



Toyota Hiace Range Revised And Improved For 2004

4 November 2003

Key points

- ABS and driver's airbag standard on all Hiace models
- Six new models introduced, offering even greater levels of safety, comfort and convenience features
- Toyota turn-by-turn satellite navigation available as an option
- New 300 Se entry-level model with improved specification and rear tailgate
- New GS-Xtra premium model with air conditioning, CD player, electric front windows, full steel bulkhead (with window) and special body decals
- Central door locking standard on all models from Se upwards
- All GS models now equipped with full steel bulkhead (with window)
- Best cost of ownership profile in class, measured against vehicle payload
- Prices (excluding VAT) from £11,785
- Metallic paint finish available as an option
- On sale from 5 November (GS-Xtra from 19 November)

Safety is at the heart of changes to the UK Hiace range for the 2004 model year. From launch on 5 November, all models will benefit from ABS and a driver's airbag as part of the standard equipment package. The move acknowledges the importance of safety provisions in all vehicles and anticipates a voluntary industry code of practice due to come into effect in June 2004.

Toyota has also taken the opportunity to tailor the Hiace range better to suit customer needs. In doing so, it has introduced six new versions, including a new entry-level 300 Se and premium GS-Xtra grade. The strong-performing 88 and 102bhp 2.5-litre D-4D common rail turbo diesel engines have been retained, but the low-volume 2.7-litre petrol engine has been deleted.

The improvements have been made while keeping price rises to a minimum. For example, in spite of the provision of ABS and a full metal bulkhead, the basic prices of the core GS models have risen by only £50. More detailed information on how powerfully Hiace performs against its key market competitors in terms of price and cost of ownership is given below.

300 Se

The Se is the new entry level model in the 300 LWB range, featuring an improved specification

and, in response to customer demand, a rear tailgate in place of the previous 300 S's double rear doors. Compared to its predecessor, the Se benefits from ABS, a driver's airbag and central door locking.

Other standard equipment includes power steering, height-adjustable driver's seat, Sony radio cassette player, twin 12V batteries, fabric upholstered seats, three front seats with integrated document box and heated rear window with wash-wipe. The Se's specification and rear door configuration makes it especially attractive for owner-operators and minibus application.

GS-XTRA

The new GS-Xtra grade replaces the previous GLS grade and introduces new levels of premium comfort and convenience features, and eye-catching styling details.

Available in both 280 SWB and 300 LWB versions, exclusively with the 102bhp 2.5-litre D-4D engine, the GS-Xtra is equipped with air conditioning, Sony radio with CD, electric front windows, and is distinguished by a smart side stripe on the bodywork and special decal badging.

In other respects, the specification matches the highly popular GS grade with heated, tinted rear window with wash-wipe or the option of 'blind' twin rear doors (300 version), mud flaps, tachometer, steel bulkhead with window, cargo net, tilt-adjustable steering wheel and adjustable seatbelts.

MORE NEWCOMERS AND OLD FAVOURITES

The other newcomers in the Hiace range are the 280 and 300 GS with tailgate and 102bhp engine. Carried over from the existing range, with improved specification, are the entry-level 280 S 88bhp model with twin rear doors; the 280 and 300 GS 88bhp with tailgate or twin rear doors; and the 300 GS 102bhp with twin rear doors.

UK PRICING

GRADE	DOORS	ENGINE	BASIC PRICE	RETAIL PRICE	MAX. RECLAIMABLE VAT¹	ON THE ROAD PRICE²
280 S	2RD	88bhp	£11,785	£13,847.37	£2,140.56	£14,562.37
280 GS	1RD	88bhp	£12,485	£14,669.87	£2,263.06	£15,384.87
280 GS	2RD	88bhp	£12,485	£14,669.87	£2,263.06	£15,384.87

280 GS	1RD	102bhp	£13,155	£15,457.12	£2,380.31	£16,172.12
300 Se	1RD	88bhp	£13,485	£15,844.87	£2,438.06	£16,559.87
300 GS	1RD	88bhp	£13,985	£16,432.37	£2,525.56	£17,147.37
300 GS	2RD	88bhp	£13,985	£16,432.37	£2,525.56	£17,147.37
280 GS-Xtra	1RD	102bhp	£14,275	£16,773.12	£2,576.31	£17,488.12
300 GS	1RD	102bhp	£14,655	£17,219.63	£2,642.82	£17,934.63
300 GS	2RD	102bhp	£14,655	£17,219.63	£2,642.82	£17,934.63
300 GS-Xtra	1RD	102bhp	£15,775	£18,535.62	£2,838.81	£19,250.62
300 GS-Xtra	2RD	102bhp	£15,775	£18,535.62	£2,838.81	£19,250.62

1 '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 Hiace models. 2 List price, £500 delivery charge, £25 number plate allowance (all inclusive of VAT), £160 for 12 months' Vehicle Excise Licence and £25 First Registration Fee.

HIACE BEST FOR VALUE AND PERFORMANCE

The arguments for buying the new Hiace are made all the more strong when its performance, value for money and equipment levels are compared to its key rivals in the LCV market.

Taking the 280 S model as an example, the basic price is about £800 less than the equivalent

Ford Transit and £1,000 less than the Volkswagen Transporter. That's in spite of the fact it has a more powerful engine and can carry a much larger payload – about 48 per cent greater than the Transit.

The Hiace achieves best-in-class running costs, according to the most recent Fleet Van magazine survey and has main servicing scheduled every 20,000 miles, compared to 15,000 for the Ford and 9 to 18,000 for the Volkswagen.

Further advantages can be found in the Hiace's specification, which includes tinted glass all round, adjustable head restraints, a useful cab ceiling storage shelf and twin 12V batteries.

COMPETITOR COMPARISON

VEHICLE	TOYOTA HIACE	FORD TRANSIT	VOLKSWAGEN TRANSPORTER T26*
Model	2.5 D-4D 280 S	2.0 TDI 260S	1.9 TDI
Base price (excl. VAT)	£11,785	£12,600	£12,820
Number of doors	4	4	4
Body type	Panel van	Panel van	Panel van
Payload (kg)	1140	768	800
Load compartment capacity (m ³)	6.0	6.6	5.8
Max. power (bhp)	88	85	85
Max. torque (Nm)	192	180	200

Engine capacity (l)	2.5	2.0	1.9
Pence per mile running costs**	11.31	12.45	11.85
Warranty	3 years	3 years	3 years
Main service intervals	20,000 miles	15,000 miles	9-18,000 miles

EQUIPMENT SPECIFICATION	TOYOTA HIACE	FORD TRANSIT	VOLKSWAGEN TRANSPORTER T26*
Driver's airbag	√	√	√
Radio cassette player	√	√	√
Twin rear steel doors	√	√	√
Tinted glass	√	X	√
3 front seats	√	√	√
Cab ceiling shelf	√	X	X

Immobiliser	√	√	√
Twin 12V batteries	√	X	X
Lights on warning buzzer	√	√	X
Adjustable front head restraints	√	X	√
Part-lined load area	√	X	√

*Source of data: JATO/Commercial Motor/Volkswagen web site. **Source: Fleet Van, Oct/Nov 2003.

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