

Introducing Toyota **CONCEPT-愛i**



Our vision for the car of the future starts with "Yui."

Designed from the inside out, Toyota Concept-i is an exciting glimpse into a future mobility that is warm, friendly and revolves around you.



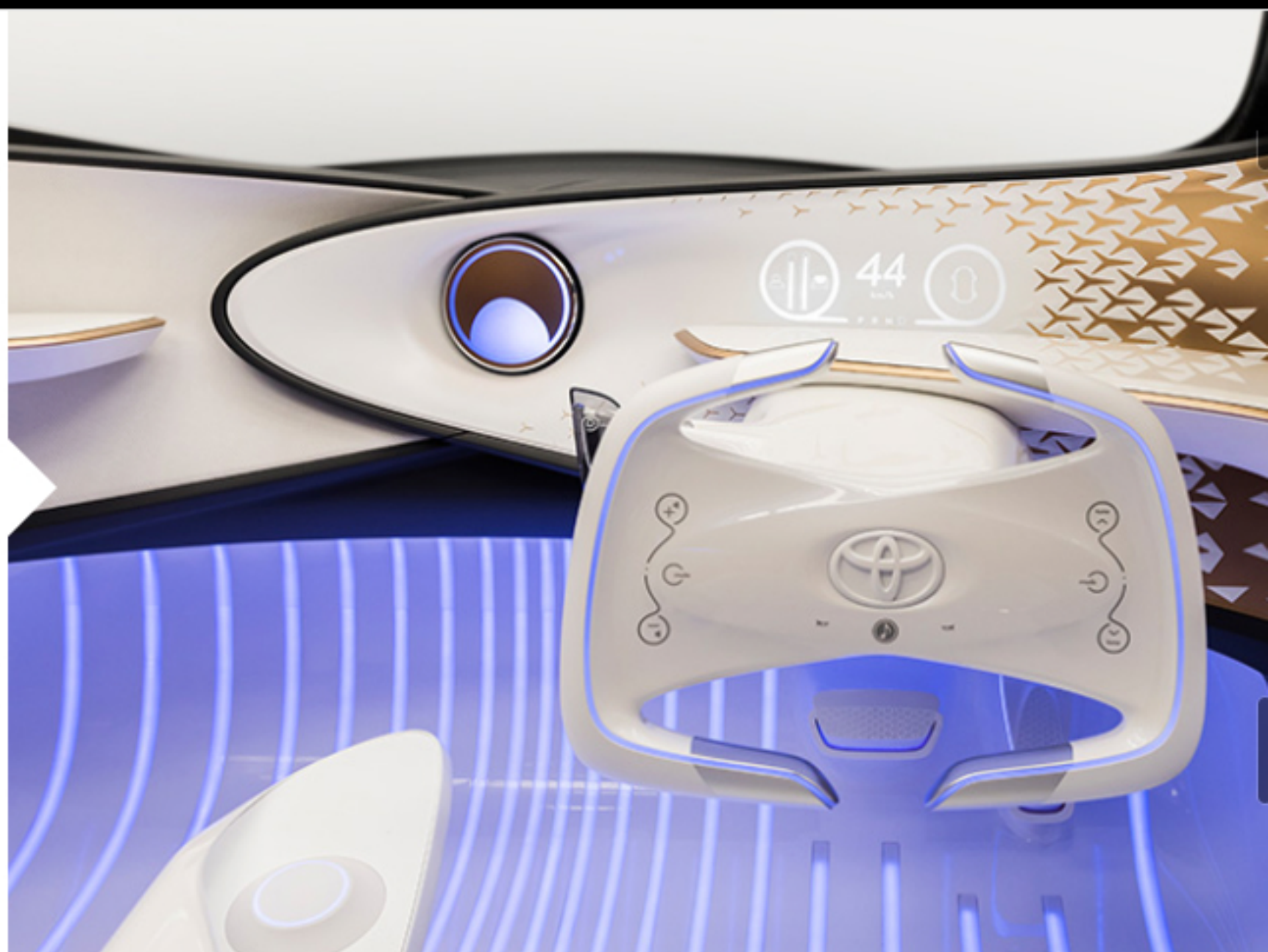
Meet Yui >

The future has arrived.

While we can't predict the future, we can inspire it. So what will our cars look like and how will they function? Will we drive them or will they drive us? That seems to be the question on everyone's mind. Well, we have an idea. Cars are for people who want to go to more places safely and efficiently, and enjoy the thrill of the drive at the same time. We're excited to introduce you to a vision for the car of the future. Toyota Concept-i and its forward-thinking UX hold a mirror up to a future that is warm, friendly, engaging and, most of all—fun. Without further ado, meet Concept-i.

Learning makes this smart car brilliant.

