

This press pack accompanied the UK launch of the revised third generation Avensis in 2011. Changes to the model during its time on sale can be tracked using the Timeline feature on the Avensis archive web page. More information about the Avensis range can be obtained from the Toyota press office.

THE NEW TOYOTA AVENSIS

- **Introduction of a new Toyota design language**
- **Improvements in ride, handling and on-board comfort**
- **Revised 2.0 D-4D diesel engine delivering significant improvements in fuel economy and CO₂ emissions**
- **Toyota Touch & Go multimedia and satellite navigation system, plus world debut of more advanced Toyota Touch & Go Plus**
- **Improved equipment specifications**
- **All Avensis models built in Britain**

Toyota has restyled and re-engineered its British-built Avensis to deliver a model that is positioned as an even stronger competitor in the market's D-segment.

The new-look saloon and tourer are the first beneficiaries of a new design language that will be influencing a whole new generation of Toyota models. The styling cues, seen most strongly in the new car's front end treatment, emphasise sharp lines and a stronger, ground-hugging stance.

There are detailed changes inside, too, with a focus on improving the quality, look and feel of the cabin, witnessed in new trim features, soft-touch surfaces and new upholstery materials and leathers. Life on board is quieter, with improvements in noise insulation and absorption measures and redesigned front seats that provide more lateral support.

The Toyota Optimal Drive powertrains, established as some of the best in their class for combined fuel efficiency and low emissions, are carried over from the previous model. Where the best-selling unit – the 124bhp 2.0 D-4D diesel – is concerned, its performance has been made even stronger thanks to a thorough revision that has brought emissions down to a tax-friendly 119g/km and improved average fuel economy to 61.4mpg. The implications of these changes are particularly profitable for company car drivers, who can reap the benefit of a significantly lower Benefit-in-Kind tax rating.

Attention has also been paid to new Avensis's ride and handling performance, with changes to the front and rear suspension, shock absorbers and the electric power steering to achieve both comfort and sharper vehicle response.

Equipment specifications have been raised across the board. The core TR model now comes complete with dusk-sensing headlights, rain-sensing wipers, an auto-dimming rear view mirror and machine-faced 17-inch alloy wheels.

The most significant change in the specification list is the introduction of Toyota Touch & Go, a touchscreen-controlled multimedia connectivity and satellite navigation system. It is included in the standard package on TR and T₄ models, while T Spirit versions mark the world-first introduction of Toyota Touch & Go Plus.

Toyota Touch & Go Plus provides a range of more advanced functions and features, including advanced voice recognition and an email send and receive function.

All versions of Avensis continue to be built exclusively in Britain at Toyota's Burnaston factory in Derbyshire. The new model range is on sale now, priced from £18,450.

EXTERIOR DESIGN

- **Introduction of new Toyota design language**
- **Distinctive new frontal treatment**
- **Sharper, more expressive styling**
- **Restyled rear for new Avensis saloon**

The new Avensis saloon and tourer have been extensively restyled for a more elegant and athletic appearance; both are also 15mm longer overall.

The model marks the first implementation of a new Toyota design language. This can be seen in the trapezoidal grille aperture, which draws attention to the strong, distinctive design elements in the lower half of the car. Elsewhere, the new approach can be witnessed in clear and expressive styling.

New Avensis introduces the new "face" of next-generation Toyota models. Key to the design direction is a change in proportions of the upper and lower grilles, with the emphasis placed on a larger lower grille to create a more dynamic appearance.

The upper grille is wider, with deeper blades and sits above a lower bumper section that is more sculpted, with a protruding centre section that houses a large air intake, emphasising the car's wide stance. Foglamp housings are integrated into the far corners of the bumper, adding to the purposeful, ground-hugging look.

The new headlamps are narrower and are fitted with daytime running lights - which use LEDs on T Spirit models.

The saloon gains a new-design rear bumper and revised lamp clusters that incorporate strips of red LEDs. Adding a chrome trim above the licence plate adds a flash of quality.

