thanksgiving holiday weekend at the event deck at LA LIVE on Tuesday, Nov. 22 from 5 p.m. to 8 p.m.
Toyota activations will open on Friday, November 18, during the auto show's first public day and operate through the remainder of the show unless otherwise noted.