



Toyota News and Features 14 June 2019

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CH-R sounds sublime

A special Lime Edition version of the Toyota C-HR self-charging hybrid crossover has proved an instant hit with customers, with almost the entire UK production run snapped up within a month. As well as sporting an unmissable Lime Pearl and black bi-tone paint finish, the Lime Edition comes with a nine-speaker JBL premium audio system plus a package of JBL goodies – sports and noise-cancelling headphones, waterproof wireless speaker, JBL VIP club membership and six months’ subscription to the Deezer music streaming service.

Toyota and Subaru agree joint electric vehicle development

Toyota and Subaru have agreed to jointly develop a platform dedicated to battery electric vehicles (BEVs) for mid-size and large passenger vehicles and a C-segment BEV SUV model for sale under each company’s own brand. [Read more here.](#)

International Olympic Committee chooses Mirai

The International Olympic Committee has taken delivery of a fleet of eight Toyota Mirai hydrogen fuel cell cars to be based at its new, sustainability-focused headquarters in Switzerland. To accommodate the new, zero emission vehicles, the HQ is to be equipped with its own hydrogen refuelling point. [Read more here.](#)

Star status for Corolla and RAV4

Toyota has achieved double top honours with both its new RAV4 SUV and British-built Corolla models accorded the top five-star rating in independent Euro NCAP safety testing. Their performance was supported by Toyota Safety Sense, the package of active safety systems fitted to every model in both ranges in the UK. [Read more here.](#)

Toyota joins in next-generation electricity trading system research

A future system of electricity trading could source power plug-in hybrid vehicles, solar panels and stand-alone batteries. Toyota is working with the University of Tokyo and specialists TRENDE on a test project to explore the potential of the concept, based at its Higashi-Fuji technical centre. [Read more](#)

[here](#).

Honours for Corolla and Toyota's UK President

The new Toyota Corolla and Paul Van der Burgh, President and Managing Director of Toyota (GB) PLC, were both recipients of awards from Autocar magazine – as a “game changer” car and an “outstanding leader” respectively. [Read more here](#).

Winners at the double

They have very different profiles and strengths, but the Toyota C-HR crossover and Hilux pick-up were both winners in this year's Auto Trader awards. C-HR took the award for Best Car for City Driver and Hilux carried off the Best Pick-up title. [Read more here](#).

Busch bosses NASCAR

Toyota Camry racer Kyle Busch maintained his lead in the USA's NASCAR Cup series with his fourth win of the season at the Pocono Raceway in Pennsylvania on Sunday. [Read more here](#).

New GR Supra assets available

Full media assets for the new GR Supra, including press kit, specifications, images and video footage, are now available to view and download on the Toyota UK media website [here](#).

Best of the blog: the Supra story

The new GR Supra is making plenty of headlines, but it's the latest in a series of great Supra sports cars that have excelled both on the road and in motorsport. The Toyota UK blog looks back at its history in words and pictures. [Read more here](#).

Images and video resources

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