



UK PRESS RELEASE

Toyota And T4 Host Dream Drive Video Competition

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Aygo Go to be won on Channel 4's 'T4' weekend programme

Where would your trip of a lifetime take you? That is the inspiration for a new video-making competition from Toyota and T4, Channel 4's youth programming, with a new five-door Aygo Go as the top prize.

The challenge is for entrants to create a 30-second video to reveal details of their dream trip – where they would go, who they would take with them and the one must-have item they would take with them.

Looking for originality, an inventive spirit and creativity, the judges will select three finalists who will compete for the top prize in a driving contest that promises more twists than an Alpine pass.

Toyota has supported T4 since 2006, linking into key shows such as Shipwrecked, The Big Bang Theory and Hollyoaks. Currently Saturday programming is sponsored by the Toyota iQ and Sunday schedules by Aygo, models that are small in size but big in appeal to younger drivers with their modern styling, fun-to-drive character and low ownership costs.

To enter, you can enter your 30-second video to http://www.channel4.com/t4/film-tv/win_a_toyota_aygo, and it will be featured on an exclusive YouTube channel. The competition is being promoted on-screen on T4 from this weekend.

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