

Toyota Makes its Mark at the 2019 Los Angeles Auto Show with Elevated Lineup

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LOS ANGELES (November 21, 2019) – Toyota isn't shying away from the spotlight at the 2019 Los Angeles Auto Show. The automaker debuted the first-ever RAV4 Prime and the next-generation 2021 Mirai along with the Camry AWD model – providing consumers with more efficiency and versatility than ever before. Guests can experience Toyota's spectacular lineup in the South Hall of the Los Angeles Convention Center, Nov. 22 to Dec. 1.

The future of fuel has arrived

Toyota revealed a series of new vehicles in Los Angeles, including:

- **[2021 RAV4 Prime](#)**. Toyota continues to pave the way for hybrid vehicles – establishing a new norm for fuel-efficiency that doesn't limit the driver experience. The first RAV4 Prime is no exception, boasting surprising performance capabilities with 302-horsepower, making it the quickest and most powerful RAV4 ever. It also boasts an estimated 39 mile range on battery alone, more than any other PHEV SUV on the market.
- **[2021 Mirai](#)**. The second-generation Mirai has significantly evolved from its debut back in 2015 as the first production hydrogen fuel-cell electric vehicle (FCEV). The newly redesigned Mirai is as dramatic as it is refined, and the coupe-inspired design is based on a premium RWD platform. And with an upgraded FCEV powertrain and target of 30-percent increase in driving range, the new Mirai has enhanced performance without compromise.

In the spirit of fuel-efficiency for the greater good, the 2020 Corolla and [2020 Corolla Hybrid](#) were named [Green Car Journal's 2020 Green Car of the Year](#). Toyota's beloved compact car is greater than ever before, offering 32 combined MPG for the gas model and an impressive 52 combined MPG for the first ever Corolla hybrid.

The mid-size sedan just got better

Toyota also brought its new [Camry all-wheel drive \(AWD\)](#) model to the city of Angels. The Camry AWD is back for the first time since 1991. The Camry AWD is assembled exclusively at Toyota Motor Manufacturing Kentucky and is powered by a high-efficiency 2.5-liter DOHC four-cylinder engine teamed with an 8-speed Direct-Shift automatic transmission. The new AWD system also balances added traction with exemplary fuel efficiency, underscoring Toyota's commitment to the sedan category.

Lights, camera, lineup

In addition to its newest unveils, Toyota is bringing its a-list lineup to Los Angeles, including the fully redesigned [2020 Highlander](#) that offers a new level of bold design and heightened safety features. Highlander is available with a powerful V6 engine or a new-generation hybrid powertrain, and is set to arrive at dealerships in early 2020.

Visitors can also check out the latest collection of TRD Pro vehicles, designed to perform well even on the toughest terrains. The 2020 TRD Pro lineup includes [4Runner](#), [Sequoia](#), [Tundra](#) and [Tacoma](#), all of which are available in a new limited-edition Army Green.

Supra showdown

Supra enthusiasts can also get a closer look at two GR Supra models that were created for Toyota's Build-off at the 2019 SEMA Show. The GR Supra HyperBoost Edition was NASCAR analyst Rutledge Wood's dream build and features more than 750 horsepower and wider, more aggressive lines. The GR Supra Heritage Edition was imagined by Ed Laukes, group vice president – Toyota Division Marketing and pays homage to the iconic Mk. IV Supra.

More than a show

As one of the best-attended auto shows in the world, the LA Auto Show offers much more than the latest and greatest automotive products in the industry. Toyota's show floor will host a variety of interactive experiences for guests, including:

- **Supra Simulator and Enthusiast Tunnel.** Experience the performance and exhilaration of Supra for yourself through unique technology.
- **Sirius XM Sound Bar.** Have a seat and soak in the beats from Sirius XM's most popular stations at this unique listening station.
- **Talking Corolla.** Whoever said cars don't talk, hasn't sat inside this Corolla, which responds to questions and provides fun facts and product information.
- **Toyota Safety Sense 2.0 Virtual Reality.** Take a virtual ride through the city and learn how Toyota's standard TSS 2.0 features respond to different risk scenarios.

Team Toyota: meet the medalists

Visitors can meet the Olympic athletes who are a part of Team Toyota while at the show, including Olympic Gold and Silver medal gymnast Laurie Hernandez and Olympic Silver medal fencer Daryl Homer. Stop by Toyota's booth on Nov. 23 at 1 p.m. to meet Laurie and Nov. 24 at 1 p.m. to meet Daryl.

In addition to meeting the medalists, attendees can visit Team Toyota's photo booth that immerses you in four unique summer Olympic / Paralympic sport backgrounds. The digital photo strips will become part of a large mosaic in celebration of Team Toyota.