

2021 Toyota Mirai Awarded Car Technology of the Year by Hispanic Motor Press

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PLANO, Texas (March 11, 2021) – If new technology is synonymous with the future, then the 2021 Toyota Mirai hits the mark. The fuel cell electric model’s name, which means “future” in Japanese, is wholly appropriate, as the all-new Toyota Mirai received the 2021 Car Technology of the Year award from the Hispanic Motor Press. This award was presented during Motor Press Guild’s Virtual Media Day in partnership with AutoMobility LA, and recognized Mirai for pushing technology towards a cleaner future.

The Hispanic Motor Press Awards (HMPA) are presented by the Hispanic Motor Press Foundation and recognize the best in class and most significant automobiles in the market, as they meet the needs and desires of Hispanic consumers. The foundation’s advisory board selected an independent panel of jurors comprised of distinguished Hispanic automotive journalists, bloggers and industry influencers to evaluate new model vehicles in the running for the awards.

“Toyota has demonstrated their commitment towards a sustainable and eco-friendly world,” said Hispanic Motor Press President, Ricardo Rodriguez-Long. “The new Toyota Mirai demonstrates that we have the technology today, right at the dealerships, to achieve the goal of eliminating hydrocarbon fuel emissions in energy generation. Under its skin we find many advanced components and the Toyota Safety Sense 2.5+ system makes it also one of the safest vehicles on the road today...this is high tech on wheels!”

The 2021 Mirai is powered by the latest evolution of the brand’s advanced fuel cell electric vehicle (FCEV) powertrain. A more powerful fuel cell system provides a more engaging driving experience and the rear-wheel drive layout and front and rear multi-link suspension deliver a true sports-luxury sedan driving feel. The new hydrogen-powered system offers a 30 percent increase over the first-generation Mirai with an EPA-estimated class-leading range of 402 miles (Mirai XLE grade).

“The new Mirai is not only a beautiful flagship sedan for our brand that offers cutting-edge technology and engineering, but more importantly, water is its only emission,” said Lisa Materazzo, group vice president, Toyota Marketing, Toyota Motor North America. “We are honored that our newest fuel cell vehicle is recognized by the Hispanic Motor Press for all of the in-car and zero-emission technology that benefit both consumers and the planet.”

Additionally, the 2021 Mirai features advanced user and safety tech, including Toyota Safety Sense 2.5+. This latest generation of Toyota’s driver-assist technology suite includes Full Speed Dynamic Radar Cruise Control, Pre-Collision System with Pedestrian Detection, and Lane Tracing Assist. In addition, Blind Spot Monitor with Rear Cross Traffic Alert is standard on the 2021 Mirai.

Mirai’s interior tech features an 8-inch color TFT LCD digital gauge cluster and a 12.3-inch touchscreen multimedia display. The 12.3-inch display provides easy access for the driver or front passenger and easy connectivity that includes Bluetooth® wireless technology, Android Auto™, Apple CarPlay®, Amazon Alexa compatibility and SiriusXM® with 3-month All Access trial.

The 12.3-inch display also relays imagery from the Bird’s Eye View Camera with Perimeter Scan, Overhead 360-Degree View in drive and reverse, and Curb View (standard on Limited and available for XLE grade).