



Toyota Scrappage Scheme Opens a New Route to Cleaner Motoring

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- New scrappage scheme helps more motorists switch to Toyota's range of cleaner vehicles, including its market-leading range of petrol-electric hybrids
- Qualifying customers can enjoy savings of up to £4,000 on a new Toyota
- Scheme runs from 1 September to 31 December and is open to any vehicle more than seven years old, in customer ownership for a minimum of six months
- Offer covers almost the entire Toyota passenger car and light commercial range, from the Aygo city car to Land Cruiser and Hilux
- Further details of the scheme are available at blog.toyota.co.uk and full terms and conditions will accompany its launch at www.toyota.co.uk tomorrow (1 September)

Toyota is helping more motorists make the move to cleaner cars with a new scrappage scheme launching tomorrow. Great deals are available to people who take up the chance to change their older, higher emissions vehicles for a brand new Toyota, including the widest range of petrol-electric hybrids on the market.

For some customers it will be a great first-time opportunity to move into a new hybrid car. At a stroke, they can cut their carbon footprint and help protect air quality – Toyota hybrids have extremely low NO_x emissions – while also enjoying significant savings. And, of course, today's Toyotas are quieter, more comfortable and come with many more sophisticated safety and equipment features, plus a peace-of-mind five-year warranty.

Paul Van der Burgh, Toyota GB President and Managing Director, said: "Our scrappage scheme is a win-win solution. Motorists can dispose of their older vehicles and have access to our cleaner, more efficient model range.

"Our world-leading petrol-electric hybrids will be an ideal choice, helping make a genuine contribution to protecting air quality – a crucial concern for today's customers.

"What's more, everyone who takes up our scrappage scheme can be assured their vehicle will be disposed of in an environmentally responsible fashion that maximises recycling opportunities."

Toyota's national retailer network is ready to welcome scrappage customers now and explain the wealth of new vehicle options open, right across the current range of cars and light commercials – not just hybrids – from the Aygo city car to the mighty Land Cruiser and Hilux. The new scheme adds to a wide choice of attractive consumer offers across the Toyota line-up, including zero per cent finance on a number of models.

Toyota is a world leader in engineering ever-better cars that are kinder to the environment. Twenty years on from delivering the original Prius, the world's first petrol-electric hybrid for the global market, it continues to pioneer cleaner, sustainable mobility, using its unmatched hybrid know-how to move closer to producing a car with zero environmental impact. The introduction of the Toyota Mirai, the market's first hydrogen fuel cell saloon, marks a further important step towards that goal.

Its commitment is clear in the far-reaching Toyota Environmental Challenge 2050, which includes achieving a target of reducing CO₂ emissions from all new Toyota vehicles by 90 per cent on 2010 levels, within the next 33 years.

Toyota's unmatched hybrid range includes the new Yaris Hybrid, the only car in the supermini class to offer the low emissions and fuel economy of hybrid power. Also available are the hugely successful new C-HR Hybrid crossover and the British-built Auris Hybrid hatchback and Touring Sports wagon. New Prius is the pre-eminent example of Toyota's latest full hybrid technology, while the hybrid RAV4 has quickly become the best-selling version of the popular compact SUV.

Of course Toyota's cleaner engine technology is not confined to hybrid. Customers can also take their pick of some of the best-performing petrol and diesel engines on the market, benefiting from Toyota's significant advances in efficiency, ensuring more energy is captured from every drop of fuel and that exhaust emissions are kept to a minimum. Both cars and light commercial vehicles are covered by the scheme.

All vehicles taken off the road through the Toyota scrappage scheme will be processed at authorised treatment facilities managed by Autogreen. After the safe removal of all pollutants and the recovery of retrievable parts, shredding and recovery will be handled by EMR. Together these processes will meet the legal requirement of a minimum 95 per cent recycling by vehicle weight.

Notes to editors: -

The Toyota scrappage scheme is open to vehicles more than seven years old, registered to the current owner for at least six months.

The scrappage savings against new Toyota vehicles are show below.

MODEL	SCRAPPAGE SAVING
Aygo	£2,000
Yaris and Yaris Hybrid	£2,500
Auris and Auris Hybrid	£3,500
Verso	£3,500
Rav4 and RAV4 Hybrid	£3,500
C-HR and C-HR Hybrid	£1,000

Avensis	£3,500
Prius	£2,000
GT86	£2,000
Land Cruiser	£4,000
Hilux	£2,000
Proace	£2,000

Further details of the scheme are available on the Toyota GB blog (www.blog.toyota.co.uk); full information and terms and conditions will be published on the Toyota customer website, www.toyota.co.uk, from 1 September.