



# New Mayor Makes Avensis The Civic Pride Of Derby

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## ***City's first citizen supports local economy with new Toyota as her official car.***

The new Mayor of Derby is setting a perfect “buy local” example by choosing a Toyota Avensis for her official transport. Councillor Lisa Higginbottom, who was installed as Derby’s new mayor on 23 May, made the choice to demonstrate her commitment to the local economy: all Avensis models are built at Toyota’s Burnaston plant, just a few miles from the centre of Derby.

Councillor Higginbottom said: “I’m very proud to be the first Mayor of Derby to be able to enjoy this locally built Toyota.

“The Council is committed to helping local businesses and economy. Toyota is a major employer in Derby and the surrounding area, and this purchase will also support many other local business involved in the supply chain.”

The Mayor’s Avensis will enjoy a high profile in the region as regular transport for the Mayor for her busy schedule of civic, community and regional events.

Tony Walker, Deputy Managing Director of Toyota Manufacturing UK, handed over the car – a T4 2.2-litre D-4D automatic saloon in Eclipse Black , which had been supplied through Inchcape Toyota in Derby.

He said: “We’re delighted the new Mayor has given such a great vote of confidence in Toyota’s Derbyshire manufacturing base. Her choice of a Toyota is more great news for Burnaston, where extra investment in production of a new hatchback model alongside Avensis is adding extra jobs, both at the factory and among our suppliers.

“We are also marking our 20th anniversary later this year, an excellent opportunity for us to celebrate the advances we have made, not only as one of Britain’s biggest car makers, but also a leader for Toyota globally in pioneering cleaner, greener manufacturing.”