

Press Release

21<sup>st</sup> July, 2010

**Over 800 Customers came and joined  
the “Toyota Live Young Soccer Party”**

In order to celebrate the global football event and to echo with the Toyota brand promise, “Live Young”, Crown Motors Ltd. (CML) has especially designed a “Live Young” football for their customers since June. Additionally, CML held the “Toyota Live Young Soccer Party” on 25 June and 3 July 2010 at one of the most renowned shopping malls in Hong Kong, the Olympic City, to watch the football matches with some fanatic customers.

Over 800 customers came and joined this event, making it a huge success! Before the match started, a group of youngsters coming from the Society of Boys’ Centre, made a hot opening for the party with their shaky hip hop dancing. Following that, the emcee of the event, Keith, together with 2 Toyota Live Young Angels played various games with the audience, for instance, football shooting, a lucky draw, etc. The climax of the event undoubtedly went to the match. Everyone was fixated on the screen as the footballers made their attempts on goal; and when a team was scored, their supporters immediately waved their inflatable balloon sticks and burst out screaming.

Furthermore, each guest was given a “Toyota Live Young” pack, in which they received a Toyota recycle bag, Live Young tattoo stickers, a WISH 3D puzzle, etc.

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**Photos:**

*Hundreds of customers and guests came to the “Toyota Live Young Soccer Party” to enjoy an exciting football match.*



*Two Toyota Live Young Angles, Cake (Left) and Winoya, played different stage games with the audiences.*