

This press pack accompanied the UK launch of the first generation Toyota Aygo in July 2005. Changes were made to the model range during its time on sale, which can be tracked using the Timeline feature available on the Toyota Aygo archive web page. Additional assets and information relating to the first generation Aygo range may be obtained from the Toyota press office if required.

TOYOTA AYGO

Key Points

- Urban mobility for a new generation
- Smallest Toyota to be launched in Europe
- Aygo joins Yaris, Corolla, Verso and Avensis as a core model for Toyota in the European market
- Design challenges outdated compact car stereotypes
- Available in three and five-door body styles
- Three grades – Aygo, Aygo⁺ and Sport
- Powered by new 1.0-litre VVT-i petrol engine with class-leading power and torque – 67bhp and 93Nm at 3,600rpm
- Lightest internal combustion engine on the market, weighing 67kg
- Best-in-class fuel economy for petrol-powered car – 61.4mpg in combined cycle driving
- Optional Multi-mode Manual Transmission (MMT) for easier town driving
- 53bhp 1.4-litre diesel engine available from early 2006
- All models equipped with latest generation Bosch ABS and EBD
- Driver and passenger airbags standard on all models
- Front side airbags standard on Aygo⁺ and Sport versions
- Electric Power Steering (EPS) standard, with variable assistance
- On the road prices start at £6,745
- Lowest UK insurance group rating at 1E
- Protected by Toyota's pan-European three-year/60,000-mile warranty
- On sale in the UK 1 July 2005
- Manufactured at new Toyota factory at Kolin in the Czech Republic

Aygo First

Cars? Do they really figure when it comes to the urban youth scene? Aren't they just another anchor to weigh you down along with all the other burdens of age and conventionality, a kind of four-wheeled form of cellulite or receding hairline?

That's an extreme attitude to take, but Toyota has taken a hard look at how a car can better suit the needs – and the budget – of today's young motorists, particularly those who live in towns and cities where the "fun" element of car ownership has been all but eradicated.

The result is Aygo – say *igo* – not just another tin box on wheels, but a car that's all about style, character and above all no-compromise quality. It's great to drive, big on safety and interior space and the standard bills for three years' servicing are far less than your average student's tuition fees.

Aygo Driving

Compact on the outside, but big enough inside to carry a quartet of six-footers, Aygo couldn't be simpler to hustle around crowded city streets. Speed-sensitive power steering and a wheel-at-each-corner design make tight parking spots simpler to tackle, while optional Multi-mode Manual Transmission (MMT) means clutch-free gear changes – a real boon in urban traffic.

Aygo is built to last, created with the same superior quality throughout that's the hallmark of all modern Toyota machinery. From the bright and open interior to the sculpted sporty exterior, the Aygo stands out among the city car crowd as a machine that's modern, stylish and built to last.

Aygo for the price

UK buyers have a choice of three Aygo models with on-the-road prices starting at £6,745 for the entry-level Aygo.

Uk Pricing

MODEL	OTR PRICE
Aygo three-door	£6,745
Aygo five-door	£6,995
Aygo+ three-door	£7,245
Aygo+ five-door	£7,495
Aygo Sport three-door	£7,745
Aygo Sport five-door	£7,995

Option Pricing

OPTION	PRICE (inc. VAT)
Metallic paint	£325
Air conditioning	£500
Multi-mode Manual transmission (MMT)	£500

If those prices alone don't scream blinding bargain from the showroom, it's worth considering how much, or rather little you will have to spend to run your Aygo.

For a start, its new 1.0-litre VVT-i engine is capable of 61.4mpg, the best combined cycle fuel economy of any petrol unit in its class. Even if you can only scrape together a tenner at the pumps, you should be able to make it from London to Brighton and back with fuel to spare. However, this exceptional economy is not at the expense of performance as Aygo will accelerate from 0-62mph in 14.2 seconds and has a top speed, where permitted, of 98mph.

It's one of the cleanest engines on the market, too; its carbon dioxide emissions rating of 109g/km places it in band B, the lowest band for Vehicle Excise Duty achieved by any petrol car on the market.

Aygo's insurance costs are rock-bottom, too, with a 1E rating – the lowest group possible. This has been achieved by clever engineering that designs-in components that are easier and cheaper to replace when it comes to typical low speed crash repairs.

A new 1.4-litre diesel engine is scheduled for early 2006, the first evolution of Aygo in a product cycle that's set to deliver something new around every six months.