The forward-thinking minds at our Caltex Design Research center have dreamed up a concept of automotive UX that is intelligent, friendly and helpful. Intelligent cars that continually learn, and, in turn, keep getting smarter. Brilliant cars that get to know you and your needs, and then start to anticipate them for you. A bond between car, driver and society that, like any great relationship, revolves around trust and loyalty. Helping to bring this vision to life is Yui. Yui is a liaison between you, your passengers and your car. More pal than interface, Yui, in tandem with AI, anticipates your needs and informs the car so that Concept-i can consider and execute that next action accordingly.



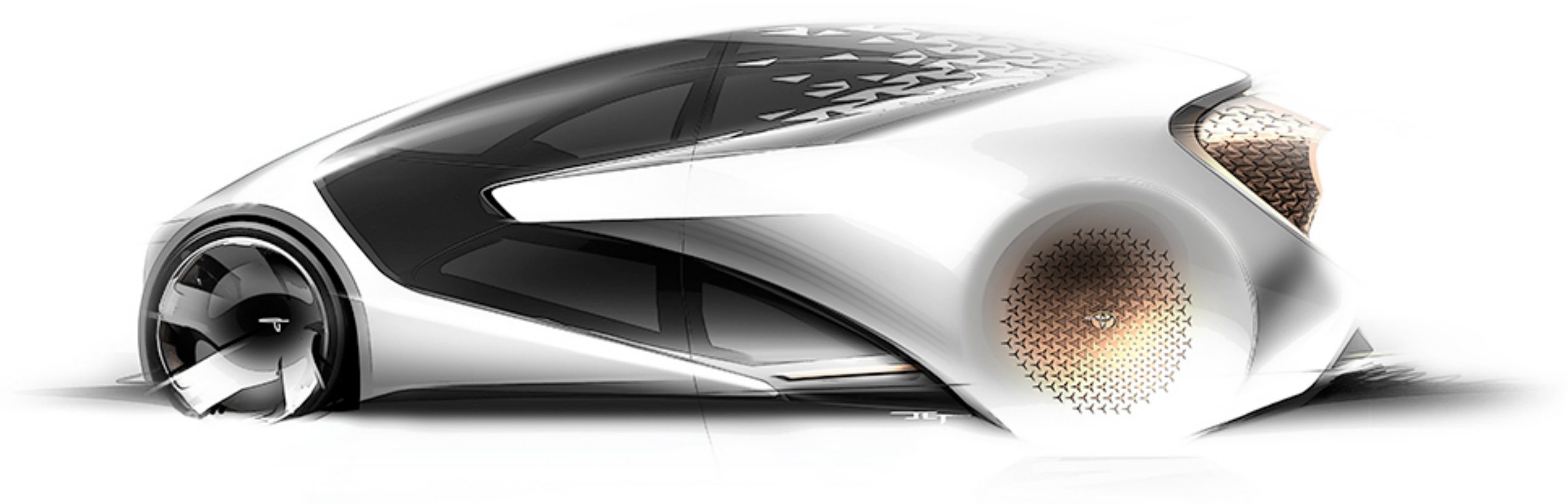
Less of a machine. More of a pal.

Concept-i follows our belief that vehicles shouldn't start with technology—they should start, and end, with the experience of the people who use them. Therefore, Concept-i was built from the inside out, with a focus on making it immersive, energetic and, most importantly—approachable. Thanks to artificial intelligence, we foresee an automotive future wherein our cars can connect with us. Thanks to Yui, Concept-i will enhance that relationship between car and driver.



Concept-i puts the "i" in team.

In the future, we envision you, Yui and the car working together—like teammates. Now, here comes the really fun part. Thanks to the car's advanced automated driving technologies, people with all levels of ability can enjoy the ride. You're still in charge of the car. However, through biometric sensors throughout the car, Concept-i can detect what you're feeling. That information then gets analyzed by the car's AI. That's when the automated features kick in. Let's say, for example, that you're feeling sad; the AI will analyze your emotion, make a recommendation and if necessary, take over and drive you safely to your destination. So safety and protection are a major benefit of this relationship. By knowing you better, Concept-i can help protect you better.



Our concept of the future will make history.

Concept-i looks as brilliant as it sounds—from its expressive sculptural qualities and elegant graphics to its captivating lighting and design. Its minimal yet artful interior is designed to help support its user experience. Lines flow from the center of the dashboard throughout the vehicle, while Yui travels around them, using light, sound and even touch to communicate critical information. It utilizes a single wide-screen, 3-D, full-color Head-Up Display that blends into an interior that is clean and uncluttered. Even the exterior of the car elevates the relationship between the car and the world around it, communicating with others on the road while expressing motion and excitement. Exhilarating, delightful and truly unique, Concept-i is a masterpiece that always looks like it's in motion, even when it's not.