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Press Release

Paris, 2 November 2016

The new Toyota C-HR as centre piece of ‘Clean Technologies’ exhibition at Le Rendez-Vous Toyota

- The exhibition celebrates the launch of the brand’s new compact crossover
- ‘Clean Technologies’ embodied by unique selection of race cars, concept vehicles and road cars
- A JBL demonstration shows the tailor-made audio system designed specifically for the new C-HR

Toyota’s new C-HR compact crossover is set to hit the dealerships in late November, but you can see it now in Paris’ Champs Elysées. Equipped with the latest-generation Toyota hybrid powertrain, it’s the star attraction of Le Rendez-Vous Toyota’s ‘Clean Technologies’ show. Three display models allow visitors to take their time discovering its bold styling and state-of-the-art technology. There’s also a demonstration of the Toyota C-HR’s tailor-made JBL sound system.

On display alongside the three C-HRs is the RAV4. Initially launched in 1994 as the forerunner of the compact SUV segment, the latest RAV4 model is now available with a hybrid powertrain. This version accounts for most of the RAV4 sales in France.

Straight from winning the Monte Carlo e-Rally, the hydrogen Mirai is in Toyota’s brand store to illustrate how ‘Clean Technologies’ also work for long journeys. Producing electricity by combining hydrogen and air in its fuel cell and only emitting water, the Mirai achieves a driving range of over 500 km.

The compact battery-driven electric vehicles developed by Toyota for shorter urban journeys, i-ROAD and COMS, are regulars at Le Rendez-Vous Toyota. They have been one of the components of the public transport network around Grenoble since 2014, as part of Cité Lib by Ha:mo’s three-year experimental scheme.

‘Clean Technologies’ are also being put through their paces in competition, as shown by the TS030 Hybrid from the World Endurance Championships – now sporting Toyota Gazoo Racing’s new livery – and the EV P002 full electric racing car developed by Toyota Motorsport GmbH, which set a record on the Nürburgring Nordschleife in 2011.

Besides the Toyota C-HR’s JBL demonstration, Le Rendez-Vous Toyota allows plenty of room for activities such as children’s drawing competition Dream Car Art Contest* (now in its 11th year), a reaction game to test your driving reaction times, and a photo booth to share memories of your visit.

Located in Paris at 79 Avenue des Champs-Élysées in Paris, Le Rendez-Vous Toyota is open from 11:00 am to 08:00 pm from Sunday to Wednesday, and from 11:00 am until 11:00 pm from Thursday to Saturday.

www.lerendezvoustoyota.com

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