

Toyota Automobile Museum to Hold The 31st Toyota Automobile Museum Classic Car Festival in Japan

Featuring a street parade and introducing live streaming on YouTube

Nagakute City, Aichi, Japan, September 24, 2020—The Toyota Automobile Museum will host its **31st Classic Car Festival on Sunday, October 25**, as a community-based event aimed at promoting and sustaining automobile culture. **The Toyota Automobile Museum** itself will serve as the venue this year, accommodating **about 50 privately owned classic cars** that will participate in a street parade. Special exhibition and socializing will also take place at the venue.

The street parade will feature Japanese, American, and European classic cars dating from 1990 or earlier, all of which have been carefully preserved and maintained by their respective owners. The cars representing 7 countries and 24 manufacturers will **depart from the Toyota Automobile Museum** in chronological order according to their date of manufacture and will **parade through Nagakute City before returning to the museum.**

In a new approach, this year's event will be broadcast live on YouTube (on the official channel of the car community website, GAZOO) and on a local cable TV channel (Himawari 11) in the morning. In the afternoon, live streaming on YouTube will cover interviews with all parade participants about what they love about their cars.

Displayed at the Restoration Zone within the venue are **supply parts for Toyota 2000GT and model A70/A80 Supras**, which have been **commercially reproduced as part of TOYOTA GAZOO Racing's "GR Heritage Parts Project."**

To prevent the spread of COVID-19, **public access to the venue** on the day of the festival **will be limited to Nagakute residents and Toyota Automobile Museum annual pass holders.** We will also conduct **temperature checks for all staff members and visitors, and everyone will be required to wear face masks and observe social distancing at the venue.**

Although we cannot invite a large number of visitors to the venue, we hope the live streaming of the event will provide a highly intimate experience to a wider audience, allowing them to appreciate classic cars and enjoy a cozy connection between the people and cars.

The summary of the festival is as follows:

1. Date and time: 09:10–14:40 on Sunday, October 25 (rain or shine)
2. Venue: Toyota Automobile Museum (start/end of the parade; vehicle exhibition site)

Aside from parade participants, their companions, and members of the media, only Nagakute residents and Toyota Automobile Museum annual pass holders will have access to the venue on the day of the event.

3. Number of participating vehicles: about 50 privately owned cars

4. Schedule

a. Parade

09:10–09:30 Starting ceremony (speech by guest/car owner/host; opening declaration)

09:30–09:50 Parade starts

10:00–10:30 Parade ends

b. Exhibition and socializing

11:50–14:10 Interviews with participating car owners

14:20–14:40 Closing ceremony

5. Program details

Street parade (09:30–10:30)

- About 50 privately owned cars dating back to 1990 or earlier, from Japan, the U.S., and Europe
- Parade route: about a 13-kilometer stretch of public roads in Nagakute City

Route:

Toyota Automobile Museum

- Maeguma Higashi Intersection
- Kumabari Shingyoda Intersection
- City Office
- Heiwabashi Kita Intersection
- Nishikamodabashi Kita Intersection
- Ichigahora Intersection
- Iwasaki Takenoyama Kita Intersection
- Yokomichi Intersection
- Toyota Automobile Museum



Exhibition and socializing (11:50–14:40)

- About 50 cars participating in the parade are to be congregated in the museum's P2 parking lot.
- Each participating car owner will be interviewed for inspiring episodes about their cars. The interviews will be streamed live on YouTube.



Restoration Zone

- **GR heritage parts**
Reproduced parts for Toyota 2000GT, Supra A70/A80, etc., will be on display.
- **All car-related questions answered**
Restored classic cars, parts, etc. will be exhibited and an overview of the classic cars' restoration will be provided by Shinmei Industry Co., Ltd.

Note: Exhibits may vary due to weather conditions and other factors.

6. Live streaming

The street parade and activities at the festival venue will be broadcast live on YouTube (official GAZOO channel¹) and Himawari cable TV (Himawari 11²)

- Part 1 (09:00–11:00): YouTube, Himawari
- Part 2 (11:50–14:45): YouTube

YouTube special streaming page (GAZOO)

<https://gazoo.com/article/classiccarfestival/201025.html>

Note 1. Official GAZOO channel: Official YouTube channel for GAZOO, a community website for car enthusiasts managed by Toyota. <https://www.youtube.com/user/gazoo>

Note 2. Himawari 11: A local cable TV channel for viewers subscribed to Himawari Network services (<https://www.himawari.co.jp/>) in Toyota, Miyoshi, and Nagakute Cities.

7. Sponsors

Nagakute City, Nagakute City Board of Education

To find out more, visit the Toyota Automobile Museum website at <https://toyota-automobile-museum.jp/en/>.

Note to members of the media

News media members intending to cover the festival are requested to contact us by Wednesday, October 21. (If you are arriving by car, let us know when you contact us and we will send you a vehicle pass.)

Contact: Mikiko Yogo/Tomomi Sato, Planning & Administration Group, Toyota Automobile Museum
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