



# Toyota at the Frankfurt Motor Show

12 September 2017

The world debut of the new Land Cruiser leads Toyota's activities at the Frankfurt International Motor Show. A new C-HR Hy-Power show car is also featured on the Toyota stand, together with the Yaris GRMN performance hatchback and a special Hilux Invincible 50, celebrating 50 years of the world's most popular pick-up.

## **The new Toyota Land Cruiser**

Land Cruiser is more widely available than any current Toyota model, being sold in more than 190 countries worldwide. Its unmatched off-road abilities have earned it a rock-solid reputation as one of the world's toughest and most reliable 4x4s and made it the segment sales leader in the more than 10 European markets.

The new Land Cruiser enhances this reputation with more modern and robust exterior styling, a more sophisticated, comfortable and higher quality interior, and improvements to its dynamic performance and user-friendliness, both on and off-road.

*Full information and images are available [here](#).*

## **C-HR Hy-Power design study**

A team at Toyota's European design studio in the South of France have created a new interpretation of the C-HR crossover to explore the possibility of a higher-powered hybrid model joining the range.

The C-HR Hy-Power show car is designed to forge an even closer connection with customers, with a high-quality execution and detailing, inside and out, and radical use of colours and paint textures.

*Full information and images are available [here](#).*

## **Yaris GRMN**

Intensive development work has continued on the Toyota Yaris GRMN since its public debut at this year's Geneva motor show, in preparation for the high-performance model going into production at the end of the year. A dedicated engineering team has been fine-tuning its performance and handling at a test centre close to the Nürburgring circuit in Germany.

The Yaris GRMN is inspired and influenced by the Yaris WRC, the car with which Toyota has returned to the FIA World Rally Championship, with event-winning success. Its performance focus is broadcast by its lightweight 17-inch BBS alloy wheels, larger brakes, central oval tailpipe and a bespoke exterior finish that displays Toyota Gazoo Racing's white, black and red competition colours. Under the bonnet is a 1.8-litre engine, tuned to produce 209bhp and benefiting from a supercharger, a feature unique among B-segment performance hatchbacks.

Full information and images available [here](#).

### **Hilux Invincible 50**

Toyota has produced a special show car to mark 50 years of Hilux and demonstrate how today's rugged model range caters for a growing number of customers who need a pick-up suitable for leisure and day-to-day transport as well as work duties.

The show car has been fitted with a wide range of matt black exterior styling elements, scuff plates and extra cabin comfort features. Although nearing half a century on sale, Hilux continues to prosper and is on course to achieve record sales in Europe this year.

Full information and images available [here](#).

### **Toyota Five Continents Drive**

Toyota is undertaking the unprecedented challenge of a seven-year, around the world test drive, all in the pursuit of making ever-better cars. The Toyota Five Continents Drive is now taking on Europe's toughest roads, having successfully made its way through Australia and the Americas.

The project is designed to take engineers away from their desks to better understand the vastly different environments in which Toyota vehicles have to operate, and also to hear first-hand from colleagues and customers worldwide about the qualities they want and need from their cars.

Full information and images available [here](#).