



# More Equipment And Lower Prices For Toyota's Mighty Light Commercials – Dyna Now Built In Europe

18 February 2004

## Key points

- Improved safety equipment specification for all Hilux models
- Toyota is first manufacturer in UK market with standard ABS and airbag across its entire CV range
- Five per cent reduction in Hilux prices across the board
- Low cost of ownership on Hilux – Insurance group rating reduction
- Production of UK Dyna models moves to Portugal

The mighty Hilux famously survived ordeals by fire, flood and falling tower blocks on the BBC's Top Gear programme last year, a feat worthy of a pick-up that has achieved more than nine million sales around the world. Few Hilux drivers can expect to encounter the kind of extreme hazards set up for the cameras, but they are now assured of a comprehensive package of safety features designed to provide protection in more everyday driving scenarios.

All Hilux models are now equipped with anti-lock brakes and driver and passenger airbags as standard. At the same time as specification has been improved, all Hilux prices have been reduced by five per cent, making the model better value than ever.

More detailed equipment adjustments within the Hilux range include the provision of a new remote key fob for models with rear seats, which use the factory-fit central locking system (240 FX and 280 EX Double Cabs). This fob is designed to be compatible with the Cobra alarm system, which can be fitted as an accessory. An extra touch of style is added to 2004 model year range with the addition of a new side stripe decal on all except the premium VX grade.

The model line-up is unchanged, except for the renaming of the 270 models as 280, in line with their gross vehicle weight of 2,780kg. The VX models can now be ordered with an optional black leather interior and equipped with a new high specification Alpha top, as an added accessory, featuring sliding glass windows, rear sunroof, high-mounted stop lamp and interior light.

Nine Hilux versions are offered in the UK, with Single, Double and Extra Cab body styles in four trim grades: EX, FX (Extra Cab only), GX and VX (both Double Cab only). Power is from a choice of two 2.5-litre D-4D diesel engines: 88bhp with two-wheel drive or 102bhp with four-wheel drive.

Cost of ownership is even more attractive, and Hilux has best in class cost per mile running costs at 15.6 pence per mile. (Source What Van? Jan/Feb 2004). Hilux models in the range also benefit from a reduction in Insurance group rating. New ratings are as follows:

<b>GRADE</b>	<b>BODY</b>	<b>ENGINE</b>	<b>INSURANCE GROUP</b>
240 2WD EX	Single Cab	2.5 D-4D 88bhp	10A
240 2WD FX	Extra Cab	2.5 D-4D 88bhp	10A
250 4WD EX	Single Cab	2.5 D-4D 102bhp	11A
280 4WD EX	Double Cab	2.5 D-4D 102bhp	12A
280 4WD GX *	Double Cab	2.5 D-4D 102bhp	12A
280 4WD GX (leather)*	Double Cab	2.5 D-4D 102bhp	12A
280 4WD VX **	Double Cab	2.5 D-4D 102bhp	12A
280 4WD VX (leather)**	Double Cab	2.5 D-4D 102bhp	12A

\*alarm \*\* full alarm

Full range prices for the Hilux are given in the table below.

<b>GRADE</b>	<b>BODY</b>	<b>ENGINE</b>	<b>BASIC PRICE ON THE ROAD*</b>	<b>MAX RECLAIMABLE VAT**</b>
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240 2WD EX	Single Cab	2.5 D-4D 88bhp	£10,465	£13,024.38	£1,909.57
240 2WD FX	Extra Cab	2.5 D-4D 88bhp	£12,245	£15,115.88	£2,221.07
250 4WD EX	Single Cab	2.5 D-4D 102bhp	£13,305	£16,361.38	£2,406.57
280 4WD EX	Double Cab	2.5 D-4D 102bhp	£14,905	£18,241.38	£2,686.57
280 4WD GX	Double Cab	2.5 D-4D 102bhp	£15,645	£19,110.88	£2,816.07
280 4WD GX (leather)	Double Cab	2.5 D-4D 102bhp	£16,605	£20,238.88	£2,984.07
280 4WD VX	Double Cab	2.5 D-4D 102bhp	£16,395	£19,992.13	£2,947.32
280 4WD VX (leather)	Double Cab	2.5 D-4D 102bhp	£17,355	£21,120.13	£3,115.32
					£37.23
Metallic paint	All models		£234.04	£275.00	

\*List price, £500 delivery charge, £25 number plate allowance (all inclusive of VAT), £165 for 12 months' Vehicle Excise Licence and £38 Vehicle First Registration Fee.

\*\* 'Reclaimable VAT' indicates the maximum amount of VAT which may be reclaimed from the 'On the Road Cost' under HM Customs & Excise Legislation. Please note that eligible customers may recover VAT on all Hilux models.

### **UK DYNA MODELS TO BE BUILT IN EUROPE**

Production of right-hand drive Dyna light trucks commenced December 2003 at the Salvador Caetano factory in Portugal. Previously, Dyna vehicles for the UK market were shipped from Japan.

The new, Portuguese-built Dynas benefit from a new cab design that provides extra storage and offers improved headroom. Sourcing vehicles from within Europe opens up new possibilities for future special body options and more efficient responses to specific customer requirements. Pricing for the new models will remain unchanged on core versions.

**ENDS**