



Toyota News and Features 15 September 2017

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The latest from the UK and overseas

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Frankfurt headlines

Toyota unveiled the new Land Cruiser and announced plans to increase the choice in hybrid powertrains for its most popular European models at the Frankfurt motor show this week. It also presented a design concept for a more powerful version of the C-HR crossover and celebrated 50 years of the Hilux with a fully kitted show version. [Read more here.](#)

UK hybrid tally tops 200,000

Toyota has notched up 200,000 petrol-electric hybrid vehicle sales in the UK since the first Prius reached Britain's roads back in 2000. Since then, Toyota has established industry leadership in full hybrid technology, helping reduce fuel usage and protect air quality. [Read more here.](#)

Hilux's homecoming

Popular demand from customers has helped prompt Toyota to reintroduce the mighty Hilux pick-up to the Japanese market. The model hasn't been available in Japan since 2004, but Toyota thinks the time and conditions are right for a successful comeback. [Read more here.](#)

Faster, better, easier navigation with Toyota's cloud connection

Toyota has developed hybrid navigation and voice recognition functions that operate using both cloud and on-board computing to provide faster, more flexible and easier to use route planning functions. The new technology, part of Toyota's wider "connected strategy," will first be installed in new models sold in Japan. [Read more here.](#)

Toyota signs new Derby County deal

Toyota Manufacturing UK has extended its long-running relationship with Derby County football club for another three years, reaffirming its status as the team's longest-standing commercial partner. TMUK's manufacturing plant is at Burnaston in Derbyshire and the Toyota brand has been prominent at the Pride Park Stadium since its opening in 1997. Toyota will continue to sponsor the West Stand at the ground, showcasing its branding on the interior and exterior of the stand. John Vicars, Derby County's Chief Operating Officer, said: "Toyota Manufacturing UK has been a fantastic supporter of Derby County Football Club for the last 25 years and we are delighted it is remaining with us for, at least, another three years. Toyota

is a name synonymous with the Derbyshire area and as well as producing high quality vehicles, they have a real focus on making an impact in the local community.”

Customers clean up with Toyota scrappage scheme

Toyota is helping motorists make the move to cleaner motoring with a scrappage scheme offering deals to people who dispose of their older diesel or petrol cars in order to buy a brand new vehicle. For many, it's a great opportunity to make the switch to Toyota's petrol-electric hybrids. [Read more here.](#)

Hydrogen power on the high seas

As a pioneer of hydrogen power for the road with the Mirai fuel cell saloon, Toyota is perfectly placed to support a project harnessing clean energy for use on the ocean. Toyota France has given its backing to the Energy Observer, a boat that both generates and uses hydrogen power. [Read more here.](#)

Rallyday date for Latvala

Jari-Matti Latvala, Toyota's World Rally Championship ace, will be taking time out from his competition schedule to appear at Rallyday in the UK, putting some classic cars from the past through their paces. The programme at the Castle Combe circuit will include an outing for the Celica ST185, one of the most successful Toyota rally cars ever built. [Read more here.](#)

Best of the Blog: Five Continents Drive

A convoy of Toyota and Lexus models is working its way across Europe in the latest stage of Toyota's Five Continents Drive, an unprecedented seven-year-long vehicle test covering all types of road, all around the world. The blog is taking part in the marathon journey and reporting on how the adventure is helping engineers gain first-hand knowledge to help them build better cars. [Read more here.](#)

Media website updates

Images of the [new Land Cruiser](#), [C-HR Hy-Power Concept](#), and [Hilux Invincible 50](#), models featured at the Frankfurt International Motor Show are now available.

New dynamic images of the [Yaris GRMN](#) are also available, with no bodywork camouflage or masking.

Images and video resources

Visit the Images section of our media website, media.toyota.co.uk, for a comprehensive collection of current model shots, concepts and news pictures for easy download for editorial use. For film footage, click on the Videos tab to access the library and to view and download material.

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