



## **Drive On The Wild Side With Toyota At The CLA Game Fair**

6 July 2005

Visitors to the 2005 CLA Game Fair can experience the challenge of off-road driving at the wheel of the legendary Toyota Land Cruiser. The world's largest country sports and pursuits show will once again feature a purpose-built 4x4 course, sponsored by Toyota, in the grounds of Belvoir Castle, Leicestershire.

The fair, which runs from 22 to 24 July, covers all aspects of country life. The off-road course will give people the opportunity to enjoy the experience of handling a Land Cruiser on rough terrain and learning more about the vehicle's exceptional abilities, guided by a professional instructor.

At the other end of the scale, Toyota's new city car, the Aygo, will also be appearing on the company's show stand. The latest addition to the Toyota line-up, Aygo was launched on 1 July. Designed primarily for the urban environment, with its small dimensions and easy handling, the Aygo will be equally at home in the wide open spaces as a youthful and high-value model.

Aygo will take its place alongside an array of Toyota's top performing models, including the Yaris, Corolla, Corolla Verso, Avensis and Previa. Four-wheel drive machines will be well to the fore, with the Land Cruiser, Land Cruiser Amazon and RAV4 – consistently Europe's top selling 4x4 – plus the Hilux and Hilux Invincible. For sports performance, the new Celica GT, with its bold body styling kit, will be on display, together with the MR2 Roadster.

Within an event which celebrates all that is best about the countryside, the Toyota Prius will have a well-deserved place.

Thanks to its unique Hybrid Synergy Drive® powertrain, Prius is the world's cleanest production family saloon, a quality that is reflected in its status as European Car of the Year.

Toyota is also backing the Game Fair by providing a fleet of six Land Cruisers for the event support team.

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