



# Toyota New LCV Product Offensive to Include Electric Vans

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Toyota today announced an ambitious growth plan for its European light commercial vehicle (LCV) business, supported by a strengthened model line-up and a new brand, Toyota Professional.

## Expanded product range

The Toyota Proace City will go on sale early in 2020, joining the Proace medium duty van (MDV), “invincible” Hilux pick-up and Land Cruiser Utility Commercial in Toyota’s LCV range. Proace City will be a competitive and appealing addition to the compact van (CDV) segment, expanding Toyota’s coverage to more than two thirds of the European LCV market. It offers designed-in practicality with excellent load and length capacity, being one of few models that accommodate two Euro pallets. More details about the new range are available [here](#).

## Proace and Proace City electrification

Growing concerns about climate change and air quality are leading to new low emission regulations in many European cities. These factors are changing LCV customers’ requirements and priorities, especially in urban areas. Toyota will address this change in customer needs by introducing BEV (battery electric vehicle) versions of Proace and Proace City in collaboration with Groupe PSA, starting across Europe from 2020 and 2021 respectively.

## Toyota Professional

Toyota’s new product offensive gives it the opportunity to launch a new LCV brand strategy: Toyota Professional. This initiative will add focus and dedication to LCVs across its European network.

Matt Harrison, Toyota Motor Europe Executive Vice President, said: “The expansion and electrification to Toyota Motor Europe’s LCV product range will be supported by new Toyota Professional branding. This highlights Toyota’s commitment to its growing number of LCV customers and includes a dedicated network to ensure we deliver the right customer experience.”

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