



# Sales of Iconic Toyota Land Cruiser Top 10 Million

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Toyota Motor Corporation (Toyota) announces today that cumulative global sales of its Land Cruiser series have surpassed 10 million.

Toyota's longest-selling vehicle, Land Cruiser was launched in 1951 and production has continued for 68 years. From early days as a mobility vehicle for Japan's National Police Reserve, there have been 14 different models with thousands of variations. During this time, Land Cruiser has become a cult vehicle for those who require eminently reliable four-wheel drive capability and, being the world's most consumer-trusted vehicle, embodies Toyota's QDR ethos of quality, durability and reliability.

Land Cruiser exports began in 1955, when around 100 vehicles would leave Japan each year, with subsequent fast-rising demand leading to growth of exports topping 10,000 by the mid-1960s. Land Cruiser first appeared officially in the UK in 1975, with sales across Europe helping Toyota reach the million mark by 1980. Today, Land Cruiser is sold in approximately 170 countries worldwide, with annual global sales totalling around 400,000.

From its beginnings as a military workhorse through the second generation, 20 series, civilian utility vehicle, Land Cruiser conquered the globe as a means of fulfilling mobility needs in often challenging terrain. There are many countries in which Land Cruisers are still in commercial use some 50 years after production.

In Africa, Land Cruiser can often be found providing humanitarian assistance.

In Australia, Land Cruiser is used to provide essential mobility in zinc and copper mines some 1,600 metres underground.

In Costa Rica, there are regions where Land Cruiser is used to harvest carrots at altitudes of 3,500 metres, on slopes so steep that even humans have difficulty standing. Interestingly, this fact allows us to trace Land Cruiser's roots back to the testing regime for the very first model. The vehicle was tested by tackling and succeeding at technological feats only previously possible on horseback. Those tests involved replicating a samurai warrior's legendary climb to the Shinto temple at the top of Mount Atago and driving up the old pilgrim route to the sixth station on Mount Fuji.

The 10 million Land Cruisers sold over the course of the last 68 years have been used on a variety of different roads and have contributed to the refinement of Toyota cars across its range.

Going forward, development of Land Cruiser will take place on the premise that it will continue to be

used in every corner of the world, with Toyota setting ever more rigorous standards for its unique vehicle.

For a full round-up of Land Cruiser history, visit:

<https://blog.toyota.co.uk/history-of-the-toyota-land-cruiser-heavy-and-light-duty-models-2>

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