



New Land Cruiser Hammers Competition On Ownership Costs

11 December 2002

Key Points

- New Land Cruiser first car in segment to be given Thatcham E insurance classifications for 'exceeding' the required security provisions
- Group 12E rating for entry level Land Cruiser LC2 3.0-litre D-4D diesel - equal lowest in class.
- Group 14E rating for LC3 and LC4 Land Cruiser 4.0-litre V6 petrol - equal lowest in class
- Insurance ratings for new Land Cruiser up to two groups lower than equivalent outgoing Land Cruiser Colorado models
- Combined crash repair parts costs substantially lower than all key competitor

Best-in-class insurance groups and repair pricing for the new Toyota Land Cruiser show that it has the opposition soundly beaten on cost of ownership.

The new Land Cruiser achieves the distinction of being the first car in its segment to achieve an 'E' classification from Thatcham ABI for exceeding the required level of security provision. This has been achieved through a comprehensive anti-theft package fitted as standard across the range. This includes engine immobiliser with coded transponder chip embedded in the ignition key, alarm system with ultrasonic sensors and shielded door locks with double locking facility.

The new Land Cruiser enjoys improved insurance ratings all round, up to two groups lower than for the Land Cruiser Colorado which it replaces. A 12E rating for the entry level LC2 diesel version is equal lowest in its class with the Land Rover Discovery TD5.

What makes the Land Cruiser a clear winner over the Discovery is the fact it packs more punch - 161bhp from the 3.0 litre D-4D unit as opposed to 136bhp from the 2.5-litre TD5. The Land Cruiser's value is further emphasised by the fact the next nearest competitors in insurance rating terms, the Isuzu Trooper and Nissan Patrol, are classified a full two groups higher.

Similar insurance benefits apply to the 4.0-litre V6 petrol Land Cruiser models, which will go on sale in the UK next March. Both the LC3 and LC4 versions enjoy a 14E rating, two groups lower than the Mitsubishi Shogun and Jeep Cherokee. Even though the all-new V6 engine is more powerful than the petrol unit used in the outgoing Colorado, the insurance rating has dropped by one level.

The full Thatcham ABI insurance ratings for the new Land Cruiser are: -

Land Cruiser 3.0-litre D-4D diesel

LC2 12E

LC3 13E

LC4 14E

LC5 14E

Land Cruiser 4.0-litre V6 petrol

LC3 14E

LC4 14E

LC5 15E

The excellent insurance ratings are just one aspect of the new Land Cruiser's all round performance on cost of ownership. Land Cruiser can take comfort from the fact that when it comes to the cost of basic parts replacement and maintenance, once again it knocks the opposition for six.

Take, for example, the Land Rover Discovery 2.5 TD5, where eight like-for-like front crash replacement parts together cost 21.2 per cent more than for the new Land Cruiser 3.0 D-4D. Fitting a new headlamp unit to your Land Cruiser will cost less than £100, compared to £460 for the Discovery.

The Mitsubishi Shogun requires a big wallet too, when you realise you will pay almost 41 per cent more to replace rear crash parts for the GDI 3.2 model compared to the new Land Cruiser. Service parts too are more expensive at 42.7 per cent more for the combined cost of oil and air filters and front and rear brake pads.

The Isuzu Trooper 3.0D and the Jeep Grand Cherokee Limited Auto 2.7 CRD both prove comprehensively more expensive to fix, while a complete rear end repair for Nissan's Patrol SE 3.0 D will cost you more than twice as much as for the new Land Cruiser.

The attached table gives a 'blow-by-blow' breakdown of how the new Land Cruiser achieves its all-round price advantage over the competition.

The new Land Cruiser's mighty market appeal is further reinforced by the fact it is available in a wider range of trim levels than ever before and that prices will start from just £23,995 for the entry level LC2 three door diesel model with manual transmission. New Land Cruiser goes on sale in the UK on 2 January.

Land Cruiser

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|---------------------------------|-----------------------------|---|--|---------------------------------------|---|---|
| New Land Cruiser | Current Colorado | Land Rover Discovery 2.5 TD5 5dr | Mitsubishi Shogun GDI 3.2 5dr | Isuzu Trooper 3.0D 5dr | Nissan Patrol SE 3.0 D 5dr | Jeep Grand Cherokee Ltd 2.7CRD 5dr |
|---------------------------------|-----------------------------|---|--|---------------------------------------|---|---|

Front Crash Parts

Bonnet (Hood)

| | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|
| £ 288.82 | £ 276.03 | £ 350.00 | £ 241.82 | £ 223.10 | £ 222.00 | £ 370.73 |
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Radiator Grille

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|---------|---------|---------|----------|----------|----------|----------|
| £ 95.78 | £ 54.64 | £ 62.00 | £ 120.12 | £ 140.26 | £ 146.00 | £ 246.45 |
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Front Bumper Cover

