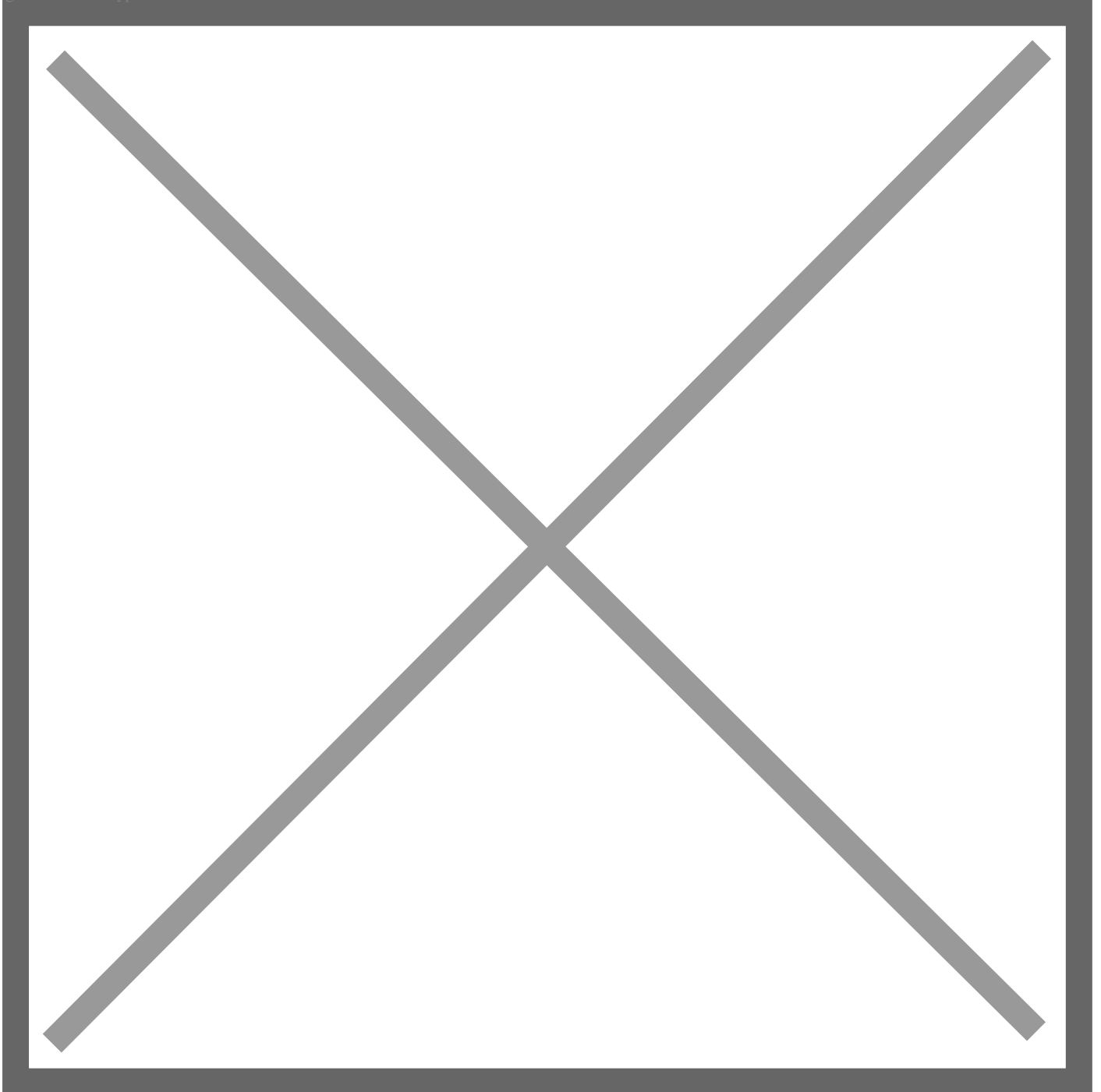


# **11. Silicon Valley, Toyota-Style: How Toyota Research Institute is Solving Societal Problems (ft. Gill Pratt)**

July 24, 2019

Image not found or type unknown



In the automotive industry, the race is always on to be first to market with the product that will not only change the industry, but transform culture itself – and the race is really heating up around autonomous vehicles. That's one of the main reasons why Toyota invested \$1B to start the Toyota Research Institute, or TRI, right in the heart of California's Silicon Valley.