



Small Is Beautiful For Toyota At Geneva

13 February 2008

KEY POINTS

- World premiere of production-ready Toyota iQ at the Geneva Motor Show
- European debut of new Urban Cruiser SUV

Toyota is thinking big by creating a new generation of small cars designed to address the demands of modern motoring and the preferences of today's drivers. Two new models will take centre stage at the Geneva Motor Show.

Toyota iQ

First shown as a concept car at last year's Frankfurt Motor Show, iQ is appearing for the first time as a market-ready design, ahead of production starting towards the end of this year. Although measuring less than three metres long, this compact urban vehicle can carry three people in comfort, with room to spare to accommodate a child or carry luggage.

The ingenious design was created by bringing together six linked, space-saving engineering innovations that mark a revolution in Toyota's vehicle development. iQ is rich in Japanese design elements and signals a radical shift away from the belief that small cars, although kinder to the environment, are inherently basic and less safe.

Urban Cruiser

Toyota is extending its sports utility vehicle range into the small car segment with its new Urban Cruiser.

Presented for the first time in Europe, it is an environmentally responsible SUV aimed at the market for urban all-road vehicles and meeting motorists' priorities for low fuel consumption and emissions.

In addition, Toyota will display its latest advances in creating urban environmental transport solutions, including a Plug-in Hybrid prototype and two concept cars: the Toyota 1/X Plug-in Hybrid concept in combination with Flexible Fuel Vehicle (FFV) technology, and the i-Real personal mobility concept.

More information will be provided at the Toyota Motor Show press conference to be held on 4 March at 2.15pm in Hall 4.

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