Aygo Essentials

Aygo breaks away from the concept of small, affordable cars skimping on quality and equipment. The Aygo entry model not only looks the business, it comes as standard with features such as a sound system with CD player and handy socket to connect your own portable MP3 player; speed-sensitive power steering, a folding rear seatback to increase the load space, heated rear window with wiper and a tilt adjustable steering column. On the safety front you're protected by driver and front passenger airbags and the car is equipped with the latest generation ABS system with EBD.

Aygo+ introduces electric front windows, a 50:50 split-folding rear seat with detachable headrests, side airbags, remote central locking, colour matched door handles and mirrors and a gutsier audio pack with additional rear speakers and front tweeters. The range-topping Sport rides on alloy wheels and comes with front fog lamps and a tachometer.

The standard colour for Aygo is Chilli Red, but Aygo+ and Sport owners can splash out on the option of Ice Blue or Carbon Quartz metallic paint. The higher spec' models also offer optional air conditioning, while all Aygo models can be given a classy upgrade thanks to a

great range of option packs, including Tom Tom Aygo satellite navigation and a smart set of matching Aygo Samsonite travel bags.

MARKETING

A new approach for a new generation

- The smallest Toyota model to be launched in Europe
- Aygo introduces Toyota quality to the city car segment
- Designed for a new generation of young urban drivers
- Full-year UK sales target 13,000 units
- On-the-road prices start at £6,745
- Innovative travel and mobility option packs
- Aygo “Create” programme promoting the work of young artists

Modern urban life demands a kind of car that’s practical and easy to park, while motorists seek fresh design and a dynamic driving experience. Aygo meets all these requirements as a compact, stylish car that’s as much fun to own and drive as it is inexpensive and practical.

Measuring 3,405mm long, 1,615mm wide and 1,465mm tall, Aygo is the smallest car Toyota has launched in Europe and joins Yaris, Corolla and Avensis as one of its core products for the European market.

Aygo, pronounced *igo*, is about freedom and mobility and is targeted at young, active urban individuals who enjoy a spontaneous approach to life and leisure. For them, Aygo provides a versatile, stylish and modern means of getting around town with ease, or enjoying the freedom of journeys further afield.

Aygo marks a new approach for Toyota on several levels. It has the potential to attract customers who are younger than the average Toyota owner: Toyota expects 80 to 90 per cent of Aygo owners to be new to the brand.

“We see a very positive mutual relationship between Aygo and the Toyota brand,” said Andrea Formica, Toyota Europe’s Vice-president of Sales and Marketing. “Aygo brings emotional attributes to Toyota’s rational values of superior quality, durability and reliability. The *Aygo by Toyota* marketing, to be used at dealerships across Europe, captures this powerful combination.”

Toyota expects to sell 25,000 Aygos in Europe through the remainder of 2005, with volume rising to 100,000 in 2006.

In the UK 3,400 sales are targeted this year, and 13,000 in 2006. On-the-road prices start from £6,745, with Aygo+ and Aygo Sport making up the bulk of sales.

All versions of the car will be built by Toyota Peugeot Citroën Automobile (TCPA), a new manufacturing facility in the Czech Republic.

New Launch And Lifecycle Strategies

Toyota has adopted a radical new launch strategy for Aygo, unlike anything it has done for previous models. The focus of the campaign is Europe's major cities, feeding into Aygo's target urban market.

In July launch activities began in London and other major metropolitan areas, including Athens, Barcelona, Prague, Rome and Madrid. Further cities will be targeted in September, with the rest of Europe covered in November.

A different approach is also being taken to Aygo's lifecycle development, with new initiatives programmed at six monthly intervals. The first of these will be the introduction of the 1.4-litre diesel engine option at the beginning of 2006. Later, Toyota plans to launch several special versions of the car, featuring new colours and equipment or styling features.

Adding Something Extra

Toyota looked at ways of enabling owners to make their Aygo more personal and created option packs that add both practicality and flair.

As an example, the Mobility Pack features the Tom Tom Aygo satellite navigation system, which integrates neatly into the dashboard and provides full-colour 3D mapping. Owners can choose from different colour screen frames to add to the fresh look of the interior. More details of the option packs are given in the equipment section of this press pack.

Aygo Create

Toyota has taken the opportunity of the launch of Aygo to promote the talents of 10 emerging young artists from cities across Europe. Each has used an Aygo model as a canvas for work that expresses his or her own interpretation of the philosophy behind the new urban car.

