



PRESS CONFERENCE SCRIPT

English 2

OPENING SEQUENCE:

Hi everyone, I'm Piers, I'm a designer and architect. I'm passionate about cities and their suburbs, and how we can get around them better.

That's why I'm delighted to be with you today as we discover the new Toyota Aygo X. Six months ago, we had the chance to show many of you our concept car, the Toyota Aygo X prologue.

We were thrilled by your reactions. By what you said.

That you felt the same way that we did.

In today's program, we've got a full presentation of the new Aygo X.

We're going to meet with experts who understand cities and the mobility needs of their inhabitants. »

We're going to talk to the people behind the Aygo X, who can tell you everything you'd like to know about this exciting new car.

In fact, throughout this video, our Toyota experts will be delighted to answer your questions.

Just click on the bottom right corner of your screen to ask your questions.

And because Toyota's new Aygo X is made especially for Europe's cities and suburbs...

Let's take a quick tour of Europe together!

But a tour of Europe not quite like the others. We're going to see how Europe cities and ways of living have shaped the new Aygo X. Ready to join me?

Let's not keep you waiting any longer.

And now without further ado, the moment we've all been waiting for.

EPISODE 1 :

Destination Copenhagen: how are cities evolving ?
And how does Aygo X match up to those needs?

Hi everybody, I've just arrived in Copenhagen
I'm now riding my danish bicycle through the city streets to meet Anne Baedkel futurist,
which I think must be the best thing in the world to be.
Hi Anne. Good to see you.

Hi Piers Good to see you.
Nice to meet you.
Welcome to Copenhagen. I see you've already gone native?

Well, I love cycling. I love being in cities. So two of my favourite things.

Copenhagen is perfect for you then.

What does your work as a futurist involve?

My work involves studying cities in both current cities and future cities. But particularly, I'm looking at the future of urban living.

Interesting. What can your work tell us about the future of cities?

One of the trends that we are almost certain will continue to grow is urbanisation, people moving to cities and living in cities, and also trying to make the best out of future urban living.

We've gone from 2% to now more than 50%. And we're projected to go to 80% of the world's population living in cities. And what about Copenhagen?

In my humble opinion, Copenhagen is already very much a city of the future. It's allowing a lot of experiments such as this neighbourhood where we're walking: Bryggervangen. They are really trying to both involve citizens in city planning. They also try to build a community instead of a neighbourhood or instead a part of the city. They want to build a community where there's places like this where people can meet and actually catch up. And it's going to be natural for people to go meet their neighbours and talk to the neighbours in a place like this where we are walking.

What about their mobility needs ?

Future infrastructure is going to be increasingly electrified. But I do believe in the meantime, we have to be pragmatic about other solutions, and also having a wide range of transport solutions for the people living here.

Thanks so much, Anne. That's been so interesting.

Well, yeah. Thank you. Good to meet you.

Where's my bike?

Over that way I think.

Bye - Bye
I'm loving Copenhagen.

I learned a lot from Anne about European cities. And now Andrea Carlucci who is going to talk to us about the bold new car Toyota is bringing to these cities very soon. Andrea Carlucci, as Vice President of Product and Marketing for Toyota, tell me why the A-segment is so important for you?

This represents a key access point to the brand. So strategically, is a very important segment. But more importantly, is a segment that allows us to provide our customers with a very accessible solution and practical solution, especially for living in town.

It used to be a segment that was quite bland in some ways. But I think the original Aygo challenged that?

We brought something completely new, breaking the rules, we've been able to bring emotion, which is very much linked to style. We did it in the same way, not to compromise on the compact size. No compromise on the practicality in a way. But connecting in a different way with the customer we were looking for,

In terms of the personality of the car, you've described it as a European car, what does that mean?

The car is conceived, is designed, is going to be manufactured in Europe, for Europeans. It's the very first example in which Europeans gather thinking what is this product that for the first time is 100% Toyota and only for Toyota having in mind a specific target customer with a very clear need of living in urban cities.

Who do you think the main customers will be?

It will be a person living in a crowded urban area with a strong connection with design and looking for characteristics that are basically the characteristics of a very European profile.

The Aygo X is a A-segment car but It's built on a B-segment isn't it?

