

CROWN CONCEPT



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Chief Engineer

MSZ, Mid-size Vehicle Company

Toyota Motor Corporation

History of Crown



1st Generation: 1955 / First purely Japanese sedan

History of Crown



2nd



3rd



4th



5th



6th



7th



8th



Drove Japan's auto market during the rapid economic growth period in the 50s and 60s
Recognized as a luxury sedan and widely used in the public and private sectors

History of Crown

9th



10th



11th



12th



13th



14th



Improved vehicle performance owing to monocoque body (10th gen.)
Enhanced environmental performance by adopting hybrid system (11th gen.)

Crown Concept



CROWN CONCEPT



Styling



Elegance and refined beauty



Crown's legacy

**Innovativeness expected
for the future mobility
society**



Innovation of driving

Connectivity

Innovation of driving


Designed & developed from the ground up

TNGA
Toyota New Global Architecture

Full-fledged road test in Nürburgring, Germany



Innovation of driving

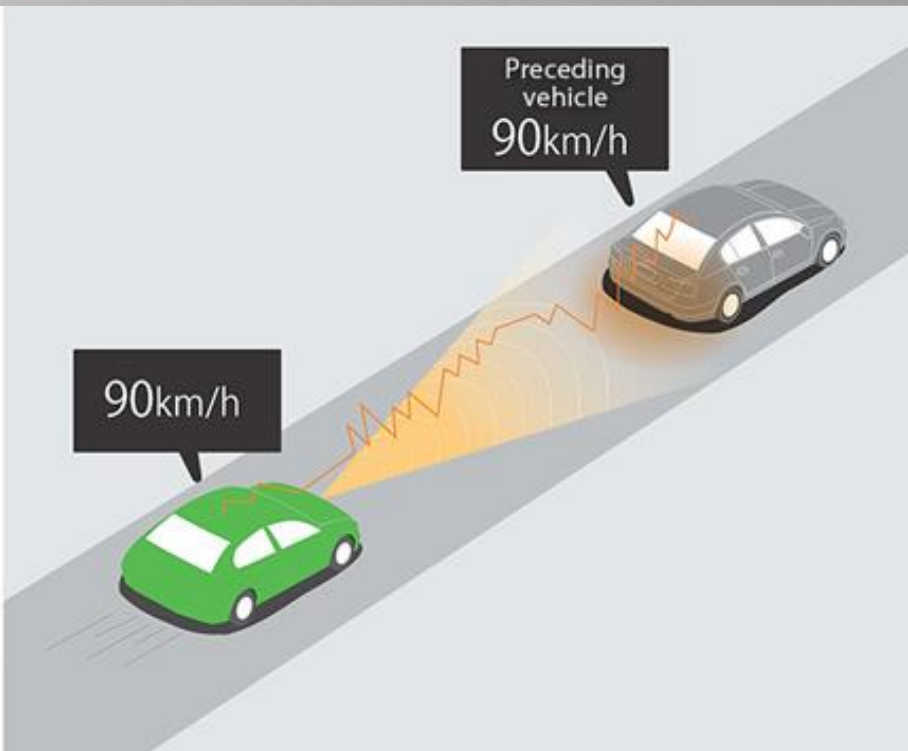
A white Toyota Crown Concept car is shown from a front-three-quarter view, centered in the background. The car features a large, dark grille with the Toyota emblem, sharp headlights, and a sunroof. The license plate area reads "CROWN CONCEPT".

Responsive handling performance

Driving stability in any situation

Provides driving pleasure and security

Connectivity (safety realized by the whole city)



Vehicle-to-vehicle communications



Vehicle-to-infrastructure communications

Connectivity (safety realized by the whole city)

A background image of a globe with a network of glowing yellow and orange lines connecting various points across the continents, symbolizing global connectivity and data communication.