New wheels have also been introduced: new-look covers for the 16-inch steel wheels on T₂ models; machine-faced 17-inch alloys for TR models, that have a contrasting dark and silver finish; and dark finish 17 and 18-inch alloys for the T₄ and T Spirit grades respectively (T Spirit 2.0D 17-inch).

New Avensis is available in nine exterior colours, including a new shade, Tuscan Red metallic.

INTERIOR DESIGN

- **Improved appearance and tactile quality**
- **Revised front seat design**
- **Lighter cabin ambience**
- **Upgraded seat upholstery choices**

While Avensis's cabin has always delivered roominess, comfort and practicality, measures have been taken with the new model to raise perceived quality across the range. It also introduces upgraded upholstery with new colour choices.

The appearance, touch and feel of the entire dashboard have been improved and the layout of the centre console has been redesigned so the switchgear is easier to locate and use. The centre air vents, too, have a new look and have been given the same finish as the centre console. The side vents have gained chrome trims (TR, T₄ and T Spirit). On T₂ models there is a matt black finish for the lower centre console, while the complete section is silver-coloured on TR models. For T₄ grade the new look is a combination of "warm nickel" and wood-effect, while warm nickel is used on T Spirit grades.

Those parts that are touched most often – the door grips, switchgear and front console – gain higher quality and soft-touch detailing. Other touches include a change in the instrument dial backlighting from amber to white and a switch from polyurethane to a leather covering for the rear console box lid.

The front seats have been made more comfortable and give better lateral support, with redesigned seatback side sections.

Changes to the upholstery start with the entry level T₂ grade, which features Chesil dark grey cloth. TR models adopt Gordale dark grey cloth and T₄ models come with Sable black leather and Alcantara (optional on TR versions). At the top of the range, the new T Spirit specification is premium Midnight Black leather.

TOYOTA TOUCH & GO

- **Touchscreen multimedia and satellite navigation system standard on TR and T₄ grades**
- **World-first appearance of Toyota Touch & Go Plus, with more advanced functions, fitted as standard to T Spirit models**

Toyota's innovative and affordable Touch & Go integrated multimedia and navigation system is introduced as a standard feature on all new Avensis models bar the entry level T₂ grade.

Taking in-car connectivity to an even higher level, new Avensis also marks the world debut of the latest development of Touch and Go, Touch & Go Plus. A standard feature of the top-of-the-range T Spirit models, Toyota Touch and Go Plus broadens the functionality and versatility of the system to include features such as access to email, advanced traffic data, improved mapping and voice recognition, as well as three years of free map upgrades.

Having the ability to keep connected to key communications channels while on the move will further strengthen the appeal of new Avensis to business customers, in addition to the attractive company car tax position enjoyed by the new 119g/km 2.0 D-4D diesel engine, which makes its debut in the 2012 Avensis.

Touch & Go

Toyota Touch & Go provides customers with a full map navigation system that is considerably less expensive than traditional multimedia systems. It includes all the most popular navigation functions, such as advanced traffic coverage, and speed and safety camera warnings.

Operation is via a 6.1-inch full-colour touchscreen. This also gives centralised control of various vehicle functions, including the audio system, as well as Bluetooth connection to external devices such as mobile phones and portable music players.

Using a compatible mobile phone, via Bluetooth, Toyota Touch & Go also offers on-board connectivity to Google Local Search –the world's largest and most up-to-date search database. Via Google Maps, route destinations can be input remotely from home or office, and points of interest can be downloaded to be entered as destinations. Several applications will be available to download from a dedicated Toyota customer portal, including fuel prices, weather and parking space information.

Toyota Touch & Go has been designed to be affordable and flexible. It can easily be updated with new functions, maps and applications as they become available.

Touch & Go Plus

New Avensis is the first Toyota to offer Toyota Touch & Go Plus. It is designed for quick and easy use, with

an advanced voice recognition system for inputting navigation addresses and “one-shot” destination entry. The on-board entertainment functions include a music search-and-play and, using a Gracenote database, a “Play more like this” music function.

Email can be sent and received and, for convenience on the move, there is a text-to-speech message function and a phonebook search-and-call facility.

