

21 November 2014

TOYOTA AIMS TO INSPIRE CURRENT AND FUTURE MUSIC LOVERS IN JAPAN

Toyota Aims to Inspire Current and Future Music Lovers with 2015 Concert Series in Japan

Toyota City, Japan, November 20, 2014—Toyota Motor Corporation will hold a series of six classical-music concerts in cities throughout Japan between April 2 and April 12, 2015. The concerts will be given by the Toyota Master Players, Wien, a special 30-musician strong orchestra including principal musicians from the Vienna Philharmonic Orchestra and the Vienna State Opera Orchestra.

The concert series has been held since 2000 as part of Toyota's social contribution activities in support of the arts and culture with special cooperation from the Vienna State Opera Orchestra. As part of Toyota's award-winning Kokoro Hakobu Project, a portion of ticket-sale proceeds from all six concerts will again be donated toward the education of children in the Tohoku region, which was significantly affected by the 2011 Great East Japan Earthquake and resulting tsunami.

Tickets will go on sale nationwide on December 6, 2014, with prices starting in the 3,000-yen range to give as many people as possible the opportunity to appreciate these world-class performances. To encourage broader musical appreciation, people up to 24 years of age are encouraged to apply for complimentary tickets to the concerts and rehearsals. Special concerts will also be held at elementary schools and child welfare facilities.

In addition to a conductorless performance of Beethoven's second symphony, the concert will feature a diverse program of first-class Vienna soloists. The second half of the Wien Grand Concert, held in Nagoya, will present the orchestral masterpiece Pictures at an Exhibition, performed by an impressive combined orchestra with the Nagoya Philharmonic Orchestra conducted by Tatsuya Shimono.

The featured Japanese soloists will be Fumiko Ando, a soprano singer gaining attention in both the classical and opera world, and up-and-coming pianist Yoko Kikuchi, who is busy performing solo and orchestra-collaboration pieces in and outside Japan.

Further information (in Japanese) regarding the 2015 Toyota Master Players concert series will be available from December 6 at <http://www.toyota.co.jp/tomas15/>. Ticket and concert information is available from the Toyota Master Players Secretariat at +81-3-5210-7555. Information regarding special concerts and complimentary ticket availability will be publicly advertised.