The artists, aged between 25 and 35, have designed their *Aygo Create* in line with their personal perception of today's urban culture, using graphic design, illustration, collage and 3-D imaging.

From the 10 *Aygo Create* cars initially produced, three were selected to appear on the Toyota stand at the Geneva motor show, where Aygo made its world debut.

The three artists featured were Arjan Groot, from Amsterdam; Marcus Maurer, from Munich; and Teemu Suivala, from Helsinki.

The other artists participating in the project are Akiko Kanna, from London; Angel Souto, from Spain; Valdemar Lamego, from Portugal; Giorgio Camuffo, from Italy; Micha Weidmann, from Switzerland; Jacek Czajka, from Poland; and Laurent Fetis, from Paris.

Throughout this year Toyota plans to use *Aygo Create* for a touring art exhibition visiting several European cities.

DESIGN

Styled for fun and enjoyment

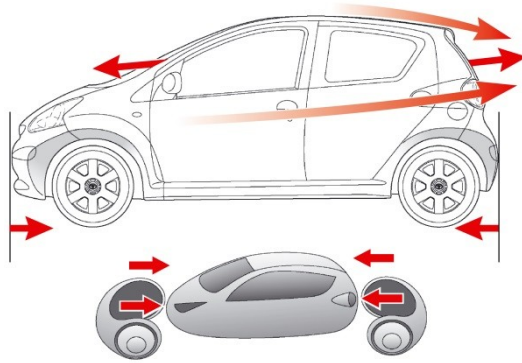
- Aygo challenges the view that compact cars can only be functional and economical
- Strong Toyota family styling
- Five-door retains the dynamic appearance of three-door model
- Shortest-in-class overhangs

Exterior

Aygo proves that small cars need not just be about practicality and economy, but can be a lot of fun, too. Toyota designers kept the fun element firmly in mind when creating a car that has lots of owner appeal and character.

Aygo is also unmistakably a contemporary Toyota, a quality expressed in features such as the bulge around the Toyota badge on the bonnet and the triangular quarterlights. This “dynamic architecture” styling sets it well apart from all other city cars in its class.

The car has looks firmly planted on the road, thanks to its wide stance. Corner protectors matched to the body colour increase the coherent appearance, while at the rear the design is kept simple but strong with round lamp clusters set wide apart. The bold shape of the light housings flows through into the car’s side styling, adding to the powerful appearance. Smart covers for the 14-inch wheels give a sporty look and are in keeping with the car’s all-round superior quality.



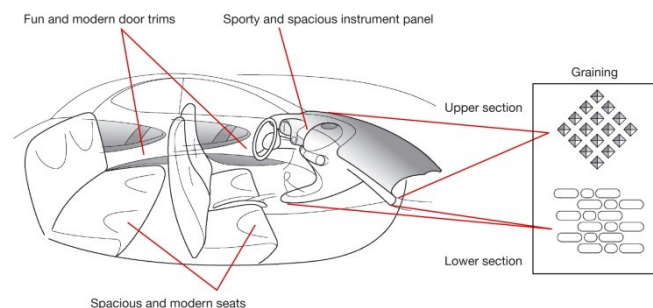
The shape of the five-door Aygo was designed to retain as much as possible the dynamic appearance of the three-door model. In profile the two cars look almost identical, with the added versatility of the five-door not being at the expense of great looks.

The remarkably short front and rear overhangs – the shortest in the segment – and cab-forward design help deliver a surprisingly roomy interior within compact exterior dimensions.

Interior

Urban homes in Japan are renowned for making the best possible use of limited space. Aygo follows the same principle. The cabin appears both wide and light, thanks to clever shaping and positioning of key elements, for example the deep, curved glass hatch that lets in plenty of natural light to give the interior an open, airy feel.

The compact instrument panel is clean, simple and modern with a two-tone finish that emphasises the wide and open space at the front. The heater control unit is cylinder shaped and the graphics used on the instrumentation are elements which invite the user to look, touch and interact with the vehicle. The instrument display forms a single unit with the steering column, which means the driver has a clear view no matter at what angle the adjustable column is set.



Toyota has introduced a new sharkskin grain finish for the dashboard that not only looks good but also sets new standards in resistance to scratching and ageing and ease of cleaning.

The door trim carries over the car's body colour, which also adds vibrancy to the interior with a sporty feel further emphasised by the design of the steering wheel and gear lever.

The clean lines of the one-piece sports-style front seats create a figure-hugging effect, helping the driver feel part of the car. Inspired by modern sportswear, the materials and colours used for the trim and upholstery are hard-wearing and of good quality and texture.

