



UK PRESS RELEASE

Toyota Hilux Wins Commercial Fleet World's 'Best Pickup' Award

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Toyota's Hilux has won the 'Best pickup' category, in this year's *Commercial Fleet World* Honours. Ross Durkin, Publisher of *Commercial Fleet World*, the UK's leading light commercial fleet publication, presented the award at a special ceremony, held at the RAC Club, Pall Mall on Wednesday 14 May.

In presenting the award, Ross Durkin said, "Toyota's current Hilux embodies the feedback from approaching 10 million such vehicles that have been built since its introduction in 1967, and served around the globe, so you would expect it to be tough and reliable. But the latest version is also amazingly refined and fuel efficient too."

Gibb Grace, Editor, *Commercial Fleet World*, added, "Those advances in refinement and fuel economy stem from an all-new 2.5-litre direct injection, common rail turbo diesel, the D-4D engine, which is rated at 88 and 102bhp, to suit 4x2 and 4x4 models respectively. Hilux now has an admirable combination of rugged durability and cost efficiency that appeals to both the private and commercial vehicle market sectors."

Recent Toyota Hilux corporate customers include the RNLI, Maritime & Coastguard Agency, Scion Group – a facilities management company based at Heathrow and Fountains plc – a forestry and vegetation management company based in Banbury, Oxfordshire.

Hilux performance for the first quarter 2003 was strong with sales to the end of April at over 1,200 units, on track to meet a target of over 8,000 Toyota commercial vehicles by the end of the year.

Peter Howarth Commercial Vehicle and Business Centre Manager added: "Winning the Best Pick Up award for Toyota Hilux tops off a productive first quarter and follows the successful launch of the Toyota Business Centre network. This specialist network is there to support all business customers which of course includes commercial vehicles."

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