



Toyota Hilux Proves The Toughest Choice for JCB

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A new fleet deal has brought together two names with a global reputation for innovation, quality and toughness. JCB, a world leader in equipment for construction and agriculture has chosen the Toyota Hilux as the best vehicle to carry out multiple duties at its UK sites.

The company, based in Rocester, Staffordshire, has taken first deliveries this week in an order for 13 Toyota Hilux Double Cab models. They will be used at JCB's quarries and to transport machinery around the country, supporting JCB's agricultural team.

JCB manufactures a range of more than 350 different machines that cater for different industries, sold in 150 countries across the globe through a network of more than 770 dealer locations.

JCB chose Hilux after putting it to the test in a six-week trial to evaluate its capabilities. Compared to the performance of rival pick-ups, it was found to be the best vehicle to meet the high demands of the job.

Available with three different body styles, Single, Extra and Double Cab, the tough Hilux does not compromise on safety or comfort. A range comprehensive range of active and passive safety features keep driver and passengers safe while a more spacious and comfortable interior combines the practicality and functionality of an SUV with car-like comfort levels. The Hilux are supplied through Pinkstones Toyota in Stoke on Trent who assisted with tender process.

JCB and Toyota share a reputation for building vehicles that can perform in some of the world's harshest environments, where reliability is crucial. Hilux is Toyota's second best-selling global vehicle with more than 12 million sales to its credit. It has proved beyond doubt that it is one of the toughest trucks on the market today, having conquered every kind of terrain, from the frozen wastes of the North and South Poles, to arid deserts and tropical jungles.