Aygo models feature a one-piece folding rear seatback; Aygo⁺ and Sport versions have a 50:50 split-folding rear seat with adjustable headrests and ISOFIX child seat anchor points.

PRACTICALITY AND EQUIPMENT

Convenient and sophisticated

- Compact but designed for passenger space and comfort
- 164 litres of storage space
- Easy sound system connection for modern personal audio equipment
- Option packs available to enhance specification
- Tom Tom Aygo clever and affordable navigation system
- Aygo available in Chilli Red or optional Ice Blue and Carbon Quartz metallic for Aygo⁺ and Sport models

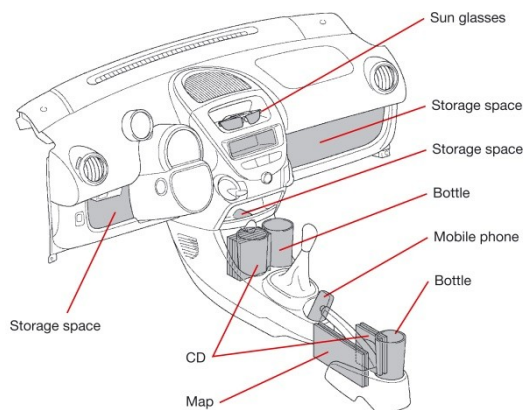
Aygo may be small, but its interior has been designed to accommodate passengers of all sizes, even those over six feet tall. One innovation that helps make the car particularly user friendly is the positioning of the instrument display unit on the steering column, so that it moves up and down with the column tilt adjustment and remains clearly in view for all drivers.

Aygo has the shortest overhangs among its direct competitors, which means better use can be made of interior space. This can be seen in the class-leading hip point distance between the front and rear seats, a key dimension in ensuring passenger comfort.

Headroom is on a par with cars from the B segment, as is the size of the front doors on the five-door model.

Special attention was paid to providing easy access to the rear seats in the three-door Aygo. Getting in and out is made straightforward thanks to a 230mm gap at foot level between the B pillar and the front seat. On three-door models, a three-stop door mechanism provides a wide opening.

The luggage area capacity is 139 litres and the array of door pockets, eight trays, three cup holders and a coin case add an extra 25 litres, bringing total storage in Aygo to 164 litres.



There's An Aygo For Everyone

Three versions of Aygo are on offer to UK motorists, in both three and five-door body styles: Aygo, Aygo⁺ and Sport grades all provide a generous range of equipment as standard.

The entry level Aygo is equipped with ABS and EBD, colour keyed bumpers, driver and front passenger airbags, power steering, tilt-adjustable steering column, a heated rear window with wiper and two-speaker audio system with radio and CD player. The audio system has an auxiliary socket which lets owners connect their own equipment such as MP3 and Minidisc players. The system can also be operated for up to half an hour with the ignition switched off.

The Aygo⁺ model introduces colour keyed door mirrors and handles, electric front windows, a 50:50 split-folding rear seat, remote central locking, detachable rear head restraints, ISOFIX child seat anchor points and an upgraded sound system with two rear speakers and front tweeter speakers.

Aygo Sport adds more street style to the package with five-spoke alloy wheels, front fog lamps and a tachometer housed in its own display pod on the steering column. Air conditioning and metallic paint are optional on Aygo⁺ and Sport grades.

A range of accessory packs has been developed to help create the ideal Aygo. These include:

- Travel pack: includes a glovebox bag with CD pocket, trolley bag on wheels and a rucksack, all developed in partnership with the renowned Samsonite brand.
- Navigation pack: this features the Tom Tom Aygo, a clever and portable navigation system that's easy to use with touch-screen operation and full-colour 3D mapping. This

option also provides a three-year package for warranty and map updates, body-coloured screen frames and integration with the dashboard and radio unit.

Aygo is offered in Chilli Red as standard, with optional Ice Blue and Carbon Quartz metallic finishes for the Aygo⁺ and Sport versions.

