

Press Release



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Toyota at the 2016 Mondial de l'Automobile

Brussels, September 13th 2016 - At the forthcoming Mondial de l'Automobile (Public Days: October 1st – 16th) in Paris, Toyota will share its vision for tomorrow as well as for a mid-term future.

The show will mark the European Premiere of the New Prius Plug-in Hybrid, a car built on a Toyota New Global Architecture (TNGA) platform, and boasting exceptional efficiency thanks to its new plug-in hybrid powertrain.

The TOYOTA FCV PLUS is another vehicle that makes its European debut. With this concept, Toyota examines how future hydrogen cars can contribute to society.

Furthermore, a large section of the stand will be reserved for a full Toyota C-HR display. This C-segment crossover makes its full public debut at Paris, after the exterior design was revealed at this year's Geneva motor show.

And finally, the Toyota booth will celebrate the launch of TOYOTA GAZOO Racing, the entity that now unites all Toyota motorsports activities under one umbrella, with the aim of placing motorsports central in Toyota's pursuit to build ever-better cars.

The Toyota booth is located in Hall 4, and will also be the scene for the Toyota Press Conference, scheduled to take place at 13:15 on September 29th.

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