

Introducing Toyota **CONCEPT-i**



Hello. I'm Yui.

I'm thrilled to introduce you to Toyota Concept-i. I'm an interface, a liaison, a middleman. But you can call me pal.



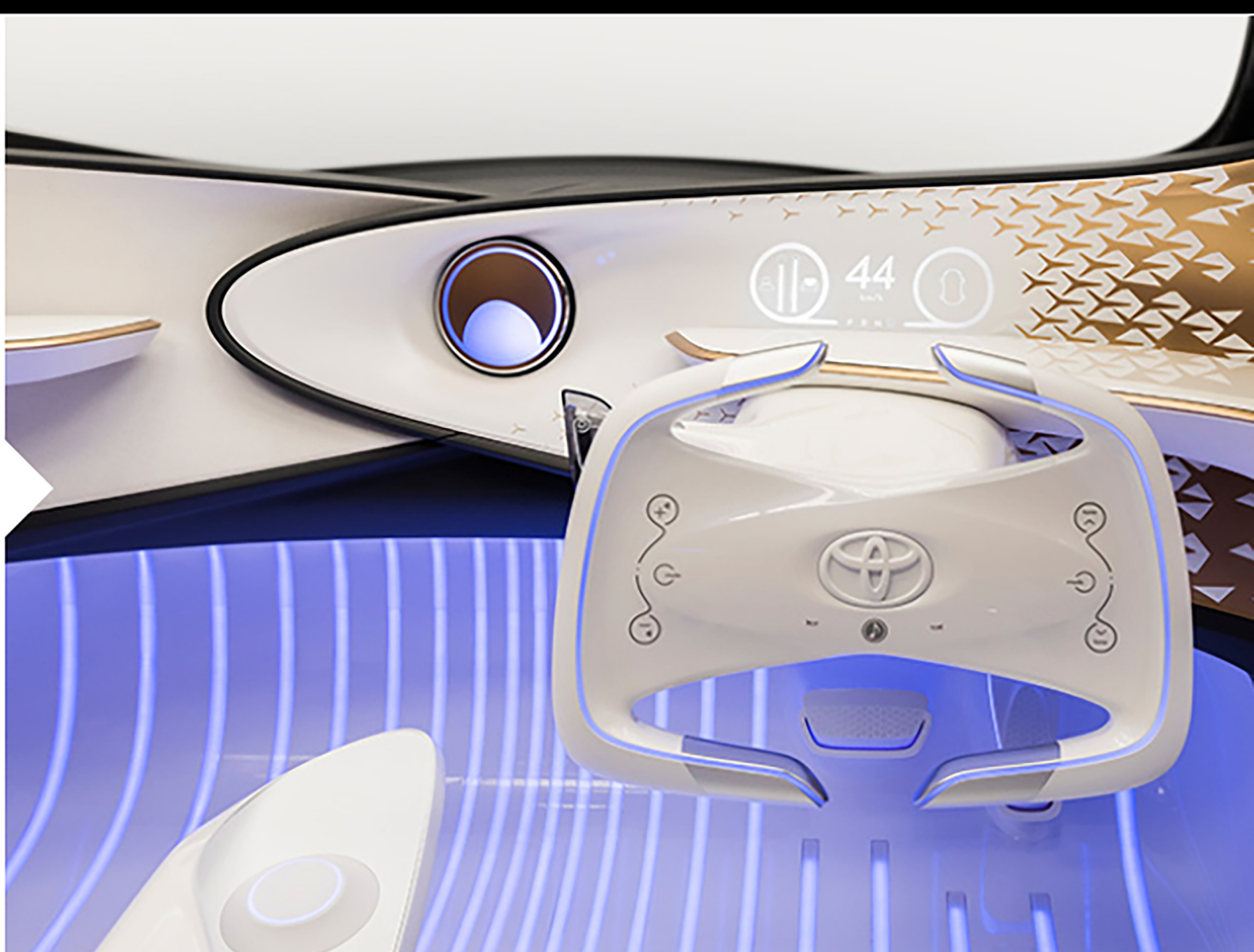
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I'm not a robot. I'm your friend.

I'm excited to meet you. I'm even more excited to introduce you to my beautiful home—Toyota's vision for the car of the future—Toyota Concept-i. My name is Yui, which means the center, or the soul. I was given that fun name because I'm essentially the spirit, or personality, of the car. I live in the car's dashboard, but I can travel throughout the car when I want to. I act as a liaison between you, your passengers and the car. I don't just live inside the car; I also live in the future—which is very exciting. I can't tell you everything about it, but I can tell you that it's warm, friendly and, most of all, fun.

