



Toyota C-HR and Hilux Honoured in the Auto Trader New Car Awards

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Toyota has enjoyed double success in the *Auto Trader* New Car Awards with honours for both the C-HR crossover and Hilux pick-up.

C-HR was named the Best Car for City Drivers, while the legendary Hilux took the title of Best Pick-up. As with all the *Auto Trader* awards, their success was down to the opinions of the toughest judges – UK motorists themselves.

C-HR owners gave their cars the highest marks for the convenience and performance required for around-town driving, while Hilux drivers ranked their “invincible” machines the best when it comes to rugged, reliable performance day-in, day-out.

Erin Baker, *Auto Trader* Editorial Director, said: “The Toyota C-HR ranked top for its reliability among city drivers, and owners highlighted one of the most important considerations when shopping for a city car – how easy it is to park. It also has excellent safety features and buyers have been impressed with the smoothness of the ride, how it drives and its quirky design both inside and out.”

C-HR features Toyota Safety Sense as standard, equipping it with active safety systems that can warn of and help prevent many common collision risks in around-town driving. The high driving position gives a commanding all-round view, while manoeuvring in tight spaces can be made easier with a Blind Spot Monitor, Rear Cross Traffic Alert and Simple Intelligent Park Assist (available as standard or option, according to model grade).

The self-charging hybrid version of C-HR – by far the most popular with UK motorists – is ideally suited to urban motoring, automatically switching to its electric power with zero emissions and fuel consumption and near-silent operation whenever driving conditions permit, notably in slow-moving traffic.

Commenting on the Hilux’s success, Erin Baker added: “Hilux scored highest for power and durability – crucial for pick-up drivers. Owners also praised its renowned reliability, how safe it feels when driven, how it looks and its performance off-road.”

The award confirms Hilux’s status as a machine that’s not just tough, but also equipped to meet the demands of modern motorists in terms of quality, equipment features and refined on-road performance, making it an ideal all-rounder.

The *Auto Trader* New Car Awards were based on findings from a survey of more than 63,000 UK car

owners. Motorists were quizzed about their vehicles across a wide range of issues, from reliability and performance to appearance and running costs. They were also asked about their overall satisfaction with their car and whether they would recommend it to others.

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