Beat: Automobiles

TOYOTA TAKES YOU BACK TO THE FUTURE WITH ACTORS MICHAEL J. FOX, CHRITOPHER LLOYD

LEADING UP TO OCTOBER 21, 2015

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Just as Back to the Future fans are gearing up to celebrate the 30th anniversary of Marty McFly's and Doc Brown's adventures, Toyota teased plans to mark the film's anniversary with a modern twist. In 1985, Universal Pictures' Back to the Future introduced the world to a time-traveling vehicle and what the future may hold. Thirty years later, Toyota has partnered with the films to celebrate the intersection between the U.S. arrival of the Mirai hydrogen fuel cell vehicle and the innovation predicted in the movie.

Toyota's vision for the future is driven by the Mirai's hydrogen fuel cell technology, which hits the streets of California on October 21. As Toyota's ongoing "Fueled by Everything" digital campaign has demonstrated, hydrogen fuel has the potential to be produced from renewable energy sources like solar, wind and biogas. The vehicle's only tailpipe emission is water.

'This Back to the Future-inspired milestone has taken 30 years to arrive, and Toyota has been developing hydrogen fuel cell technology almost that long,' said Bill Fay, Toyota division group vice president and general manager. 'There's no better way to generate excitement for a turning point in automotive history than with a film that celebrated the possibilities of the future.'

Toyota's Back to the Future partnership will crescendo on Oct. 20 as the clock nears midnight toward the futuristic milestone. With a party ready for the fourth dimension, digital activations and physical displays, Toyota will welcome the future to California with the Mirai on sale launch.

'While there are a lot of brands and activations that are celebrating the Back to the Future milestone, Toyota stands apart for their nod to the future and the past with the auto technology depicted in the movies,' said Bob Gale, Back to the Future co-creator and producer. 'When Toyota approached us about helping tell a bigger story about the future and innovation with the Mirai, we loved the direction “” and who can resist Marty's retro Toyota truck?'

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