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## TOYOTA MOTOR CORPORATION

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### Toyota to Open Home Page on Internet

Tokyo - TOYOTA MOTOR CORPORATION announced today that the company will open its home page, "Toyota Internet Drive," on the Internet, the worldwide information network, in conjunction with the opening of the 31st Tokyo Motor Show. By disseminating information from the new home page, the company intends to communicate more effectively with the international community and to match the current stage of communications development in this age of global networks.

#### Overview of Toyota Internet Drive Home Page

##### 1. Start of Information Provision

Wednesday, October 25, 1995

##### 2. Address (or, Name of URL)

<http://www.toyota.co.jp>

##### 3. Basic Ideas Behind Information Provision

- (1) To introduce Toyota's general business activities in an easy to understand way.
- (2) To provide varied and valuable information on Toyota vehicles.
- (3) To provide high quality information that is intellectually stimulating.

#### 4. Toyota Internet Drive Configuration

The home page will consist of the following seven areas:

- (1) Spotlight (featuring the 31st Tokyo Motor Show)  
Introduces Toyota's displays at the show, including concept cars
- (2) Virtual Showroom  
Introduces the full lineup of Toyota vehicles, including new models
- (3) The Museums  
Provides information on Toyota's cultural facilities, including the Toyota Automobile Museum and data on exhibits
- (4) Toyota Today & Tomorrow  
Includes a profile of the company by introducing Toyota's domestic and international business activities
- (5) Data Center  
Provides data on the present condition of overseas and domestic automobile industries
- (6) Community Plaza  
Offers information on social and cultural events held by Toyota
- (7) Toyota University  
Features seminars and on-line symposia on vehicles from a broad social and cultural perspective

# # #

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Back



Forward



Home



Reload



Images



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## TOYOTA INTERNET DRIVE

"Go ahead,  
You drive."



Put the key in the ignition.  
Start the engine.

Grab your mouse and join us on the open road  
of the borderless information highway!  
Cruise through the Toyota landscape.  
The scenery always changes and the view is great.  
You're in the driver's seat, let's hit the road!

インターネットという国境のないドライブへようこそ。  
ここでは、インターネットドライブの楽しさを、  
そしてトヨタに関するさまざまなことをお知らせしていきます。  
この道の景色は、つねに変わり続けます。そして、どこまでも続いていきます。  
では、キーをお取りください。  
このドライブをスタートさせるのは、あなた自身です。

 **TOYOTA**