



# Toyota Has The 14-Plate Licked

11 February 2014

In a range that extends all the way from the diminutive Aygo to the mighty Land Cruiser V8, Toyota has something to offer every kind customer keen to get behind the wheel of a new 14-plate model.

The breadth of Toyota's line-up can make its showrooms feel like an automotive department store. City cars, hybrids, sports coupes, SUVs, people carriers and genuine built-in-Britain family cars are all part of the impressive variety.

Highlights include the newly launched 2014 RAV4, the latest development of the world's original recreational compact SUV; the flexible 2014 Verso people carrier, available with a new and highly efficient 1.6 D-4D diesel engine; and the impressive standard-bearers for Toyota's world-leading hybrid technology – Auris, Yaris and Prius.

There's a stronger emotional aspect to the latest Toyota models, reflecting a mission that comes from the very top of the company – President Akio Toyoda himself – to design cars that deliver the true joys of motoring. The GT86 sets the standard, a no-holds-barred sports coupe that's won universal plaudits.

Land Cruiser may benefit from some of the most advanced handling and off-road driving systems and equipment you will find in any large SUV, but it has the longest heritage of any modern Toyota. For more than 60 years it has been conquering the world's toughest environments, from deepest jungle to Arctic wastes; and it's equally at home facing up to the worst of the British winter. The Land Cruiser has a new look for 2014 while its even mightier sibling, the Land Cruiser V8, retains its place at the top of the Toyota model range.

### **True Value offers**

Toyota's UK Centre network is offering a series of great deals across the Toyota model range under the *True Value* banner. A new Toyota Hybrid for less than £160 a month? It can be done.

Highlights include: -

- Nought per cent APR (representative) and monthly repayments from £159 per month for Aygo Mode, Yaris Icon Plus, Yaris Hybrid, Auris Hybrid, Auris Icon and Auris Touring Sports Hybrid.
- 4.9 per cent APR (representative) for Verso Icon, iQ, RAV4 and GT86, with generous finance deposit allowances.
- 6.9 per cent APR (representative) for Prius+, Prius T Spirit, Prius Plug-in, Avensis Icon, Land Cruiser and Land Cruiser V8

*True Value* offers are available until 31 March, for new cars registered before 30 June and financed through Toyota Financial Services. Other terms and conditions apply, for full details visit [toyota.co.uk/latest-offers](http://toyota.co.uk/latest-offers) or Toyota centres.