

[View this as a webpage](#)
TOYOTA


July 28, 2013

**TOYOTA X STUDIO4C presents “PES (Peace Eco Smile)”
U.S. Concert Debut! LoVendoR & Sweety
Creates Mutual Energy with Spectators!
at Outdoor Live Performance!
Report on “PES NEXT GENERATION” Talk Event
with Leading Animation Director**



**Please download images from the Japan Expo 2013 at
www.image.net**

Toyota Motor Sales & Marketing (TMSM) is currently participating at the 5th J-POP Summit Festival (Saturday, July 27 and Sunday, July 28, 2013) in San Francisco, CA, with “PES (Peace Eco Smile)”, a collaborative animation project with STUDIO4°C.

A “TOYOTA x STUDIO4°C meets ANA” tent has been stationed at the festival venue. The tent will be hosting number of activities throughout the event, including live appearances by LoVendoR, Sweety and Director Hidekazu Ohara, screenings of 5 music videos, autograph sessions and NaSuBi ball target game and others. On Saturday, July 27, “TOYOTA x STUDIO4°C meets ANA” presented the U.S. concert debut of LoVendoR and Sweety at live outdoor stage (Peace Plaza). Original PES sun visors were distributed to spectators and also special T-shirts were thrown to the crowd by the performing artists. This created an atmosphere with sense of unity.

In 2013, TMSM started a new collaboration project, “NEXT GENERATION - PES (Peace Eco Smile) - CROSS COLLABORATION,” to communicate its message

globally through production of music and contents with leading directors. These messages are conveyed through various kinds of collaborations in organic connections with other people, things, and venues.

Can we together create "the future that everyone wants," to change ideas about mass consumption and economic efficiency today? The energy to do this is actually inside human hearts. The source for putting it in motion is music and this is why PES is making music videos along with a new animation film.

The power of anime and music can cross over barriers of language and nation, creating understanding between diverse cultures and civilizations, giving us courage and healing. It is the energy of miracles.

PES(Peace Eco Smile) is this new energy, wishing to be the path towards a future we can create at any time.

This output is not only introduced on website or youtube, but is communicated through real-world events. This is to directly connect with various people in order to share and deliver the message of amusement and joy through organic joint participation. Through, J-POP Summit, TMSM hopes to formulate new relationships in the radical openness environment.

PES (Peace Eco Smile): <http://www.toytoyota.com/pes/>

PES (Peace Eco Smile) Drive your Love [HD]English subtitles:
<http://youtu.be/9cuWtKAoaQI>



[Event Report]

First Day of J-POP SUMMIT FESTIVAL TOYOTA × STUDIO4C Presents “PES” Event Report

”Cross Collaboration” With LoVendoR, Sweety and Director Hidekazu Ohara

The girls band LoVendoR and girls' pop trio Sweety held talks and live performances at the “TOYOTA x STUDIO4C meets ANA” tent and Peace Plaza. The tent also hosted the first screenings of PES collaboration music videos of LoVendoR and Sweety, which livened up the Japanese culture loving American audience. A PES Project: Next Generation “Cross Collaboration” talk event was also held with anime director Hidekazu Ohara (whose works include “Akira”), who worked on the production of Sweety's music video. Director Hidekazu Ohara,

LoVendoR's Reina Tanaka and Marina Okada talked on the thoughts toward their music video.



Screenings of PES Season 1 & 5 Music Videos!

Sweety hosted screenings of PES Season 1 at the “TOYOTA x STUDIO4°C meets ANA” tent. Screenings of 5 music videos were also held, including LoVendoR and Sweety's new music videos, as well as screenings of 3 videos unveiled at the Japan Expo in France (held early July 2013).

<Screening Contents>

Sweety PES Season 1 Screening



5 PES Music Videos Loop Screening <Music Videos and Artists >

<PES Collaboration MV>



Music: "KONUYONI SHINJITSUNO AIGA HITOTSUDAKE ARUNARA"

Director: Candeloro

Music Video Description: Girls band consisted by twin vocal and twin guitar, sings a song with the theme of "Love" with passion and power. Hyper music video is filled with energy just as passionate as the music itself.

Artist: LoVendor

<http://youtu.be/Ci6awkuxDuc>



Music: "My line"

Director: Hidekazu Ohara

Music Video Description: The collaboration of ever sparkling lyrics and the film of two different cars (Cool "TOYOTA 86" and elegant "CAMRY") advance forward with

beautiful mind of dreams and hopes. The song “My line,” cheerful and energetic, increases fascination as cars glide through the music video with exhilaration.

Artist: Sweety

<http://youtu.be/Hy-FKdYwEjE>



Music: “Koshin (Communication)”

Director: Tatsuyuki Tanaka

Music video – key message: “Our existence is shrouded in mystery”

Artist:Akaiko-en

<http://www.youtube.com/watch?v=YJELfqGbD94&feature=youtu.be>

http://youtu.be/Repn_BOGWeo



Music: "LONELY FLOWER"

Director: Yuta Sano

Key message: "A changing world heading towards destruction."

