



Toyota To Distribute Free Travel Guide For Disabled Holidaymakers

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Toyota (GB) PLC has formed a unique partnership with the English Tourism Council to distribute Accessible Britain 2000/01, a free guide available at all Toyota "Motability" dealerships across the UK including information on a wide range of visitor attractions suitable for people with mobility difficulties.

The guide lists hundreds of places to stay and visit with diamond or star ratings suitable for wheelchair users or people who simply need easy access. Disabled holidaymakers can expect to enjoy excellent facilities and quality of service at all of the listed venues including hotels, bed and breakfasts, camping and caravan parks, safari parks, Roman forts, vineyards and much more.

Neal Standen, Manager Special Sales at Toyota said that Accessible Britain 2000/01 is another step forward in helping disabled people make the most of the tourism opportunities available to them in the UK.

"Toyota is committed to supporting people who, for whatever reason, find themselves requiring assistance with their personal mobility requirements and we know that access to independent transport and the associated freedoms can dramatically change people's lives."

To help disabled and elderly people assess their vehicle needs Toyota has Motability Specialists at every one of the 230 Toyota Dealerships around the country. Toyota has a wide range of vehicles available on the Motability scheme from the economical and reliable Corolla family car, to the easily accessible and manoeuvrable RAV4 sports utility vehicle to the flexible modern Previa MPV with car-like handling.

Dealerships offer disabled drivers the opportunity to test drive one of their models with adaptations already fitted. Two Corolla five door automatics are now available through the Toyota Regional Demonstrator Programme.

Janet Anderson MP, Tourism Minister, said: "Tourism should be accessible for everyone. This official guide is the first step in making available the latest information on quality assured accommodation so that disabled people can have the confidence that accommodation truly meets their expectations."

The English Tourism Council estimates the potential number of disabled people likely to take a holiday given accessible facilities is 2.7 million. If travelling companions are included, then 5.4 million people may take holidays as, or with a disabled person.

ETC hopes that "Accessible Britain 2000/01" will encourage the tourism industry to realise the business potential of disabled holidaymakers, as well as providing a valuable source of information.

The guide is available from any Toyota dealership. For details of Toyota Motability and your local dealership contact the Toyota Call Centre on 0845 275 5555.

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