Indeed, this allows to move and to make evolve the character of the vehicle in something which is clearly closer to the B-segment in terms of driving characteristics, driving pleasure, but without losing that nimbleness, that agility which remains stunning for the category.

The other thing I noticed looking at it is that it is super tall. I mean is it a kind of crossover?

It is certainly a crossover. It is establishing a new reference for the A-class and it is what consumers especially in urban areas want. High eye point to sit, to have control of the situation around and feeling extremely safe. As it happens in a real SUV, an SUV, convertible crossover, sounds great to me.

It is I think, when I look at the wheel dimensions against the body, the ratio and the use quite authentic of the colour code with these bi-tone that is going to really break the rule of the category and is giving definitely something which is unique and authentic. We do again, something memorable. I told you

Let's go for a drive and take it home now.

This is the key my friend.

I'm off!

EPISODE 2:

Destination Rome!

What are the challenges of city driving? Why is Aygo X the answer?

The Aygo X is designed for cities like Rome. And that's why I'm looking forward to meeting another architect: Paolo Olivia, and she's a partner in the practice Brain Factory, and that must be her. Hi Paola

Hi Piers

Nice to meet you. Benvenuto a Roma

Thank you. It's great to be here. It's really fascinating to me always to meet another architect and hear about their creative processes. So tell me a little bit about yours.

I think that it all start with the creative research, I explore all the capabilities; intellectual design without neglecting the aesthetic side; that's why the name of our firm Brain Factory. But at the same time, I love breaking the rules with our design and thinking out of the box.

Rome must be the best place to do it. I mean, how does Rome inspire you?

Let me show what makes so special Rome.

I mean, really, how could you not be inspired by thousands of years of architectural history? Like this! But what about driving in Rome? I'm someone that loves driving and I love cities. What's it like driving in Rome?

Rome is full of broad avenue, of small streets, so like a driver; I must be attentive, agile, dynamic.

That sounds like something that you would be actually I can believe that. And what's it like actually getting around?

I think that there are bumpy roads.

So you need good ground clearance.

Yes of course.

And I think good sustenance.

I've heard that Rome has fantastic food and the best ice cream in the world. So can we go now and get the perfect Roman gelato?

Come with me! Yes, I'll show you a good gelato in Rome. I love chocolate and yours?

That was great meeting Paola.

And now Anna Stoliarova is going to tell us what makes the Aygo X perfect for all of the cities in Europe.

I'm waiting for Anna who's the Aygo X product planner for Toyota Europe.

Hi Anna

Hi Piers

Nice to meet you.
You too. How's your trip?

It was good. How are you doing? Good. You got the good chair. Yeah, it's not very sturdy. I'm not jealous of that one.

So Anna Stoliarova, as product planner for Toyota, tell me how European cities influenced the new Aygo X?

Well actually, they are more than influenced Aygo X. They shaped it. Our team has traveled across Europe's most vibrant capitals. They were drawing inspiration from people and contemporary cultures. We also studied deeply the future of urban life and urban mobility. Because we really wanted to bring more boldness and more spice to small car buyers.

As I've just been seeing on the streets in Rome, city driving has its own set of challenges.

Yes, the small city car has to do many things. It has to make you feel confident and comfortable behind the wheel. Yet, it has to be manoeuvrable, agile and nimble to navigate all these small streets like those in Rome. Because of the TNGA-B platform, we have a longer wheelbase and wider the track so that you're sturdy and confident on the road. But it at the same time has a very small turning radius, just 4.7 metres, meaning that even the tiniest and narrowest streets are okay for you to handle. You have especially a lot of space for the front passenger and the driver, but also the boot space is increased. It's about 60 litres more than the outgoing Aygo.

How will drivers experience the difference in ride compared with the previous Aygo?

Well, first of all, it's higher by 55mm. You have big 18 inch wheels and higher ground clearance. It's not just done for the great SUV look. It's also for great handling and a more confident ride.

Is it just a car for cities? Can you imagine using it on the highway?

Actually, when driving on higher speed like on the highway, you have best in class NVH and stability. Because the upper body is stiffer, the suspension has to work less and it is lighter so that you have low body roll, faster acceleration and much lower fuel consumption.

It also strikes me as a car that might be packed full of other features.

There are many indeed. One to mention is the latest Toyota Safety Sense system with Lane Trace Assist and adaptive cruise control.

