



Toyota Takes Best Manufacturer Title and Most Improved Award for Land Cruiser in Double 44 of the Year Success

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Toyota has been named best manufacturer and Land Cruiser has won the “most improved” honour in the 4x4 Awards, presented by 4x4 magazine.

Announced today, the awards reflect how Toyota is making impressive progress with both new models and technologies, in particular the simple-but-strong Land Cruiser Utility, extending the market reach of its 4x4 line-up.

Announcing the Manufacturer of the Year Award, 4x4 said: “Toyota has always had our respect for its famed build quality; now the 4x4s it’s building are spot-on, too.”

It highlighted the launch last year of the Land Cruiser Utility, with its simplified specification, the prospect of the all-new RAV4 Hybrid with increased off-road capability and the introduction of an Arctic Trucks-engineered AT35 version of the Hilux pick-up, designed to deal with even more extreme conditions.

Where Land Cruiser is concerned, 4x4 reported: “What has made all the difference is the introduction of the new Utility model, which has brought this outstanding off-road within reach for those who want just that – an outstanding off-roader. At last you don’t need to shell out for luxury toys to get this legendary 4x4.”

It pointed out that the Land Cruiser Utility has also been made available in van form – in its words, “perfection perfected”.

The all-new RAV4, arriving in the UK in the spring, will be exclusively available as a self-charging hybrid. The range will include versions with a new intelligent electric all-wheel drive system, AWD-i. The AWD-i concept is also being applied to the 2019 Toyota Prius, the first time a Toyota hybrid passenger car has been given 4x4 capability. The system, engineered specifically for Prius, provides automatic all-wheel drive at low speeds when pulling away from stationary, and engages at higher speeds when low-grip conditions are detected.

Mark Roden, Toyota GB Sales Director, said: “It’s a great seal of approval to receive these awards for what we have accomplished with Land Cruiser and with our wider range of all-wheel drive vehicles. This year we will be demonstrating how new electric AWD technology can provide our self-charging hybrids with new dimensions in performance, both for off-road

driving and for safer handling in difficult on-road conditions, giving the driver peace of mind without compromising the fuel efficiency and low emissions.”

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