



The New Corolla and Toyota Fleet

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Value for money, reliability, build quality, leading-edge technology - it is Toyota's outstanding reputation in these areas that has seen its vehicles chosen with ever greater frequency by business users. The new Corolla is no exception being the antidote to Fleet Manager worries such as high depreciation, driver safety or legislative threats.

"The Corolla range, aimed squarely at the light-to-medium sector, offers convincing answers to all the fleet manager's questions - the first of which is, inevitably, will I save on whole-life costs?

"The answer is yes," says Mark Hall, General Manager of Toyota Fleet.

The Corolla's new engines, with VVT-i variable valve timing technology, cut running costs, thanks to longer service intervals and reduced fuel consumption, even though the 1.4 litre engine is more powerful than its predecessor. The 1.9 litre diesel engine is also a fuel-saver, as will be the advanced D4-D common-rail diesel unit, due later this year.

What's more, the mainstream GS is priced £900 lower than its already competitive predecessor, so whether the new Corolla is bought or leased, that significant saving will be reflected. At the same time, the enhanced specifications are expected to boost further the robust residual values already established by the range.

Eco-linked legislation? The Corolla's CO2 emissions are 11.5 per cent lower than before, placing it in a healthy position should tax be based on pollution levels.

Driver appeal? With its enhanced styling and improved specifications, contemporary technology and driveability, even drivers who have had to downsize will feel satisfied that their needs are being met. The new Toyota image is an increasingly potent force.

Spoilt for choice? The Corolla simplifies the previous grading and pricing structure, with just four models replacing six - entry-level S, popular GS, luxury GLS and sports SR.

Advice on all aspects of the Corolla as a business car is available from Toyota Fleet, which provides solutions for some of the best-known brand names in the UK. However, it prides itself on maintaining the same high levels of service whatever the size or type of business, and whether the fleet is user-chooser, solus or other limited-badge.

Every business is different, and Toyota Fleet's highly trained sales force takes time to assess individual needs before providing detailed guidance on how to optimise the value of company cars. That includes most suitable methods of acquisition, funding and disposal, as well as product specification, price and

running costs. If a deal is struck, they act as account-handlers and, along with a dedicated head office team, are always on call to provide comprehensive support.

"Customer satisfaction is paramount," says Mark Hall, "and Toyota Fleet's philosophy is that the only solution worth having is one that meets our customers' needs exactly. In many business applications, we believe, the impressive new Corolla is poised to be part of that solution."

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