

A TOUCH OF HAPPINESS

THE 31ST
TOKYO MOTOR
SHOW
1995

Toyota sees the Tokyo Motor Show as an opportunity to explore ways in which motor vehicles can enhance the quality of our lives. In the past, we have taken this opportunity to introduce our latest technology in interesting displays and on a number of special exhibition vehicles.

Our theme for the 31st Tokyo Motor Show is "A Touch of Happiness." Our intent is to show specific examples of how we make automobiles that help those who come in contact with them — drivers, passengers, and others — feel "happy."

One of Toyota's guiding policies is "to produce clean, safe vehicles that are friendly both to people and to the Earth." To fulfill this objective, we constantly ask ourselves, "What is a good car?"

This time we looked at what a car should be from a more personal point of view, to see what would make it more "fun to drive," and what would "add variety to lifestyles." By looking into these things, we were able to propose the kind of safety features and comfort that make people happier, as well as vehicles that fit nicely into the community, help protect the environment, and conserve both resources and energy.

Our special display vehicles offer a glimpse of what Toyota sees in future automobiles — the possibilities and dreams we all hold for the 21st century. These vehicles are friendly to people and to the Earth. They address a multitude of needs, including ease of driving, interior comfort, convenient functions, low fuel consumption, safety, clean emissions, and compatibility with the infrastructure. The vehicles from the near future exhibited at the Toyota Pavilion include a New Generation Sedan that offers another level of comfort, a 2+2 sportscar with greater utility, a one-box van that takes the concept of multi-purpose to its logical conclusion, and a revolutionary forestry vehicle that can measurably reduce the burden of forest workers, and help nurture our forests so they can contribute to a cleaner atmosphere.

Toyota aims to help create affluent motorized societies in the 21st century. To accomplish that aim, we will continue to develop new and better technologies and to ask ourselves, "What is a good car?"

When you visit the Toyota Stand at the 31st Tokyo Motor Show, we hope you can understand the passion with which we do our very best to develop cars that help make people feel happier.

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