BODY AND CHASSIS

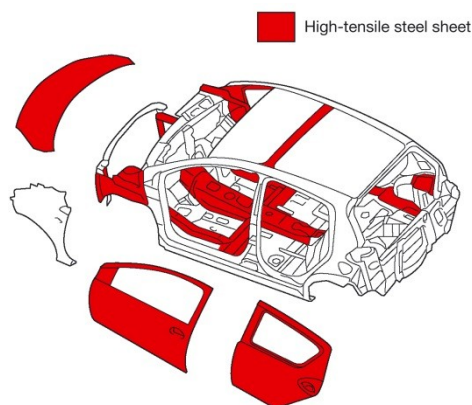
Intelligent construction

- Extensive use of high-tensile and galvanised steel for added strength
- Very short body and tight turning circle ideal for city driving
- Increased driving rewards from widest-in-segment front and rear treads
- MacPherson front suspension, torsion beam at the rear
- Speed-sensitive power steering standard on all models
- Latest generation Bosch ABS standard across the range

Strong And Safe

In creating Aygo, Toyota has focused both on providing plenty of driving fun and bringing superior quality to the city car segment.

Galvanised steel is used for most of the body, allowing Toyota to provide a 12-year anti-corrosion warranty. More than 50 per cent of the bodyshell is high-tensile steel, used in key areas to improve the vehicle's torsional stiffness and impact protection. This metal has a higher yield tensile strength than conventional steels: 45kgf/mm² against 28kgf/mm². Its application throughout the body also helps reduce weight, as thinner sheet metal can be used. The rocker panel has a large cross-section, giving Aygo a solid appearance and providing better protection against chipping.



MEASURING UP FOR CITY LIFE

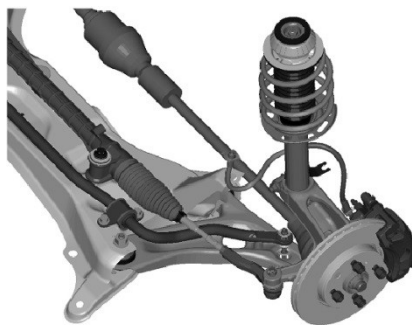
The ideal car for urban driving is one that's practical and easy to park. Aygo has been designed with these qualities in mind and its compact exterior dimensions are well-suited to life on the city street. It measures 3,405mm long, making it one of the shortest four-seaters on the market. Add to that an ultra-narrow 4.73m turning radius and Aygo is perfectly proportioned for manoeuvring in traffic and fitting into parking spaces that are too tight for many other vehicles.

Aygo also has the shortest front and rear overhangs in its class. With the wheels pushed out to the corners of the body, Toyota engineers have been able to make better use of interior space and the car benefits from excellent stability at higher speeds.

Aygo is not just about city life, however, being a rewarding drive on the open road, too. Having the widest front and rear treads (1,420mm and 1,410mm respectively) of any sub-B segment car gives it good stability in cornering and quick lane-change manoeuvres. Aygo is fitted with 14-inch wheels with 155/65 R14 tyres as standard.

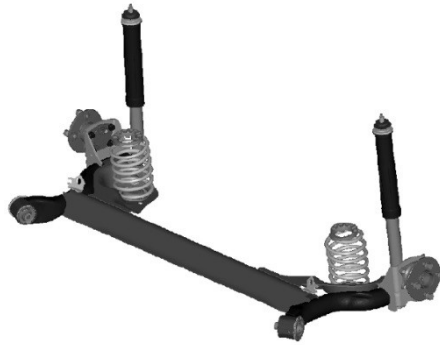
SUSPENSION

Aygo's front suspension is a development of the MacPherson system used on the Toyota Yaris. It features L-shaped arms with a higher castor angle and improved anti-dive characteristics. The damping rate of the shock absorbers and the coil springs have been adjusted to deliver a good level of driving comfort.



As on Yaris, a torsion beam is deployed at the rear, but it has an all-new design featuring a transverse bar with an inverted 'V' profile. This brings considerable weight-saving benefits as the anti-roll bar is integrated into the beam rather than being a separate component.

A further development sees the trailing arm bushing set at an angle to the axle, creating a toe correction action.



STEERING

All Aygo models are equipped with Electric Power Steering (EPS). This gives a big advantage in city traffic, or when you need to manoeuvre fast in an emergency. EPS is speed-sensitive, adapting in line with data from the car's ABS speed sensors. This means the steering has a light feel at low speeds, such as when moving in city traffic or manoeuvring into a parking space, and a firmer response at high speeds. For added convenience, the steering column is tilt-adjustable.

EPS also yields benefits in fuel economy, being three per cent more fuel-efficient than a conventional hydraulic power steering system. This is because EPS only operates when the driver makes a steering action, whereas a hydraulic pump is permanently engaged by the engine.

EPS efficiently damps impacts from the suspension, reducing the amount of kickback and vibration felt through the steering wheel.

