



## Toyota Hilux Wins Best Pick-Up Award

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Toyota Hilux has won the Award for Best Pick-Up in the 2011 Van Fleet World Honours. The trophy was presented at a special ceremony held at the Royal Automobile Club, Pall Mall today.

The Fleet World Honours are presented annually to those motor manufacturers, service companies and individuals who have, in the opinion of the judges, achieved the highest possible level of excellence in their sector.

The judging panel is chaired by Steve Moody, Editor of Fleet World, and includes Ken Rogers, Natalie Wallis, John Kendall, Alex Grant and Ross Durkin from the Fleet World editorial team. Residual value, maintenance cost and reliability data is provided by ALD Automotive, Hitachi Capital Vehicle Solutions and ING Car Lease. Market value data is provided by EurotaxGlass, while fleet registrations data is provided by SMMT.

Submissions for the Fleet Manager Awards are received from the Energy Saving Trust, RoadSafe and the Institute for Car Fleet Management.

Van Fleet World Editor, John Kendall, said: 'The market for pickup trucks went over a cliff two or three years ago, but bounced back last year. That's almost a metaphor for this year's winner. When it was launched a few years back its reputation went before it, but it lagged behind its rivals in several respects. Progressive improvement has seen it bounce back. Personally, I don't fancy a trip to the North Pole in one, but it has proved it can do it.'

Commenting on the high level of interest in, and competition for this year's awards, Fleet World Managing Editor, Ross Durkin, said: 'The fleet industry is back on its feet again after a difficult couple of years, with fleet registrations accounting for over half of all new car sales. Motor manufacturers are investing in new technologies, especially in the area of alternative fuels, and this continues to be a strong and vibrant industry. Fleet service providers also continue to demonstrate how innovation and initiative keep the pace of product development incredibly high. This must be great news for fleet customers.'

**ENDS**