



Toyota Announces New Programmes at the Commercial Vehicle Show 2017

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- **Toyota Trade Plus – off-the-shelf conversion programme**
- **Toyota Authorised Converter – bespoke conversion programme**

With the new award-winning Hilux and Proace now established in the market, Toyota is widening the focus of its LCV range with the introduction of the new Toyota Trade Plus and Toyota Authorised Converter programmes. Announced to coincide with the 2017 Commercial Vehicle Show, taking place at the NEC, Birmingham, from 25 to 27 April, these will offer both standard conversions and bespoke business solutions for more specific vehicle modification requirements.

The Toyota Trade Plus programme is designed to provide popular ready-made conversions, delivered ready-to-go through the Toyota retailer network. The initial range will feature Hilux Tipper, refrigerated Proace panel vans and standard racking kits, available to order alongside the standard model line-up. As the customer does not have to organise the conversion through a third party, the logistics are simplified, saving time and cost. Peace of mind is also provided, with conversion models included in Toyota's five-year/100,000 mile manufacturer new vehicle warranty.

Toyota is reviewing additional opportunities based on the Proace platform cab, with a view to extending the range available over time. More information and prices for the conversions available will be announced at the CV show.

Customers and business users who have more specialised needs will be catered for by the new Toyota Authorised Converter Programme.

Following a rigorous quality audit assessment, Toyota will be announcing its first partners on 25 April. Its long term plan is to establish a network of around 20 conversion specialists, with a good geographical spread, and to develop a product portfolio that can meet more specialised vehicle needs. Vehicles supplied under this programme will benefit from a Toyota warranty covering the vehicle; the converter will provide additional warranty cover for the conversion itself.

Gareth Matthews, Toyota LCV Manager, said: "Following on from our successful launch of Toyota "Back in Business" at the 2016 CV show, our approach to returning to the market has involved all areas of the business. We have trained nearly 1,000 staff, appointed 25 specialist CV centres of excellence and created specific CV roles at head office. We are now in a position

where we can respond quickly and professionally to meet individual customer needs. These new programmes further provide us with a more flexible and diverse product range.”

The Toyota stand at this year’s CV show will display five vehicles, including key conversions: a Hilux Invincible X and Tipper, a refrigerated Proace, a Proace featuring Trade Plus racking and, making its UK debut, the Proace Verso MPV in VIP trim.

For more information about the Toyota programmes, visit the Toyota stand at the Commercial Vehicle Show contact your local Toyota retailer or visit www.toyota.co.uk.