BRAKES

All Aygo models are fitted with the latest generation Bosch *ABS8* system with Electronic Brakeforce Distribution (EBD) to ensure the best balance of front and rear braking power in all conditions. The ABS actuator is 36 per cent lighter and more compact than in previous systems.

Using this latest-generation ABS technology gives Aygo a clear advantage over rival models, as it features active speed sensors that are more precise than the passive type and are able to monitor low speed and reverse manoeuvres.

Aygo is equipped with 247mm ventilated discs at the front and 200mm drums at the rear, providing excellent stopping power for a vehicle that weighs only 790kg.

POWERTRAINS

Performance, economy and sophistication

- Toyota-developed 1.0-litre VVT-i petrol engine
 - Lightest internal combustion engine available today, weighing 67kg
 - Class-leading power and torque for 1.0-litre unit – 67bhp and 93Nm
 - Lowest fuel consumption and CO₂ emissions for a petrol engine in its segment
- 1.4-litre diesel engine
 - Supplied by PSA Peugeot Citroën
 - Available from early 2006
 - All-aluminium construction
- Clever engine mounting system reduces noise, vibration and harshness levels
- Toyota Multi-mode Manual Transmission available with 1.0-litre VVT-i engine

New Toyota 1.0-Litre Three-Cylinder VVT-i

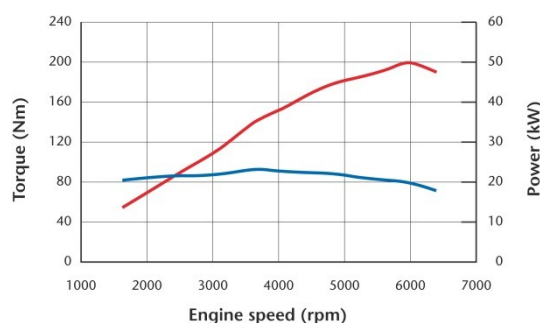
This all-new petrol engine uses the latest technologies to deliver class-beating performance, fuel economy and low emissions.

A key development target was to achieve a low weight. The engine has an all-aluminium construction and features extra-slim cylinder bores, spaced just 7mm apart – a smaller margin than on any other Toyota engine. The air intake system and engine cover are integrated into a single unit, another design first for Toyota.

Further weight-saving gains are made by producing components such as the throttle body and fuel injection ramp in resin instead of metal.

As a result, the new engine tips the scales at 67kg, making it the lightest internal combustion engine currently available on the car market.

More than that, it is the most powerful 1.0-litre engine, producing 67bhp, and also develops class-leading torque, with a maximum 93Nm at 3,600rpm. Aygo will accelerate from 0-62mph in 14.2 seconds and has a top speed, where permitted, of 98mph.



The engine has been developed to provide performance well-suited to the stop-start driving that's common to urban areas, with higher levels of low to mid-range torque than on the 1.0-litre VVT-i engine used in the Toyota Yaris. Close attention was paid to setting the best length for the intake manifold and a smaller diameter for the intake ports. Using longer spark plugs gives better anti-knock performance, in conjunction with VVT-i, which constantly adjusts valve timing to produce both high torque at low engine speeds and more power at higher revs.

Reducing the number of cylinders from four to three also improves torque performance in the low to mid-range.

High fuel economy and low emissions were also prime considerations. The engineering team began by reducing friction losses: the pistons have a new resin coating and thin, low-tension piston rings; and the crankshaft is slightly offset, consequently reducing friction between the piston and bore. The three-cylinder configuration also contributes to reducing the overall amount of friction, as there are fewer moving parts than in a four-cylinder engine.

As a result Aygo achieves best-in-segment combined cycle fuel consumption and CO₂ emissions, at 61.4mpg and 109g/km respectively.

1.4-Litre Diesel Engine

From early 2006, Aygo will be available with a 1.4-litre diesel engine, supplied by PSA Peugeot Citroën. This all-aluminium unit develops 53bhp and is derived from the 69bhp 1.4 engine currently featured in Peugeot and Citroën vehicles.

New Engine Mounting System

Both Aygo engines feature a new engine mounting system that substantially reduces the levels of noise, vibration and harshness. Instead of the conventional three-mount design, Aygo uses a mount on each side, positioned on a line passing through the engine's centre of gravity. The third mount at the bottom of the engine compartment is replaced by a torque rod that efficiently suppresses the engine's rotational movement, reducing vibration. This innovation further demonstrates the fundamental superior quality Aygo brings to the city car class.