It comes as standard on all grades because we don't want to compromise on safety. It also has continuously variable transmission which is very smooth and precisely tuned for the city driving. You won't expect actually to meet a CVT in A-segment and you won't find it except on the Aygo X. You can go up to a 9 inch touchscreen with the Toyota smart connect system with wireless phone connection, wireless phone charger and ambient lighting.

How's the sound system?

We have with JBL developed especially for Aygo a JBL premium sound system with four speakers and the subwoofer so that you definitely will enjoy your ride.

Great. We're gonna have a look. of course
Because I have noticed this canvas roof which looks really intriguing.

Yes, that's another feature we're very happy about.

It's the canvas roof that is bigger and wider than on the previous Aygo and there's just this emotional wind in the hair feature that you can enjoy in the city or on the highway. We call it Aygo X Air.

Can't wait to have a go with that sound system. Can I put something something on?

Sure.

Fantastic.

EPISODE 3:

Destination Berlin!

Why do style and design matter? And how does Aygo have so much of both?

It's great to have arrived in Berlin and I'm on my way to meet Laura Gerte. She's a fashion designer, and I really want to find out about the city from her perspective.

Hi, you must be Laura.

Hi Piers. Nice to meet you.

Almost every interesting artist and designer at some point in their life has been drawn to Berlin. And so what's it like for you working here?

I think the big promise that Berlin still holds for people is freedom. We have time and space here to create and explore, you have a good life here, even if you don't earn that much money, and that's why I think it draws so many people here.

I often think of Berlin as a city that has been shot in black and white.

Yes.

But talk to me about colour, and colour in your work.

I think colours are just fun. They demand attention. The more there are, the more they clash. And that's where it gets really interesting, I think.

It gives us instant references and colourful things make us want to interact with objects, with people, with clothing. And that's what I think is so interesting about colour.

And what about getting around I mean, what's it like driving in Berlin?

Driving in Berlin is fun, but also challenging. When I first started driving here, I was super scared, but now I actually love it because I know the routes. I know my way around the city and also German cities after World War Two have been rebuilt to work for cars, unlike cities like Rome, or Paris where like narrow bendy roads. Here, it's quite comfortable to drive, especially once you reach the outskirts and you can just cruise over the countryside.

I want to see the craziest roads? Can you take me on a driving tour of Berlin? Yes of course.

Wow, that was a great introduction to Berlin style, in terms of fashion and driving from Laura. And now I have the honour of meeting a great stylist Tadao Mori, Head of Styling at Toyota Motor Europe.

Tadao Mori, you are Head of Styling for Toyota Motor Europe. What did you set out to achieve with the new Aygo X?

Firstly, we set up keywords: «Spice», «Fun», and «X».

Actually I can see the X in the back and the front.

Exactly.

Make it more fun, emotional and dynamic.

It also looks super agile. How did you achieve that look?

It is very important to set up a nice package. So we need bigger, large diameter tires and set at four corners. This means super short overhang. And also front and rear view, tire has to be sticking out. So that makes a more agile and good stance. This car has to be much in the

urban situation. So that's why we designed very nicely sophisticated surface with high lift. So this is kind of a new genre.

It's recognisably a Toyota and I see lots of design cues from previous Toyotas. It also is a car that's been designed specifically to be European. What does that mean?

For Toyota design, we have a certain direction. For example for the front we call it the «keen look»: so headlamp has to be very much sharp and confident looking. So that we in our company has a nice signature that creates Toyota style.

The interior has been designed for this thing that is called shared interaction. Tell me what that means.

Yes, shared interaction for the passenger and driver is very important. We don't want to divide two people that's why instrument panel is very much oval-shaped. This car fits perfectly in European cities because of the size and also nice confident look. And also this bi-tone makes it more vibrant in the European city.

But what about the body colour, the rest of that ?

We have four spice colours : Chilli red: fun and daring. Juniper blue is the icy cool concept. Ginger beige: it's warm and sophisticated. My favorite colour is Cardamom green, which is understated aesthetic.

I like the blue partly because it's icy cool, but also because I only wear blue. Thanks so much Tadao.

Thank you very much.

Hi there. I hope you enjoyed our Aygo X European city trip. Stay with us because our Toyota experts will answer your questions shortly.