



Toyota Reliability Shines In Which? Car Survey

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- 2014 *Which?* Car Survey shows strength-in-depth of current Toyota range
- Auris and Auris Hybrid revealed as the most reliable models in the medium car category
- Verso named most reliable MPV
- Results secure Toyota fourth spot among the survey's best car brands
- Survey is officially the largest of its kind in the UK, sourcing opinions and experience from more than 49,000 motorists

Tens of thousands of British motorists have had their say on the quality of today's cars and they have given Toyota emphatic approval when it comes to reliability. The results of the 2014 *Which?* Car Survey, the largest study of its kind in the UK, show Toyota models across the board regarded as top performers when it comes to cars you can trust not to let you down, or cost you a fortune in repairs.

This year's survey took into account the ownership experiences of more than 49,000 British motorists to calculate which models are the best to own and the least likely to let you down.

The Toyota Auris and Auris Hybrid, both built in Britain, are star performers, being rated first and second in the medium car category for reliability. Likewise, the seven-seat Verso is top-ranked among MPVs, while RAV4 is just shaded into second in the 4x4/SUV class. Yaris and Yaris Hybrid both achieve top-five placings and Avensis, another UK-manufactured Toyota, and Prius both figure strongly against their large car rivals.

These results clinched fourth place overall for Toyota among the survey's best car brands. *Which? Car Guide* says: "If you're looking for dependability, look no further than Toyota.

"The Auris medium car and Verso MPV top the reliability tables for cars up to three years old, but expect to see Toyotas dominating the table across all classes and ages."

Toyota's hybrid technology is reshaping the market, successfully moving from a niche powertrain technology to become a mainstream rival for conventional petrol and diesel engines. *Which? Car Guide* remarks on the "supreme durability" of the system in Auris, helping the model to its 95.8 reliability score.

Remember Yaris Verso? It hasn't been part of Toyota's showroom range for almost 10 years, but owners still adore this quirky but highly versatile car, so much so it still ranks as the survey's "most satisfying MPV to own" with a 92.1 per cent score.

President of Toyota (GB), Matt Harrison, said "Once again, satisfied customers are proving

powerful advocates for the qualities that define our brand. Their message is you can depend on Toyota for reliability, whether it is a car fresh from the showroom, or one that has already been on the road for three years or more.

“The achievement of Auris and Auris Hybrid is particularly rewarding for us, cars that sit right at the heart of the market and which represent the excellent quality of our British manufacturing. Of course reliability is only part of the ownership experience and in our latest models – not yet figuring in the *Which?* survey – such as new Aygo and Yaris, we are also delivering greater rewards in terms of distinctive and desirable styling and a more rewarding driver experience.”