



Press Bite on Toyota

22 September 1999

Press Day at Earls Court is bound to be packed with Press conferences, unveilings and speeches. But not at Toyota.

Sure, we've got more new cars than anybody else - four to be precise - but we did all the dry ice and laser stuff at Frankfurt. That means you can use the words and pictures of our new cars in the pre-show articles you've got to write now rather than rush it out on the day.

It also means you can come and see us without worrying about having to endure a speech from the man in charge of headlamp dimmer switches announcing a revolutionary breakthrough in the ignition time for gas discharge bulbs.

Instead, when you come to the Toyota stand (M8, Hall 2) we want to give you what you really want. A mug of coffee and a bacon roll.

Pop along at any time between 8am and 11am and take a rest from the rat race of press calls and photo ops. We can't promise you a scoop, but we can offer you caffeine and carbohydrate. What more could a hard working journalist ask for.

Note to editors:

Toyota cannot accept responsibility for any illness that results from journalists rushing about after eating too much saturated fat. All guests indulge entirely at our expense and at their own risk.

ENDS