Artist:Una

<http://youtu.be/6tWF5rszEfQ>



Music: “FORTUNE FUTURE!” By Petit milady

Director: Yusuke Tannawa

Music video – key message: “A proposal for a new energy”

Artist:Petit milady

<http://youtu.be/pZy6g5uMPNM>

[Event Report]
J-POP SUMMIT FESTIVAL Day 2 Also Packed With PES Events!

TMSM will also hold a variety of events on Sunday, July 28 at the "TOYOTA x STUDIO4°C meets ANA" tent and Union Square. In particular, there will be two premiere events exclusive to Day 2: LoVendoR's live performance at Union Square, and Director Hidekazu Ohara's autograph session. There will also be a PES Music Video talk event where each concept of the video will be introduced. There will also be an exclusive introduction video letter from "Akaiko-en."

<Events >

LoVendoR LIVE Performance held at Union Square

Date/Time: Sunday, July 28 14:30 - 15:00

Venue: Union Square

Director Hidekazu Ohara Autograph Session

Date/Time: Sunday, July 28 13:00 – 13:30

Venue: "TOYOTA x STUDIO4°C meets ANA" tent

PES Music Video Introduction Talk Show

Date/Time: Sunday, July 28 15:00 - 15:30

Venue: "TOYOTA x STUDIO4°C meets ANA" tent

TOYOTA×STUDIO4°C meets ANA tent

Saturday, July 27 – Sunday, July 28

Autograph session by the artists and talk events are scheduled at the tent, in addition to the NaSuBi ball target game and NaSuBi balloon fishing. < NaSuBi (means eggplant in Japanese) character is a mysterious living organism > The venue has many fun attractions to amaze American audiences!

PES (Peace Eco Smile) meets IS JAPAN COOL?

A collaboration between two projects "PES" and "IS JAPAN COOL?" by ANA will be a new attempt aiming to build unprecedented demand in global markets by pooling and promoting cultural content together, rather than separately as the regular products or services. "TOYOTA X STUDIO4C meets ANA" aiming to disseminate the spirit of Japan to the world through diverse content that contains a national character and its peculiar value as a soft power.

Is Japan Cool? by ANA

<https://www.ana-cooljapan.com/>

'IS JAPAN COOL?' is a project intended to revive interest in tourism in Japan by exploring Japan's culture and appeal as a travel destination. With the introduction of "DREAMS" on July 4th, world of animation, manga and games that represent Japanese culture is explored and "PES" is included as one of the contents. "IS JAPAN COOL?" began with Season 1 in February 2012, broadly showcasing the wonders found across Japan. Further content was added for Season 2 with a focus on two cities which each have their own unique fascination, titled 'OKINAWA' and 'TOKYO'. Also included was additional content of Japan's unique sub-culture of "Cosplay". Season 3 introduces "Fascination of Japan" with diverse themes such as 'TRADITIONS', 'KAWAII', and newly added "RAMEN".

ToyToyota project: PES (Peace Eco Smile) Concept

Human evolution is represented by the history of mobility. Cars bring our mobility to life, and yet all too often, everyone talks about the complicated technological

aspects of automobiles rather than just the joy of mobility. TOYOTA has discovered the "TOY" in its own corporate name as the origin of lively and cheerful joy. Then, as part of ToyToyota projects aimed at spreading the joy of mobility, TOYOTA and STUDIO4°C, a leading Japanese animation studio, have together created an animation series, PES (Peace Eco Smile), following a curious alien exploring the joy of driving and the importance of safety. In 2013 as a new "NEXT GENERATION", PES is producing creative animated works in the basis of the theme "Environmental Integration" (which includes conservation of the environment, caution for energy problem and the idea of ecology to realize the sustainable society where people can live with nature and society harmoniously). Every director of these works is unique but the theme they want to convey is the same with PES. Through the animated works, PES hopes to convey these messages, globally, though out all generations, especially to art loving people.

The special PES website: <http://www.toytoyota.com/pes/en/>

Inquiry

Takao Minai: takao_minai@mail.toyota.co.jp

Hiroshi Inagawa: hiroshi_inagawa@mail.toyota.co.jp

Digital Marketing Group, Global Marketing Div.

TOYOTA Motor Sales & Marketing Corporation

Phone: +81-565-23-0727

Image.net Inquiries:

E-mail us at ImageNet.CustomerServices@gettyimages.com or [Contact us](#).

Forgotten your image.net username or password? [Click here](#)

You are receiving this email from image.net, because when you registered for image.net services you requested to receive updates from our clients. If you wish to stop receiving email alerts please unsubscribe by using this link. **You must log on to access this functionality** [unsubscribe](#)