The more sophisticated satellite navigation mapping incorporates 3D city modelling and landmarks, and an additional Traffic Patterns database which shows the average speed on sections of a programmed route, according to the time, day and month.

The system includes three years’ free map and software updates.

Future upgrades will enable text messages and emails to be dictated, and for the screen to display Google Search Street View.

Toyota Touch & Go – key features

- 6.1-inch touchscreen
- Pan-European satellite navigation
- Motorway-style signposting
- Eco-route option
- Driver can enter and store personal points of interest (POI)
- Stop-over function (route navigation resumes after a break in a journey, such as an overnight hotel stop)
- Detailed live traffic information
- Speed limit and safety camera warnings
- SMS/text message sending and receipt
- Bluetooth
- Connection via Bluetooth and compatible mobile phone to Google Local Search and downloadable applications¹
- Rear-view camera
- Phone book integration with pictures of contacts displayed on-screen.
- Audio streaming from iPods and other portable music players
- iPod album cover display

Toyota Touch & Go Plus – additional features

- Advanced voice recognition
- Enhanced mapping with 3D city modelling and landmarks
- Email and calendar integration

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- Text to speech function
- Music search and play
- “Play more like this” music function
- Traffic patterns database
- Three years of free map upgrades

GRADE STRUCTURE

- **Equipment improvements across all four grades**
- **Bluetooth and daytime running lights provided on all models**
- **Toyota Touch & Go Plus debuts on TR and T₄ versions, Toyota Touch & Plus debuts on T Spirit grade**

The new Avensis range retains the same grade structure as the previous model, with improved equipment specifications at every level.

The T₂ entry model now comes as standard with Bluetooth, daytime running lights, leather steering wheel and improved interior trim. These features are in addition to the established T₂ specification, which includes air conditioning; electric front windows, multi-information display, seven airbags and Vehicle Stability Control with steering torque assist (VSC+).

TR remains the best-selling core grade in the new line-up. It builds on the T₂ with with Toyota Touch & Go multimedia connectivity and satellite navigation (see above), 17-inch machine-faced alloys, dusk-sensing headlights and rain-sensing windscreen wipers, auto-dimming rear-view mirror and, on versions powered by the 2.2 D-4D 150 engine, Smart Entry and Start. Cruise control, electric driver’s seat lumbar adjustment, automatic air conditioning, an Aux-in point, electric rear windows, front foglights and, on tourer models, loadspace rails and dark-tinted rear windows, remain part of the TR package.

New elements of the Avensis T₄ include include Toyota Touch & Go with an 11-speaker audio system, leather and Alcantara upholstery, new-design dark-finish 17-inch alloy wheels and a nickel and wood effect centre console. This grade also provides electrically retractable heated door mirrors and, on the saloon, rear window sunshades.

At the top of the range, the new T Spirit saloon and tourer gain the Toyota Touch & Go Plus system with 11-speaker audio system, plus daytime running lights that use LEDs in place of halogen bulbs. The premium features of the T Spirit also extend to 18-inch alloys, premium black leather upholstery, heated front seats, electric steering wheel adjustment, rear parking sensors and bi-xenon headlamps, plus a panoramic roof for the tourer.

Key equipment changes

T ₂	TR	T ₄	T SPIRIT
Bluetooth	Toyota Touch & Go	Toyota Touch & Go	Toyota Touch & Go Plus
Halogen daytime running lights	Satellite navigation	Satellite navigation	Satellite navigation
New interior trims and seat upholstery	Bluetooth	Bluetooth	Bluetooth
Leather steering wheel trim	Multimedia connectivity	Multimedia connectivity	Multimedia connectivity
	Rear-view camera	Rear-view camera	Rear-view camera
	17in machine-faced alloy wheels	Dark-finish 17in alloy wheels	LED daytime running lights
	Dusk-sensing headlights	Warm nickel and wood effect console	
	Rain-sensing wipers	Leather and Alcantara upholstery	
	Auto-dimming rear-view mirror		
	Smart Entry & Start (2.2 D-CAT auto)		

Options

Protection packs are available as an option for the new Toyota Avensis. For saloon models, this provides rear parking sensors and a bootliner, while for the Tourer it also includes a cargo manager to keep items secure in the loadspace.

