



## Toyota's Haul of Fame at the 2020 What Van? Awards

11 December 2019

- Hilux pick-up inducted into the *What Van?* Hall of Fame
- Land Cruiser Commercial Utility named LCV 4x4 of the Year
- New Proace City compact van takes Light Van of the Year title

Be it a pick-up, a 4x4 or a van, Toyota has the best vehicle for the job, a fact witnessed by an impressive hat-trick of honours in the 2020 *What Van?* Awards, presented at a ceremony in London today.

Hilux, Toyota's "indestructible" pick-up, was recognised for 50 years of strength, dependability and performance by being inducted into the *What Van?* Hall of Fame, an honour bestowed on products and people that have made significant contributions to the van industry.

Announcing Hilux's accolade, *What Van?* editor James Dallas said: "Over the course of more than half a century, the legendary Toyota Hilux has built up a reputation as being the toughest pick-up truck in the business, and it's still going strong."

More about Hilux's history of world-beating achievements can be found [here](#).

The Land Cruiser Commercial Utility was named LCV 4x4 of the Year, a model that has brought Land Cruiser's exceptional off-road performance to the LCV market.

"Much like its sibling the Hilux, the Land Cruiser Commercial Utility boasts go-anywhere ability," said James Dallas. "To add to the model's undoubted rugged credentials, Toyota is set to enhance its appeal in the coming year with the introduction of a higher-specification Active trim."

The Land Cruiser Commercial Active was revealed at the Commercial Vehicle Show in Birmingham earlier in 2019 and more details about its specifications and pricing will be announced shortly, prior to its market launch early next year.

There was further success for Toyota in the Light Van of the Year category, with the new Proace City taking the award ahead of its arrival in showrooms in 2020. This new model will take Toyota into the critical compact van market and strengthen its presence alongside the larger Proace medium duty van.

*What Van?* judges praised Toyota's decision to launch Proace City, remarking that the company has "given itself the best possible chance to make its mark" in a new market sector for the brand.

Stuart Ferma, General Manager Toyota & Lexus Fleet said: "To have our renewed LCV line-up honoured by *What Van?* with these awards is a fantastic seal of approval for the models that are at the heart of the new Toyota Professional strategy. This is not just about offering vehicles that can be trusted in terms of quality, reliability and durability, but also giving customers all the support and flexibility they need to help them make the right choice when it comes to financing and after sales."

**ENDS**

Note to editors: Proace City shared the Light Van of the Year award with three related models – the Citroën Berlingo, Peugeot Partner and Vauxhall Combi.