



UK PRESS RELEASE

Toyota Delivers Its 20 Millionth Vehicle in Europe

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Toyota is celebrating the delivery of its 20 millionth vehicle in Europe, a landmark reached just 10 years after recording its 10 millionth sale here.

In 1963, Toyota entered the European market in a modest way, supplying 190 Crown models to a distributor in Denmark. Today it is one of Europe's leading auto manufacturers, with nine production plants across the continent building vehicles, engines and transmissions, together with research and development, design and training centres. Toyota's investment in its European operations stands at €1.2 billion and it employs around 3,000 people.

Its European production programme began in 1992 in the UK, with the opening of the Burnaston car plant and the engine factory at Deeside in North Wales. Britain remains a strong market for Toyota and, since sales began here in 1965, more than 2.7 million vehicles have been sold. Investment has continued, most recently with Burnaston selected as the production centre for Auris hybrid, which uses a petrol engine manufactured at Deeside.

The car that took Toyota past its latest milestone was a dark blue Toyota Verso 2.0 D-4D, built at the Adapazari factory in Turkey. Mr Jiménez Gabriel, a customer in Madrid was presented with the Verso at a celebration ceremony at the offices of Toyota Spain. The event was attended by senior staff including Miguel Fonseca, Vice President Sales & Marketing Toyota Motor Europe and Mr Orhan Özer President and CEO of Toyota Motor Manufacturers Turkey.

ENDS

Note to editors: the figure of 20 million vehicles includes all Toyota passenger cars and LCVs and Lexus models.