T Spirit models can be specified with a Safety Pack that equips the car with advanced features to help prevent a collision: Pre-Crash Safety system, Adaptive Cruise Control, Lane Departure Warning and Lane Keep Assist. More information about these features can be found in the Safety section below.

Prices

GRADE	BODY	ENGINE & TRANSMISSION	OTR PRICE
T ₂	Saloon	1.8 Valvematic 6MT	£18,450
T ₂	Saloon	1.8 Valvematic MDS	£19,470
T ₂	Tourer	1.8 Valvematic 6MT	£19,485
T ₂	Tourer	1.8 Valvematic MDS	£20,505
T ₂	Saloon	2.0 D-4D 6MT	£19,445
T ₂	Tourer	2.0 D-4D 6MT	£20,480

TR	Saloon	1.8 Valvematic 6MT	£20,545
TR	Saloon	1.8 Valvematic MDS	£21,565
TR	Tourer	1.8 Valvematic 6MT	£21,580
TR	Tourer	1.8 Valvematic MDS	£22,600
TR	Saloon	2.0 D-4D 6MT	£21,525
TR	Tourer	2.0 D-4D 6MT	£22,560
TR	Saloon	2.2 D-4D 150 6MT	£22,485
TR	Tourer	2.2 D-4D 150 6MT	£23,520
TR	Saloon	2.2 D-CAT 150 6AT	£23,875
TR	Tourer	2.2 D-CAT 150 6AT	£24,910
T ₄	Saloon	1.8 Valvematic 6MT	£22,320
T ₄	Saloon	1.8 Valvematic MDS	£23,340
T ₄	Tourer	1.8 Valvematic 6MT	£23,355
T ₄	Tourer	1.8 Valvematic MDS	£24,375
T ₄	Saloon	2.0 D-4D 6MT	£23,300
T ₄	Tourer	2.0 D-4D 6MT	£24,355
T ₄	Saloon	2.2 D-4D 150 6MT	£24,260
T ₄	Tourer	2.2 D-4D 150 6MT	£25,295
T ₄	Saloon	2.2 D-CAT 150 6AT	£25,365
T ₄	Tourer	2.2 D-CAT 150 6AT	£26,400
T Spirit	Saloon	2.0 D-4D 6MT	£25,145
T Spirit	Tourer	2.0 D-4D 6MT	£26,825
T Spirit	Saloon	2.2 D-4D 150 6MT	£26,105
T Spirit	Tourer	2.2 D-4D 150 6MT	£27,785
T Spirit	Saloon	2.2 D-CAT 150 6AT	£27,210
T Spirit	Tourer	2.2 D-CAT 150 6AT	£28,885

DRIVING PERFORMANCE

- **Increased body rigidity**
- **Improved aerodynamics and low rolling resistance tyres**
- **Increased NVH insulation**
- **Front and rear suspension adjustments**

- **Retuned electric power steering**
- **Revised 2.0 D-4D diesel engine, delivering 119g/km CO₂ emissions and 61.4mpg fuel economy**

A more comfortable ride and better driving dynamics were key goals in the development of new Avensis.

Measures to help deliver these targets include greater body rigidity, suspension revisions, adjustments to the aerodynamics, better insulation against NVH, retuned electric power steering and more comfortable seats.

Going further, Toyota has also revised the best-selling engine in the range, the 2.0 D-4D diesel, to achieve significantly better CO₂ emissions and fuel economy. The result is lower total ownership costs and a stronger proposition for business and fleet customers, with a reduced Benefit-in-Kind tax rating.

Body rigidity

Strategic use of high-tensile steel in the bodyshell brings the advantages of light weight and high structural rigidity. Extra spot welding points have been added to the rear door and boot/tailgate openings, which further increase overall rigidity and steering stability.