Multi-Mode Manual Transmission

Toyota's Multi-mode Manual Transmission (MMT) is a manual transmission driven directly by electric motors and is available on Aygo with the 1.0-litre VVT-i engine. It features an

automatic clutch and can be operated in two modes: E for fully automatic gearshifts and M for sequential gear selection by the driver.

MMT makes Aygo more relaxed and easier to drive around town, where traffic demands frequent gear changes. There is no penalty in fuel consumption, however, as MMT matches the economy of Aygo's standard five-speed manual gearbox.

The responsiveness of the transmission is aided by Delta Throttle Acceleration (Δ TA). If you press the throttle pedal sharply, the MMT electronic control unit (ECU) responds with a downshift to enable sharper acceleration. Similarly, if you come off the throttle suddenly, the ECU will hold the correct gear to allow engine braking, rather than up-shifting. The use of this logic system gives MMT a more natural operation and makes driving more pleasurable.

The MMT ECU also has a special shift control for up and downhill driving. When climbing a gradient, it selects the appropriate gear automatically to avoid unnecessary up and downshifts. Travelling downhill, the transmission constantly monitors braking and deceleration, shifting down the range to provide additional engine braking when appropriate.

SAFETY

An expression of quality

- Latest generation ABS with EBD fitted as standard
- Headlights with class-leading illumination
- Engineered for excellent Euro NCAP crash test performance
- Built with Toyota Minimal Intrusion Cabin System
- Driver and front passenger airbags standard on all models
- Front side airbags standard on Aygo⁺ and Sport versions
- Seatbelt warning system with light and buzzer standard on all models
- ISOFIX child seat mounts fitted to all models with 50:50 folding rear seats
- Special attention to pedestrian crash protection

Quality is the foundation on which all Toyota products are developed and in Aygo it is most clearly projected in the clever ideas that give the car the highest safety levels in the sub-B city car segment.

Active Safety

Aygo is equipped with *ABS8*, the latest generation Bosch anti-lock braking system that has also been adopted by many other, higher-segment cars. It is standard on all Aygo models, together with Electronic Brakeforce Distribution (EBD).

Aygo's headlights have a class-leading illumination range of more than 80 metres on low beam, allowing for safer night-time driving.

Other standard features contributing to general safety performance include interior adjustment for the door mirrors and a rear screen wiper and demister.

Passive Safety

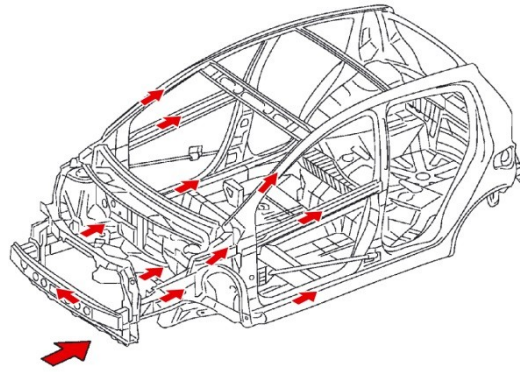
Aygo's design features Toyota's Minimal Intrusion Cabin System (MICS), a safety structure that reduces the risk of serious injury to passengers during a collision.

MICS enables front and side impact forces to be quickly dissipated through the safety structure, before it can cause serious passenger injury or compromise the amount of survival space.

To achieve this, Aygo has a thicker rocker panel, a reinforced centre tunnel and two protection bars on each door. In addition to the usual diagonal bar, there is a thicker one located along the belt line, a feature that is unique in Aygo's market segment.

Impact energies from frontal crashes are channelled through front side members to the A pillars, rocker panel, centre tunnel and side bars, and onwards to the rear body section. This way energy is absorbed by the bodyshell as a whole, preventing stress from being concentrated on any single component.

The same principle applies to side impacts. Energy is conducted not only through the side bars and rocker panel, but also through a large-section crossmember in the floor (this is connected to the rocker panel via a large bulkhead), the B pillar and two roof crossmembers. Thus energy is quickly diverted to the other side of the car body and dissipated.



Toyota previously adopted MICS for its Avensis and Corolla Verso models, both of which achieved a five-star rating in Euro NCAP testing. It is aiming for Aygo to meet Euro NCAP's four-star standard for passenger crash protection.

The robust structure is complemented by front and side airbags. Front airbags are standard on all Aygo models, with side airbags featured on the Aygo⁺ and Sport grades.

