

Toyota named 'Official Car Provider' of the Festival del film Locarno for the eleventh year running



From 3 to 13 August 2016 Locarno will once again become the global capital for auteur films, and Toyota AG will be taking part again as the 'Official Car Provider' for the eleventh time. Its unique and innovative hybrid technology will allow filmmakers, artists and VIPs to be chauffeured through the idyllic narrow streets of Locarno in a comfortable and environmentally friendly manner.

Toyota, the world's number one in car manufacturing with the most extensive range of hybrid models, will be providing around 60 of its cars for use in this year's Festival del film. Amongst these will be the current crowd favourite, the Auris, today's hybrid of choice for as many as 80 per cent of all customers, and the hybrid pioneer Prius, the fourth generation of which appeared at the beginning of the year. Alongside the hybrids, the new Toyota Proace van will be taking to the Swiss streets for the first time in Locarno. The all-rounder has room for up to nine passengers and boasts a generous amount of space as well as versatility. It is the perfect companion both as a VIP shuttle and for families.

Newcomer Toyota C-HR on Largo Zorzi

However, the real star this year in Locarno is the C-HR – to be more exact, the Toyota C-HR. The newcomer, which will play a main role in the growing crossover segment from the beginning of 2017 onwards, will be on show for ten days in a container on Largo Zorzi. What makes it different to the rest of Toyota's product range is its unusual design, and its distinctive shape brings a new dynamic and individuality to the entire crossover segment. The C-HR, which stands for Coupé High Rider, can be powered either as hybrid or with petrol – and for the latter a four-wheel drive is also available.

Toyota AG

Schürmattstrasse, 5745 Safenwil, Switzerland

T +41 62 788 88 44, F +41 62 788 86 10, press@toyota.ch, www.toyota.ch

Sustainability as the guiding principle behind a long-standing partnership

The partnership between Toyota and the culture event is shaped by sustainability and innovation. While the Festival del film Locarno is well known for its high-quality film screenings and the promotion of young talent, Toyota aims day in day out to create intelligent solutions for the mobility challenges of today and take responsibility for future generations in the spirit of 'Kaizen' – meaning 'continuous improvement'. This focus on quality is also apparent in Toyota's role as a technology pioneer in particular. Having launched the hydrogen-powered Toyota Mirai model in late 2014, Toyota has now also made its highly promising fuel cell technology ready for the series production alongside the tried and tested hybrid technology favoured by over nine million customers world-wide.

Your contact for queries:

Andrea Auer, Press Officer
Telephone: +41 62 788 86 14
E-mail: andrea.auer@toyota.ch

Further information about Toyota:

www.toyota.ch
www.toyota-media.ch
www.facebook.com/toyotaswitzerland

Further information about the Festival del film:

www.pardolive.ch