



Hilux 2012: New Design and More Power

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- More than 13 million Hilux sold since 1967
- 25 per cent increase in global sales in 2010, with 549,000 units sold
- European segment sales leader for third year running
- Renowned for quality durability and reliability that help Hilux conquer the world's most hostile environments
- Introduction of new, more refined Hilux for 2012

First released in Japan in 1967, and one year later throughout Europe, the Toyota Hilux has been a dominant presence in the global pick-up market for almost 45 years.

To date, the world's favourite pick-up has recorded cumulative global sales of more than 13 million units. Last year, global sales reached 549,000 units, an increase of 25 per cent over the previous year. In Europe, 21,866 Hilux were sold in 2010, representing close to a quarter of the segment and making the Toyota pick-up the leader for the third consecutive year.

The new-look Hilux will be available in 36 European countries, and more than 135 throughout the world. With anticipated European sales of almost 26,000 units in 2011, the Toyota Hilux success story is set to continue.

Refined interior quality and more sophisticated exterior design

- New interior with passenger car levels of convenience
- Improved quality of look and feel throughout the cabin
- Comprehensive standard specification and advanced, high-tech equipment features
- New, durable yet more sophisticated exterior design

The 2012 Hilux features extensive revisions to both its interior and exterior design. The interior changes include improved quality of look and feel throughout the cabin, and passenger car levels of convenience.

A new, horizontal central instrument cluster design reinforces the breadth and roominess of the cabin. The centre cluster is clearly divided into two sections: the upper part incorporates Toyota Touch, a 6.1-inch touch-screen multimedia unit. The lower part houses new designs for both manual and automatic air conditioning controls.

The driver's instrument cluster has been redesigned for better clarity, and higher grade models are now equipped with Optitron meters. A new, more modern steering wheel design incorporates grade-differentiated switchgear.

Perceived quality has been significantly improved through the adoption of uniformly darker finishes with a greater colour consistency throughout the interior. There is also new, silver ornamentation to the display audio unit, steering wheel and gearshift knob. A choice of four seat upholstery finishes, including leather, offers improved durability and stronger grade differentiation.

The new exterior design gives the 2012 Hilux a distinctive presence, while maintaining the vehicle's famous toughness, essential for work duties.

The front of the vehicle is entirely new from the A pillar forwards. It combines a rugged look that is appropriate to a 'workhorse' with a more curved, three-dimensional image that projects the vehicle's SUV-like appeal to the growing leisure segment of the European pick-up market.

The flowing lines of the new bonnet design extend into a new, reverse trapezoid-shaped radiator grille. The grille is flanked by headlamp clusters which project beyond the bodywork extremities, making the turn indicators more highly visible. A new front bumper design incorporates a large air intake flanked by integrated foglamp housings.

In profile, the 2012 Hilux's clean, robust bodywork has a new front and rear wing design which incorporates a strong, rearward-flowing character. There are also new 15-inch and sporting 17-inch alloy wheel designs, 16-inch steel wheels, and new door mirrors featuring integrated turn signals on HL3 and Invincible grade models.

To the rear, new combination lamp clusters and a new high level stop lamp match the projecting design of the headlamps. And 'workhorse' HL2 grade models mark the reintroduction of a tough, flat bumper design.

The 2012 Hilux will be available in eight body colours, of which two, Deep Titanium and Aztec Gold, are new.

Grade structure

In the UK, Hilux retains its existing grade structure for 2102 with HL2 Single, Extra and Double Cab models; HL3 Double Cab and Invincible Double Cab.

Key new equipment features on HL2 grade include heated, electric door mirrors, 16-inch wheels for the Extra Cab, and a rear step bumper for the Double Cab.

The HL3 gains turn indicators integrated in the door mirrors, the Toyota Touch audio system with Bluetooth, USB port for portable music player connection, rear-view camera and new silver cabin trim details.

The Invincible further gains chrome side bars with steps and a chrome instrument meter surround.

Powertrains

The 2012 Hilux carries forward its current engines, the 142bhp 2.5 D-4D and 169bhp 3.0 D-4D units, but these now comply with the Euro 5 light commercial vehicle emissions standards ahead of their introduction at the beginning of next year, thanks the adoption of a diesel particulate filter (DPF).

As a result of the adjustments to the engines, CO2 emissions for the 2.5 D-4D (Double Cab) have been cut by more than 10 per cent to 194g/km, becoming best in class and combined fuel

consumption has also improved by more than 10 per cent to 38.7mpg (all bodystyles).

The emissions figure for the 3.0 D-4D Double Cab automatic has fallen to 227g/km and the manual to 203g/km. Combined fuel consumption figures are improved from 31.7 to 32.8mpg and 34.0 to 36.7mpg respectively.

Both powertrains benefit from high torque output across a wide engine speed range -the 2.5 D-4D generating 343 Nm between 1,600 and 2,800 rpm, manual versions of the 3.0 litre engine matching this figure between an even wider, 1,400-3,400 rpm band- offering optimum performance at any speed, across any terrain.

The standard five-speed manual transmission and the optional five-speed automatic for the 3.0 D-4D engine, exclusive to the Invincible, are also retained.

ENDS