



Toyota Optimal Drive Makes Avensis an MPG Miser

20 September 2010

Superb fuel efficiency achieved in marathon test

Toyota has defied the doubters of official fuel consumption statistics to show that its Avensis is in fact capable of wringing many more miles out of a gallon of fuel. Put to the test in the eighth annual ALD Automotive/TOTAL Eco 10 MPG Marathon, the Avensis 2.0 D-4D diesel returned an average 74.35mpg, almost 40 per cent more than its official combined cycle figure.

The result - within a single percentage point of the best performance in class and the fourth best among all competitors - demonstrated the real world benefits of Toyota Optimal Drive, the engine and transmission technologies that have boosted performance while reducing fuel consumption and emissions right across the Toyota model range.

The British-built saloon was put to the test on last week covering nearly 400 miles of motorway and A and B-road driving, piloted by David Crouch from Toyota GB's press office and Pete Brown from Stag Publications. The flexibility of the Avensis six-speed manual transmission proved a key factor in helping extract the most from every drop of fuel.

"The challenge was to find the car's optimum performance, which we achieved by sticking to 40mph in fifth gear," said Crouch. "We broke through the official combined figure of 53mpg very quickly and were able to cover 210 miles before dropping a single bar on the LED fuel gauge.

"Thinking well ahead and adopting a smooth driving technique are things all drivers can do to ensure they make the most of Toyota Optimal Drive's benefits and cut their fuel bills."

Avensis was joined in the event by an Auris Hybrid Synergy Drive, the new Toyota that has introduced full hybrid power to the compact hatchback market. Although the course offered little opportunity for the car to run on its electric power alone - cutting its fuel consumption to zero - it completed the course with an average 74.3mpg, spot on its official combined cycle figure.

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