



The New Toyota Verso-S: Small, Spacious And Smart

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KEY POINTS

- Toyota returns to the mini-MPV market with the Verso-S
- Focus on quality, exceptional interior space and best-in-class emissions and fuel economy
- Two grades, TR and T Spirit, both powered by 1.33-litre VVT-i petrol engine
- Choice of six-speed manual transmission or Multidrive S, the segment's first CVT
- 127g/km and 51.4mpg for manual, 120g/km and 54.3mpg for Multidrive S
- On sale now, special on-the-road launch prices - £13,995 for TR and £14,995 for T Spirit, with Multidrive S adding an additional £1,150

Toyota returns to the B-MPV market with the Verso-S, a new model that majors on delivering exceptional space and great flexibility within compact overall dimensions. In terms of size, it may be the smallest competitor in the mini-MPV segment, but clever Toyota design has produced an interior that verges on compact family hatchback levels of passenger and load space.

Toyota can be credited with originating the B-MPV concept 10 years ago when it launched Yaris Verso. It re-enters the segment at a time of significant growth: European sales have almost tripled since 2002 as more and more motorists look to downsize and take advantage of the inherent convenience, efficiency and user friendliness of the mini-MPV. These customers are not only families making a switch from conventional B-segment hatchbacks, they also include empty nesters and older people looking for smaller cars that are easy to drive, with no sacrifice in the levels of space, comfort, equipment and quality they are used to.

Interior space

On the outside the five-door Verso-S is shorter overall (less than four metres long) than any of its market rivals, but within a generous 2,550mm wheelbase Toyota has crafted exceptional interior space for both passengers and luggage. Every detail was addressed in the quest for the best possible packaging, including using a slimmer front seat design and tailoring the profile of the rear door trims to add extra "foot space" for easy passenger access.

The 60:40 rear seats can be folded flat in a one-touch action, a job that is made easier thanks to extra control levers being provided in the boot, and a two-position lightweight deckboard allows for loadspace depth to be easily adjusted. On T Spirit models a maximum 1,388 litres is available with the rear seats folded down.

Powertrain, emissions and economy

All versions of Verso-S are powered by Toyota's 98bhp 1.33-litre VVT-i petrol engine, delivering the lowest CO2 emissions and best fuel economy in the mini-MPV segment

When matched to a six-speed manual transmission, the system delivers 127g/km and combined cycle fuel economy of 51.4mpg. Thanks to the higher efficiency of the Multidrive S CVT - the only transmission of its kind in the segment - CO2 figures are lower still at 120g/km, with an improvement in average fuel consumption to 54.3mpg (combined cycle).

Toyota Touch

Verso-S introduces Toyota Touch, a new multimedia touchscreen system for controlling audio and communications functions. It is fitted as standard to all versions of the car and comes with Bluetooth for hands-free mobile phone use and audio streaming, plus a USB port for connecting personal music players. Toyota Touch also features a trip information screen, displaying details of journey time, distance and fuel economy, including journey-by-journey comparison records.

From May 2011 owners will be able to upgrade Toyota Touch with a new Touch and Go navigation package. This provides all key navigation functions, plus the flexibility to add more advanced features and applications, accessed via Google.

Grade structure, UK market and pricing

Verso-S is available in two trims - TR and T Spirit. Key features of the TR include Toyota Touch, Bluetooth, reversing camera, front fog lamps, air conditioning, seven airbags (including driver's knee airbag) and one-touch folding rear seats.

T Spirit models additionally feature 16-inch alloy wheels, front and rear electric windows, a panoramic glass roof (the largest in the segment) and dark-tinted rear privacy glass.

Three option packs are available: Style Pack, with additional exterior chrome trim details; Leather Pack, with premium two-tone grey leather upholstery; and Protection Pack, which provides rear parking sensors, a boot liner and scuff plates.

From May, the Touch and Go navigation package will also be available (details above).

Retail sales are expected to account for more than 75 per cent of Verso-S sales, with 70 per cent of these being T Spirit models.

Through its Centre network, Toyota is offering special launch prices for the new model: the TR is available for £13,995 on-the-road, with the T Spirit costing £14,995. Opting for Multidrive S adds £1,150 to the price.

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