



Toyota at the Paris Motor Show

29 September 2016

- **Debut of the production-ready Toyota C-HR crossover**
- **European debut of the new Toyota Prius Plug-in Hybrid**
- **European debut of the Toyota FCV Plus fuel cell concept**
- **Toyota Gazoo Racing profile and interviews**
- **Press information and images now available on Toyota's UK media website - follow the "read and see more" links**

Toyota's presence at the Paris motor show is led by the debut of the production-ready C-HR crossover, ahead of the new model going on sale before the end of the year. The Toyota stand will also host the first European appearance of the all-new Prius Plug-in Hybrid and the FCV Plus hydrogen fuel cell concept car. The activities of Toyota Gazoo Racing will also be showcased, including preparations for the start of its World Rally Championship campaign in 2017.

Toyota C-HR

The all-new C-HR promises to make a big impact in the popular market for compact crossover vehicles with its radical, diamond-themed design and choice of turbo petrol and full hybrid powertrains. Built on a Toyota New Global Architecture-based platform, it is designed for engaging drive, and has been developed from the outset to meet target customer priorities for style and quality. [Read and see more here.](#)

Microsoft and Toyota Join Forces in FIA World Rally Championship

Toyota has reached an agreement with Microsoft to collaborate in the 2017 FIA World Rally Championship (WRC) series. As part of the agreement, Microsoft will serve as a "technology partner" for the Toyota Gazoo Racing WRC rally team. [Read and see more here.](#)

Toyota Prius Plug-in Hybrid

Toyota signals major advances in the capabilities of its plug-in hybrid technology with the new, second generation Prius Plug-in enjoying a significant increase in all-electric EV driving performance. It can travel around 30 miles - double the distance of its predecessor - on zero emissions electric power and achieve higher speeds without the hybrid petrol engine coming into play. A new, larger and more powerful lithium-ion battery plays a major role in this transformation - a unit that nonetheless can be recharged in as little as two hours. [Read and see more here.](#)

Toyota FCV Plus

Toyota believes that the power systems in a hydrogen fuel cell car can be used for much more than simply powering the vehicle itself. In fact, they could be used to recharge other vehicles, or even supply electricity to a local grid. The FCV Plus concept explores at the kind of technology that could help make clean hydrogen-sourced power more widely available. [Read and see more here.](#)

Toyota Gazoo Racing

In 2015, Toyota combined its international motorsport activities under the umbrella of a single organisation, Toyota Gazoo Racing. The team plays an important role in Toyota's commitment to developing and making ever-better cars, competing in top level events that from next year will include the World Rally Championship. Toyota Gazoo Racing is showcased at the Paris motor show and some of its leading figures have given their insight into how motorsport dovetails not just with Toyota's manufacturing but also its connection with customers and the development of skills within its workforce. [Read and see more here.](#)