Complete implementation of Data Communication Modules (DCM)

Providing new value through Big Data



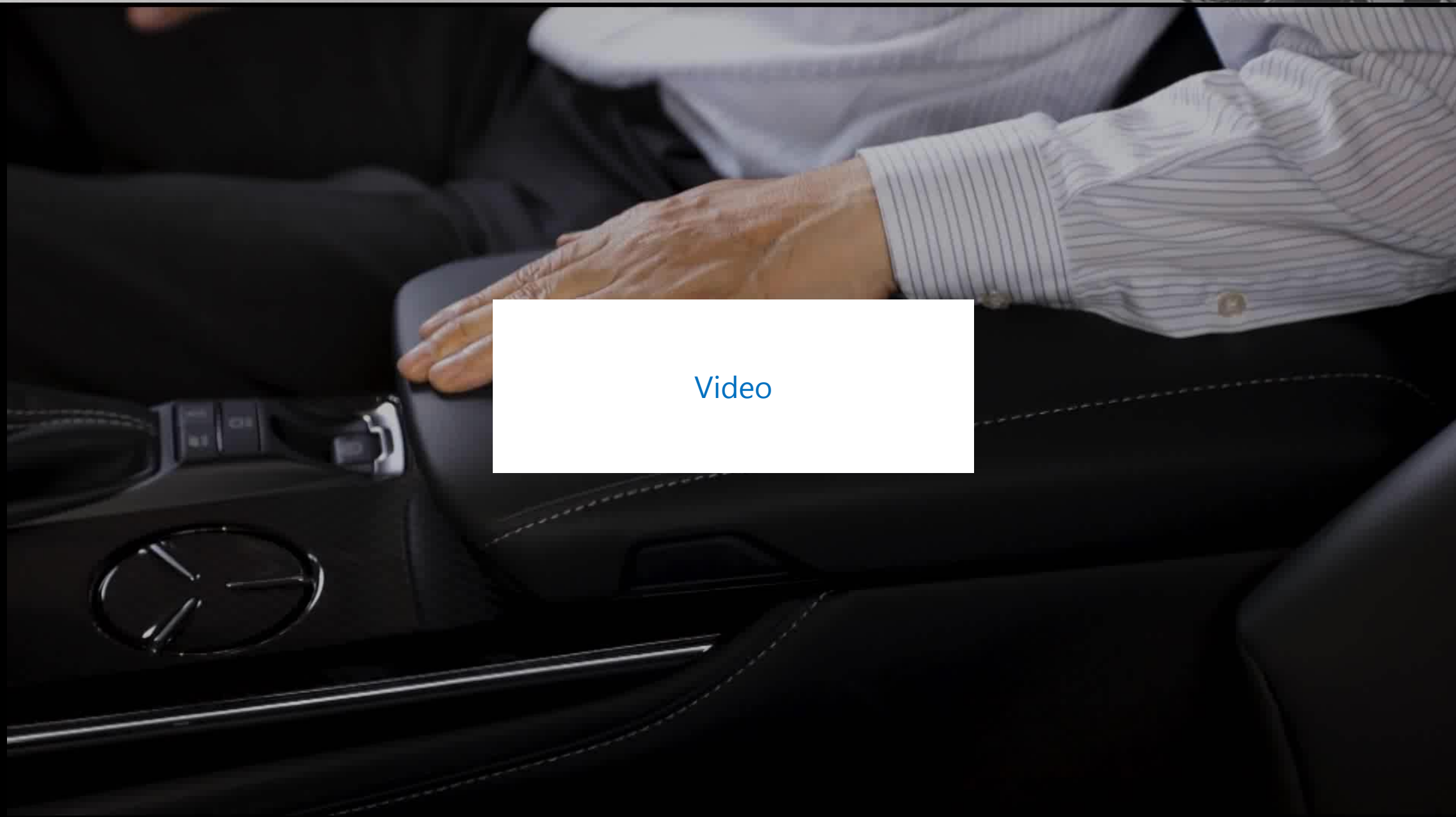
Avoid traffic jams
using Big Data

e-Care

Chief Engineer's Commitment (quality resonating with the five senses)

Joy of ownership

CROWN
CONCEPT



Video



Video



CROWN CONCEPT