



UK PRESS RELEASE

Toyota Launches Mobility Programme At The Mobility Roadshow 2006

3 May 2006

Toyota is leading the motor industry in launching a series of dedicated mobility products for its core model range. The UK initiative, to be publicly introduced at the Mobility Roadshow on 8 to 10 June, is part of a pilot scheme and directly supports the Toyota philosophy of "mobility for all".

Toyota is the first manufacturer in the UK to introduce genuine Toyota mobility accessories for the Yaris, Corolla, Verso and RAV4 models. The first items to be made available will be a passenger swivel seat and, for RAV4 and Verso, an automatic, lift-up front passenger seat. Being original equipment they can of course be matched to the vehicle's interior trim.

All Toyota Centres will support the programme and be able to carry out fitting. Demonstration vehicles will be available centrally through Toyota (GB) to give customers the chance to try out the equipment and ensure it meets their needs.

The scheme is being launched in conjunction with Autoadapt, a specialist mobility company, which has an extensive network of centres in the UK and across Continental Europe.

Toyota (GB) and Toyota France will be the first markets in Europe to adopt the new programme, which follows Toyota's pioneering mobility work in Japan since the 1960s. The company's commitment to helping people maintain independence through motoring is reflected in its network of nine specialist Toyota Mobility showrooms in its home market.

The Mobility Roadshow, at Kemble Airfield, near Swindon, will give disabled motorists, their families and carers, the opportunity to try out Toyota cars on a test track, accompanied by a professional driver. Toyota staff will also be on hand to answer any questions, and a selection of models will also be on static display.

ENDS