



Yaris Breaks Into The Top 10 Thanks To Hybrid Technology

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Figures released by the SMMT this morning confirmed the Toyota Yaris as one of the top 10 best-selling models in the UK car market. Toyota sold 7,438 Yaris in March, with one in four specified with a hybrid powertrain.

This sales result represents growth of 15.6 per cent on the numbers achieved in March 2013. Yaris Hybrid sales grew by an astonishing 124.2 per cent in the same period, helping Toyota to a total March sales figure of 20,681.

This is the first time the third generation Yaris has made the top 10 best-selling UK models. Yaris took a 6.9 per cent share of the supermini market in March, making it the fourth best-seller in the segment.