



# Hybrids Mean Business In Toyota's Strong First Quarter Sales Results

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- 30,210 Toyota cars sold in the first three months of 2015, a nine per cent increase on 2014's performance
- Growth in volume well ahead of the overall UK market results
- Significant increase in fleet sales, led by Yaris and Auris hybrids
- New Aygo claims more than 10 per cent of the city car segment
- Prius+ and Verso push MPV sales higher

Cars sold, numbers crunched, results analysed: sales figures from the first three months of the year show Toyota sales on the up, rising at an even faster rate than the UK's healthy new car market.

The total of 30,210 new Toyotas reaching Britain's roads marks a nine per cent increase on the brand's performance in the same period last year. The growth rate is well ahead of the total car market, which grew 6.8 per cent.

Increasingly strong fleet sales are a major contributor to Toyota's success, led by the performance of Yaris Hybrid and the British-built Auris Hybrid models. More and more businesses and company car drivers are turning to Toyota hybrids to gain the significant cost benefits delivered by the technology's low emissions, strong fuel economy, proven reliability and low maintenance costs. Toyota hybrids are also appreciated by business motorists for their smooth, refined and comfortable performance – particularly valued by those who regularly face long-distance journeys.

Yaris Hybrid's fleet sales rose 18.2 per cent on 2014's results and those for the Auris Hybrid hatch by 31.3 per cent. The Auris Hybrid Touring Sports wagon increased sales by almost a quarter. Overall, hybrid sales represent 24 per cent of total Toyota sales so far in 2015.

New Aygo has established itself as a top-three performer in the fiercely competitive city car market. With sales volume up by more than 37 per cent, it is currently claiming more than 10 per cent of overall segment sales, helped by its sharp styling and great choice of personalisation features.

Toyota's MPV's are also prospering, with Verso boosted by the introduction of its new 1.6 D-4D diesel engine and Prius+ reinvigorated by its styling and equipment revisions for 2015. As a consequence, Verso Q1 sales have climbed almost 17 per cent and Prius+ by more than 25 per cent.