



4X4 by Four!

16 June 2011

Continued Success for Toyota

Toyota has continued its winning streak at the British Insurance Vehicle Security Awards, which took place yesterday at Thatcham, the Motor Insurance Repair Research Centre in Berkshire.

The Toyota Land Cruiser V8 retained its top position in the large 4x4 category for the fourth year running, and Prius has continued its success winning the Green Car category for the second consecutive year.

Prius continues the honour for having the lowest emissions among the UK's top-rated cars for security, acknowledging the importance today's motorists place on vehicle protection standards and CO2 performance, for peace of mind and lower ownership costs.

Mike Briggs, Thatcham's Vehicle Security Manager, said, "Many congratulations to Toyota who have held on tightly to the crown for the most secure Green Car for the second year running and remain the only winners of this recently introduced category. As the top performing Prius T3 proves, car owners can do their bit for the environment without the need to compromise on vehicle security.

Prius's advanced Hybrid Synergy Drive system allows it to be driven using its petrol engine, electric motor or a combination of both to achieve optimum efficient performance - CO2 emissions are from just 89g/km. And as a full hybrid, it can run at low speeds over certain distances on its electric power alone, giving zero fuel consumption and tailpipe emissions.

The iconic Toyota Land Cruiser V8 is now in its eighth generation. With the ability to seat seven and a host of sophisticated handling, suspension and drivetrain systems, it ensures safety, comfort and secure handling both in the rough and on the open road.

The British Insurance Vehicle Security Awards are designed to raise consumer awareness of best practice in vehicle security. Vehicles are assessed according to the New Vehicle Security Rating Scheme (NVSRS), with points awarded under the categories of 'theft of' and 'theft from' the vehicle. The winners are the models achieving the highest score in each category.

ENDS