



UK PRESS RELEASE

Toyota Invites Children to use their Boundless Imaginations in 2020 Dream Car Art Contest

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Toyota is once again inviting children to use their boundless imaginations to design fantastic vehicles for the future in the 2020 Dream Car Art Contest. Not limited to just cars, children can use their creative talents to come up with any form of transport or technology that gives people the freedom of movement, on land, sea or air, while protecting and sustaining the world's natural environment.

Entries are now open for the UK round of the global competition, which has attracted entries from more than six million young people in 100 countries around the world since 2004. Previous examples that have won over the judges include vehicles that can lower the temperature of the ocean, collect and care for the homeless and help to solve London's housing issues.

Entrants are asked to draw or paint their dream car against a background that shows how and where they imagine it being driven. The artwork should be accompanied by a short explanation of how the car works and what makes it special. Submissions must be hand-drawn or painted, not computer-generated, and paper must be A3 size or smaller.

There will be gold, silver and bronze winners in each age category in the national competition. They will be invited to a special prize-giving ceremony at Toyota's headquarters in February. Prizes will include iPads, tablets and Toyota goody bags. Their entries will also go forward for consideration in the global competition and the chance to win the trip of a lifetime to Japan in 2021.

The age categories are: under-eight, eight to 11, and 12 to 15 years old. All entrants must live in the UK. Entry forms can be downloaded and more information, including inspiration from previous winning designs and full competition terms and conditions, can be found at the Dream Car Art Contest page at www.toyota.co.uk/dreamcar. The closing date for entries is 20 January 2020.

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