



For: San Diego International Auto Show®

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**For Immediate Release**

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**Toyota Brings Off Road Adventure Back to San Diego Auto Show**

*Sand, mud, water and rocks... the ultimate, dirtiest adventure returns*

SAN DIEGO, CA, December 3, 2007 – For the second consecutive year, the San Diego International Auto Show (SDIAS) will host Toyota’s “Off Road On Site Adventure,” one of the most popular interactive driving courses on the North American auto show scene.

One thousand tons of sand, gravel, rocks and water make up the 80,000 square-foot obstacle course that includes moguls, logs, sand pits, berms, hill climbs, teeter totter and acceleration runs. Located in the waterfront parking lot behind the San Diego Convention Center, qualified participants will have the chance to drive a new Toyota truck, such as the 4x4 Tundra, Tacoma, and FJ Cruiser.

The program was an instant success when it launched here last year, and has since visited auto shows across the country. (Though in Southern California, notes a smiling Amy Foley, auto show media director, San Diego was the first to snag the popular event.)

Foley says several enhancements have been added to this year’s event, including a tunnel that runs through the big hill, and a traction control exercise. The always popular FJ Cruiser extreme breakaway leg is back, and now features a rock crawl and wood bridge. New this year is the option to test drive a Tundra loaded to capacity, and high performance towing demonstrations.

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To drive, ticketed show-goers must be 18 or older and have a current driver's license. Minors can attend with a parent or legal guardian, and children can ride as passengers if they are at least 4'9" (57 inches) tall or over eight years old. Children eight years and older who are not 57 inches tall may ride with proof of age (birth certificate or passport). There is no additional fee to participate in the event.

Also new this year, Original Tommy's World Famous Hamburgers, and country station US 95.7 will host the "Ultimate Tailgate Party" alongside the off road activities, providing an even more festive outdoor environment.

Show patrons should access Toyota's Off Road On Site Adventure through the back doors of Hall E of the San Diego Convention Center. The event will be open December 26 until 8 pm, December 27-28 until 9 pm, December 29 until 10 pm, and December 30 until 6 pm. More information is available at [www.toyotaoffroadonsite.com](http://www.toyotaoffroadonsite.com).

About the San Diego International Auto Show

Presented by the 110-member NCDA, the San Diego International Auto Show is the highest-attended five day auto show in the United States, and the second highest-attended show in California. Located in the seventh largest market in the country, the show boasts access to one of the largest and increasingly influential Hispanic markets in the U.S., and is just 17 miles away from Mexico's wealthiest city – Tijuana – and its population of nearly three million people. The show, which uses some 740,000 square feet of exhibit space at the waterfront San Diego Convention Center, will be presented Wednesday, December 26 – Sunday, December 30, 2007.

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