Improved aerodynamics and low rolling resistance tyres

Thanks to a comprehensive package of aerodynamic elements – both on the bodywork and under the car – new Avensis cuts a smooth path through the air, with a low Cd0.28 drag coefficient for the saloon (0.29 for the tourer), supporting lower fuel consumption and CO₂ emissions.

The new car adopts an aero-step design in the front bumper that suppresses lift and turbulence. Also, aero-stabilising fins have been introduced at the base of the A-pillars and in the new rear light cluster design to help smooth the flow of air down the sides of the car and away from the rear.

Switching to low rolling resistance tyres further helps the 2.0 D-4D versions of new Avensis deliver better fuel consumption and emissions, without sacrificing ride comfort, handling, noise or braking performance.

Improved seats and NVH insulation

The shape of the front seats has been revised to give better lateral support and comfort when cornering. Meanwhile, everyone on board can appreciate a quieter environment thanks to substantial improvements in sound insulation.

The shape of the inner silencer in the dashboard has been changed to reduce the gap and it has been extended into the transmission tunnel area. The heavy layer dash inner silencer has been extended upwards and the heavy layer floor carpet now reaches towards the inner dash silencer. Sound absorption material has also been added to the fresh air duct.

As a result of these measures, there is much less noise intrusion from the engine bay. The effect is even more noticeable in cars using the 2.0 D-4D engine, which itself has been adjusted for quieter performance.

Suspension revisions

New Avensis uses the same MacPherson strut front and double wishbone rear suspension layout as the previous model, but significant improvements have been made to achieve better ride comfort and handling.

The front subframe mountings have been adjusted for improved handling and steering, with increased steering response. The strut has a dual path upper support and the front shock absorbers have been retuned, improving damping performance and ride comfort.

The rear wishbone arrangement has a lightweight design and compact packaging that minimises intrusion into the luggage compartment. The rear shock absorbers have also been retuned and the diameter of the rear anti-roll bar has been increased from 22 to 23mm, giving better body control and response to steering inputs.

Retuned electric power steering

The electric power steering has been comprehensively revised to provide sharper vehicle response, improved steering feel and a more engaging driving experience.

The steering gear ratio has been changed from 14.5:1 to 13.3:1, reducing the number of turns lock-to-lock and giving more direct performance. It also helps improve the car's agility and manoeuvrability when driving around town.

The steering gear subframe has been rendered more rigid, which further helps improve steering feel and vehicle response. The steering assist force and ECU mapping have been modified to gain better steering feel and co-ordination of steering input and vehicle response.

Improved 2.0 D-4D diesel engine

The new Avensis carries forward the range of engines and transmissions from the previous model, but, at the heart of the line-up, a significantly revised 2.0 D-4D diesel unit.

The choice of Toyota Optimal Drive powertrains includes: -

- 145bhp 1.8 Valvematic petrol engine with six-speed manual or Multidrive S transmissions
- 124bhp 2.0 D-4D diesel with six-speed manual transmission
- 148bhp 2.2 D-4D diesel with six-speed manual transmission
- 148bhp 2.2 D-CAT diesel with six-speed automatic transmission

Together these meet a wide range of customer preferences in the D-segment and thanks to Toyota Optimal Drive technologies the engines and transmissions benefit from detailed measures to save weight, improve packaging, reduce mechanical losses and maximise combustion efficiency. These help deliver some of the best combined fuel economy and emissions performance in their class.

Recognising the status of the 2.0 D-4D diesel as the best-selling engine in the range, Toyota has undertaken extensive revisions to further improve its performance. For the UK market, this engine already benefited from a diesel particulate filter (DPF) and complied with Euro 5 emissions standards.

The engine now gains a new turbocharger with a lower friction bearing system and an electric actuator, and the torque characteristics of each gear have been adjusted. As a result, low speed torque is greater, rising from 234 to 280Nm at 1,400rpm, giving a marked improvement in throttle response in higher gears.

Lubrication and cooling improvements have been made to reduce CO₂ emissions, including the use of a two-stage pressure oil pump with an improved jet, a water pump with a reduced flow rate, and a twin-chamber oil pan that improves engine warm-up speed. Lower exhaust emissions are also supported through the use of a new glow plug control and improvements to the construction and coating of the DPF.