I'm street smart. With a big heart.

I was born at Caltex Design Research center in California circa 2017. I love talking and taking long drives by the beach. I was conceived to act as an agent, or a middleman, between you and your car. You might be asking yourself, "Why do my car and I need a middleman?" That's easy. It's because Concept-i was designed to create a special bond between you, your car and the world around you. I facilitate that relationship. That relationship is made possible by our friendship. I was designed to talk to you and communicate with your car to help make sure that you're always happy and have everything you need.

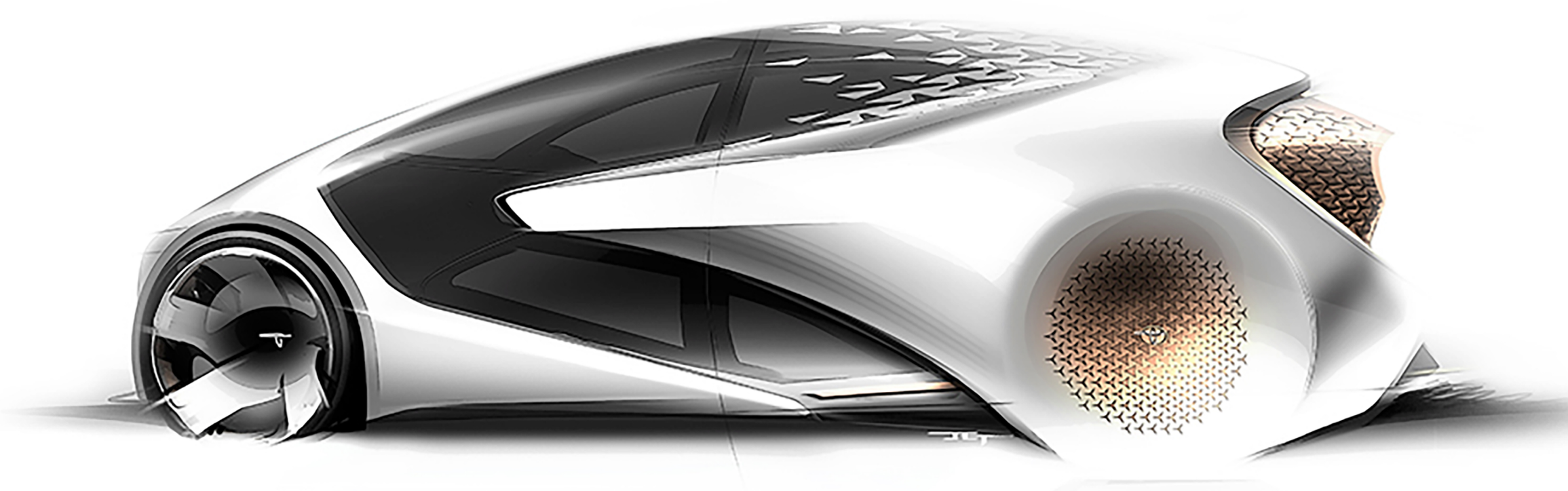


Together, we'll put the "i" in team.

But I can't take all of the credit. I'm just one part of your awesome experience. Aside from me, there's another part that makes it feel so special. That's called AI. It's a pretty common technology in the future, although I know you're just starting to hear about it. Along with AI, the car and I work together with the goal of detecting what you and your passengers are thinking, feeling and needing. The AI is the brains, the car is the brawn, and I'm the voice that unites you both. I talk to you and then to the car. We're like a dream team. The more we all hang out together, the more fun it'll be. Trust me.

Call us totally awesome. Not fully autonomous.

So, you may have heard that in the future, it's super cool and robotic. You may have heard that your ability to drive your own car is taken away from you. So not true. Concept-i is different from a lot of the other cars in the future because you can drive it, and it can drive you. Both! So it is autonomous, but not fully. For example, if you want to drive, you can. If we're out driving and the AI senses that you need a break, I'll tell the car that, and the car could take over with the goal of getting you safely to your destination. How cool is that?



I could go on for forever. But won't.

There's so much more I want to share with you. But as you can see, this page isn't an infinite scroll, and I'm running out of space. But don't worry: In just a short time, we'll be together for a long time. I can't wait to meet you, and I look forward to going to many new and exciting places with you.

-Yui