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|----------|----------|----------|----------|----------|----------|----------|
| £ 175.55 | £ 161.93 | £ 214.00 | £ 246.56 | £ 168.91 | £ 488.00 | £ 244.84 |
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Front Wing (RH)

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|----------|----------|----------|----------|----------|----------|---------|
| £ 184.36 | £ 171.02 | £ 173.00 | £ 260.79 | £ 183.78 | £ 197.00 | £ 94.93 |
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Headlamp (excl. bulb) (RH)

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|---------|----------|----------|----------|----------|----------|----------|
| £ 99.14 | £ 127.08 | £ 460.00 | £ 260.00 | £ 175.00 | £ 132.00 | £ 273.90 |
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Front Indicator (RH)

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|-----------------|---------|-----------------|-----------------|---------|---------|-----------------|
| n/a in above | £ 59.18 | n/a in above | n/a in above | £ 92.73 | £ 50.90 | n/a in above |
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Radiator

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|----------|----------|----------|----------|----------|----------|----------|
| £ 333.03 | £ 322.60 | £ 294.00 | £ 423.59 | £ 540.76 | £ 223.00 | £ 396.07 |
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A/C Condenser (provisional)

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|----------|----------|----------|----------|----------|----------|----------|
| £ 308.73 | £ 308.74 | £ 445.00 | £ 375.41 | £ 233.12 | £ 259.00 | £ 278.08 |
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Front Panel

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|----------|----------|----------|----------|----------|----------|----------|
| £ 235.32 | £ 306.66 | £ 186.00 | £ 216.53 | £ 243.78 | £ 198.00 | £ 160.22 |
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Total Front

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|---------------|---------------|------------|------------|---------------|---------------|---------------|
| £ 1,720.73 | £ 1,787.88 | £ 2,184.00 | £ 2,144.82 | £ 2,001.44 | £ 1,915.90 | £ 2,065.22 |
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% Difference

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|--------|--------|---------|---------|---------|---------|---------|
| + 0.0% | + 3.8% | + 21.2% | + 19.8% | + 14.0% | + 10.2% | + 16.7% |
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Rear Crash Parts

Rear Bumper Cover

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|----------|----------|----------|----------|----------|----------|----------|
| £ 135.09 | £ 220.59 | £ 135.00 | £ 430.68 | £ 153.23 | £ 486.00 | £ 303.18 |
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| Tailgate/ Trunk lid | £ 350.95 | £ 361.24 | £ 326.00 | £ 622.74 | £ 603.19 | £ 577.00 | £ 604.08 |
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| Rear Quarter Panel (A) LH | £ 294.99 | £ 419.56 | £ 298.00 | £ 252.00 | £ 500.57 | £ 565.00 | £ 192.28 |
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| Rear Combi Light (excl. bulb) (LH) | £ 48.65 | £ 53.80 | £ 28.00 | £ 95.00 | £ 54.95 | £ 98.40 | £ 138.07 |
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| Total Rear | £ 829.68 | £ 1,055.19 | £ 787.00 | £ 1,400.42 | £ 1,311.94 | £ 1,726.40 | £ 1,237.61 |
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| % Difference | + 0.0% | + 21.4% | (5.4%) | + 40.8% | + 36.8% | + 51.9% | + 33.0% |
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Maintenance Parts

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| Oil Filter | £ 13.67 | £ 13.67 | £ 7.00 | £ 26.71 | £ 14.03 | £ 14.34 | £ 7.48 |
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| Air Filter | £ 29.07 | £ 36.27 | £ 9.95 | £ 36.50 | £ 13.75 | £ 13.98 | £ 22.25 |
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| Front Brake Pads | £ 46.29 | £ 27.97 | £ 68.00 | £ 82.97 | £ 70.00 | £ 49.30 | £ 112.18 |
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| Rear Brake Pads / Shoes | £ 42.29 | £ 38.43 | £ 52.00 | £ 82.97 | £ 62.68 | £ 41.10 | £ 86.49 |
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| Total Maintenance | £ 131.32 | £ 116.34 | £ 136.95 | £ 229.15 | £ 160.46 | £ 118.72 | £ 228.40 |
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| % Difference | + 0.0% | (12.9%) | + 4.1% | + 42.7% | + 18.2% | (10.6%) | + 42.5% |
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| Grand Total | £ 2,681.73 | £ 2,959.41 | £ 3,107.95 | £ 3,774.39 | £ 3,473.84 | £ 3,761.02 | £ 3,531.23 |
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| % Difference | + 0.0% | + 9.4% | + 13.7% | + 28.9% | + 22.8% | + 28.7% | + 24.1% |
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All prices are recommended retail, exclude VAT and are correct at time of printing.

Source: Stratagem Marketing & Business Services.

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