

Origin

***Celebrating Toyota's
100 million unit
production milestone***



- Commemorative concept luxury sedan
- Exterior design recalling style of first Toyota Crown model
- Special luxury walnut interior finish
- Embodying over sixty years of automotive craftsmanship

The Origin is a special concept vehicle made to commemorate Toyota's passing the 100 million unit production milestone. It symbolizes the high level of craftsmanship employed in Toyota luxury sedans. It also celebrates the tradition of passing on engineering skills and technical expertise to new generations of Toyota engineers—a process that lies at the very heart of the company's success.

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Design Reminiscent of Early Crown

“The Origin has several features that are especially reminiscent of the first generation Toyota Crown model,” explains Tsutomu Shimizu, Chief Engineer in charge of the development of the Origin. The most notable feature of the vehicle’s profile is its C-pillar, whose base sits further forward than its top. The rear doors also recall memories of the first Crown. On both sides of the vehicle, the rear doors are hinged at the back rather than at a central pillar. This means the doors open outward from the center, much like those of a cupboard or display cabinet.

The hood, roof, fenders and doors are all uniquely styled for this particular vehicle. In addition, the designs of the front and rear ends mix the smooth styles of modern and traditional car design, creating a nostalgic elegance. From the front, the chrome front bow-tie grille, circular inner headlamps and rounded fenders create a feeling of luxury and stability. From the rear, the tall, thin, jewel-shaped tail-lights are well-separated, and combine with the wide cabin to produce a dynamic appearance.

Toyota’s Highest Production Values

The Origin represents the essence of automobile craftsmanship at Toyota. “The workers on the Origin project possess a huge wealth of experience and expertise in the manufacture of luxury vehicles using hand-made production techniques,” explains Mr. Shimizu. Setting aside the standard tools, these craftsmen rely on their immense experience and the natural precision of their hands and eyes. Taking extreme pride in their work, these modern-day artisans mold masterpieces of automotive engineering.

Their collective skill and accuracy in turn permitted certain liberties in the exterior design. For example, the deep, sharp lines of the Origin’s fin-like rear fenders would have been impossible to achieve using conventional press molds, and instead required a craftsman’s touch. In this respect, the car’s elegant lines are testament to the skill of its creators.

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The Origin represents a fusion of Toyota's modern engineering expertise with the company's long tradition of skilled craftsmanship. Toyota's quest for production excellence has been guided by a keenly held desire to deliver high-quality mass-produced vehicles to the consumer at an affordable price. As the company enters its second 100-million-unit production era, this mandate continues to apply with equal force.

Supporting Company:

Kanto Auto Works, Ltd.