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TOYOTA'S VISION FOR A C-SEGMENT CROSSOVER

Brussels, Belgium - The TOYOTA C-HR Concept introduces an expressive new, diamond architecture styling theme to the segment. Below a compact, sensual cabin profile, the lower bodywork has been sculpted to represent the faceted surfaces of a highly-durable, precision-cut gemstone.

The front of the TOYOTA C-HR Concept is not only a further development of Toyota's Under Priority and Keen Look design identity, but also introduces new styling themes which hint at a future design direction for Toyota vehicles.

From the side, the highly-faceted lower body, muscular wheel arches and aggressively angular rear shoulder are juxtaposed with an exceptionally sleek cabin profile.

Highly-distinctive, aero-inspired, floating rear lamp clusters further enhance the broad shoulders of the TOYOTA C-HR Concept's lower bodywork.

The Toyota Press Conference will take place in hall 4 at 8:00 AM on October 2nd.