
Toyota moves Olympia

Toyota has delivered the first vehicles for the Olympic and Paralympic Games in Paris 2024. As the global mobility partner of the International Olympic Committee and the International Paralympic Committee, the brand will provide more than 2650 electrified vehicles and 700 electric mobility solutions for the last mile to athletes, visitors with disabilities and organizers. This includes 250 Accessible People Movers (APM), which are being redesigned for Paris and manufactured in Europe.

All vehicles have special colors and decors that are based on the Olympics, but also refer to the respective drive technology. "Blue for the fuel cell hydrogen vehicles as the color of water, the only emission. Green for the battery electric vehicles as the color of nature, indicating that BEVs have no exhaust emissions, while purple was chosen for the hybrid and plug-in hybrid vehicles," explains Jaime Noriega, Technical Manager Styling Division, Toyota Motor Europe

In addition to providing the official fleet of vehicles, employees of the organizing committee have been able to use Toyota's Kinto Share car-sharing service since September during the preparation phase. Toyota has also handed over the first examples of the C+ Walk S for people with physical disabilities. (aum)

Images for article



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Photo: Autoren-Union Mobilität/Toyota



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