



## Beat The Bank Holiday Traffic Blues With Toyota

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Feeling angry, lost and ignored? That'll be the Bank Holiday traffic then.

This weekend, as with any Bank Holiday, thousands of families across the country will be taking to the road. Thanks to Britain's roads being the most congested in Europe family outings can turn into stressful events long before the holiday destination has been reached.

Toyota surveyed over 1,200 drivers about how they dealt with Bank Holiday stress in the car, particularly when they may not know where they are going and have eager children on board asking, "Are we there yet?"

The survey revealed that:

- 73 per cent use a map and "hope for the best" about traffic and road works
- 22 per cent asked family and friends for directions
- 41 per cent of men and 52 per cent of women admitted to arguing about getting lost or ignoring their partner's advice
- 24 per cent argue over poor, or slow map reading
- 11 per cent fall out due to stress of being stuck in traffic jams
- 33 per cent of men and 55 per cent of women confessed to arriving in less than a "holiday frame of mind".

It is clear drivers want information, but are struggling to find up-to-date, reliable sources. Toyota has answered this dilemma with Electronic Traffic Avoidance (ETA).

ETA uses live traffic information fed into the on-board satellite navigation system, not only to plot the quickest route, but offer advanced warning and alternatives should congestion occur on the road ahead of you.

Traffic information is received by the system 24 hours a day via an FM radio signal that is picked up even when the car radio is switched off. ETA uses the messages to give the driver warning on how far ahead the traffic is and even how long a delay the queue may cause. ETA then offers an 'avoid traffic' option and will work out the new route, enabling the driver to make an informed decision of avoiding impending traffic and plot a different route around the jam, even in unfamiliar parts of the country. All without the need to stop and look at a map, ask directions or even risk disagreeing with your partner.

ETA is fitted as standard to the biggest selling models of Avensis and is available as a £1,250 option on the new Corolla. It will be available on other models such as Previa and RAV4 from September.

**ENDS**