The engine's weight has been reduced by 3kg thanks to a resin cylinder head cover, oil cooler bracket and water pipe. Using a low friction vacuum pump and timing chain and low viscosity oil reduces overall friction losses and supports better fuel efficiency. Combustion has been improved thanks to a new piston bowl shape, and the new glow plug control has perceptibly lowered engine NVH.

Overall, the engine is quieter and gives more linear torque. At the same time, combined cycle fuel economy has improved by 17 per cent, from 53.3 to 62.8mpg (saloon), and CO₂ emissions have been reduced by 14 percent, down from 139 to 119g/km (saloon).

Total ownership cost benefits

These changes translate into significant total ownership cost benefits, particularly for business users. The lower emissions qualify new Avensis for zero road tax in the first year of ownership.

There is a sharp reduction in the Benefit-in-Kind company car tax rating, down from 20 per cent for the previous TR saloon to 13 per cent for the equivalent new Avensis model. For a 40 per cent UK tax payer that amounts to an annual tax bill saving of almost £600.

	PREVIOUS AVENSIS TR 2.0 D-4D	NEW AVENSIS TR 2.0 D-4D
OTR price	£21,525	£21,525

CO ₂ emissions	139g/km	119g/km
BiK (Dec. 2011)	20%	13%
P11D calculation	£21,355	£21,470
BiK at 20% tax rate	£854	£558
BiK at 40% tax rate	£1,708	£1,116

This makes the new Avensis a strong cost-competitive proposition when lined up against its principal market rivals, the tax savings adding to the benefits of higher fuel economy and a better standard specification – notably Toyota Touch & Go with satellite navigation fitted as standard on TR grade and above.

Electric parking brake

All versions of new Avensis with manual transmission are equipped with an electric parking brake which has a new auto-apply function. This automatically engages the brake when the ignition is turned off.

SAFETY

- **Continuing to meet the highest standards**
- **Pre-Crash Safety and Adaptive Cruise Control optionally available**

New Avensis shares the world class performance of the previous model, which was awarded the top five-star rating in the 2009 Euro NCAP crash test programme.

Toyota is committed to maintaining the highest levels of active, passive and pedestrian impact safety and it took a lead in developing advanced safety technologies, such as the Pre-Crash Safety system system with Adaptive Cruise Control, Lane Keep Assist and Lane Departure Warning that are available in new Avensis.

Pre-Crash Safety system

The Pre-Crash Safety system (PCS) is available as an option on the T Spirit versions of new Avensis as part of an advanced safety package that also includes Adaptive Cruise Control, Lane Departure Warning and Lane Keep Assist.

PCS uses a millimetre-wave radar sensor to scan the road ahead, locate potential hazards and help the driver take steps to reduce the risk of a collision. If there is a high impact risk, PCS will alert the driver and, as he or she applies the brakes, provide braking assistance while simultaneously activating the seatbelt pretensioners. If the driver fails to brake and collision becomes inevitable, the system will automatically

trigger braking to reduce impact speed.

Adaptive Cruise Control

Adaptive Cruise Control (ACC) uses the same radar system as the PCS. It will automatically maintain a pre-set distance from the vehicle in front, returning the car to its original cruising speed once the road ahead is clear.

Lane Departure Warning and Lane Keep Assist

These systems use digital cameras mounted behind the rear-view mirror to help prevent unintended lane changes, first by giving audible and visual warnings, then, if no corrective action is taken, by applying steering torque to help the driver return to the right course.

Additional active safety systems

All versions of new Avensis are fitted as standard with ABS, Electronic Brakeforce Distribution, Brake Assist, Traction Control and Vehicle Stability Control.

Adaptive Front Lighting

T Spirit versions of new Avensis equipped with High Intensity Discharge headlights are additionally fitted with an Adaptive Front Lighting system (AFS). This system calculates where the vehicle will be three seconds ahead by monitoring the steering and vehicle speed, and swivels the low beam projector accordingly to give the best possible light distribution. In particular, the driver enjoys improved illumination through bends and turning at junctions.