Other standard features include front seatbelts with pretensioners and a cut-off switch for the front passenger airbag.

A rare feature in this segment is Aygo's driver seatbelt warning system, fitted to all versions of the car and featuring both a warning light and reminder buzzer.

Where a 50:50 split-folding rear seat is fitted, on Aygo⁺ and Sport versions, ISOFIX child seat mounts and detachable head restraints are provided on the rear seats.

Conscious of the fact Aygo is designed specifically to cope with the demands of urban driving, special attention has been paid to providing pedestrian crash protection. Energy absorbing structures have been designed into key areas of the front of the car, such as the bumper reinforcement, to help reduce the level of injury. In order to reduce the potential load on a pedestrian's knee joints in the event of a collision, the engine undercover is attached to the lower section of the bumper, so forming a second energy absorbing structure.

To reduce potential head injuries, the design of the bonnet has an additional impact-absorbing structure and support brackets are built into the wings.

COST OF OWNERSHIP

Small car, smaller bills

- Lowest UK insurance group rating – 1E

- Lowest in class cumulative scheduled maintenance time up to 60,000 miles – 4.2 hours
- Best petrol fuel economy in class, 61.4mpg (combined cycle)
- Toyota pan-European three-year/60,000-mile warranty
- 12-year anti-corrosion warranty

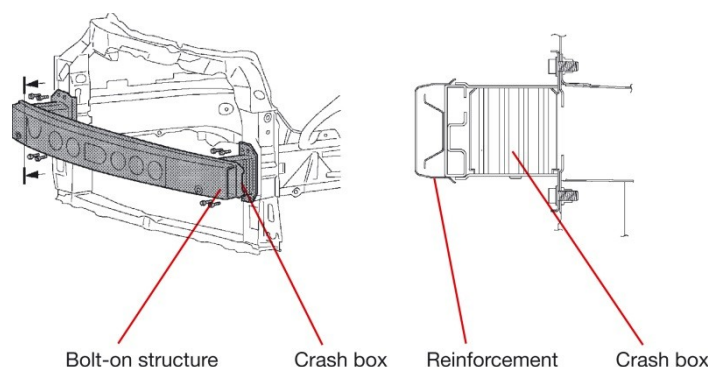
Aygo is a car designed in every aspect to appeal to a new generation of drivers and that includes ensuring exceptionally low running costs. Maintenance, repairs, fuel economy, warranty cover and insurance all contribute to make Aygo a great proposition for the budget-conscious motorist, without compromising the car's style, performance and fundamental high quality.

Lowest UK Insurance Classification

Aygo has been designed to qualify for the lowest possible insurance group rating in the UK, 1E. The E classification acknowledges that Aygo's security provisions go beyond the standards required by the British insurance industry.

To achieve such a low rating, Toyota put to good use its experience from designing other recent models, such as Avensis and Corolla, to minimise the amount of damage Aygo will suffer in a 10mph impact against a 40 per cent offset barrier.

Bolt-on crash boxes, which absorb front impact forces, are easy to replace and so reduce repair labour costs. Headlamp units are mounted on support brackets designed to break in the event of a crash, thus helping prevent damage to the lights themselves. The brackets are cheap and simple to replace.



The front and rear bumpers are attached to the wings by means of hook-type retainers. These are shaped to release in a front or rear impact, reducing the risk of costlier damage to the body panels.

Low Running Costs

The cumulative scheduled maintenance time for the Aygo 1.0-litre VVT-i up to 60,000 miles is the lowest in the city car class, amounting to 4.2 hours. This delivers highly competitive labour costs for standard servicing.

Aygo uses spark plugs and an air filter with a 40,000-mile lifespan and coolant that only needs changing every 100,000 miles.

The total cost of the three-year/60,000-mile service, maintenance and repair programme for Aygo is £731.43, less than those for both the rival Vauxhall Agila, and Volkswagen Lupo. Costs for the Lupo add up to more than £1,200, which is 65.3 per cent more than those for Aygo.

Competitive Parts Pricing

Toyota has also worked to bring down the price of the most common crash replacement and routine service parts to further reduce costs. The table below demonstrates the price advantage against three of its key market rivals.

In terms of the combined cost of front and rear components that typically need replacing in the event of an impact, prices are up to 24 per cent higher among a group of Aygo’s main competitors. And if you consider the collective cost of service items, such as brake pads, filters and spark plugs, the bill for Aygo is less than £90, compared to more than £100 for the Fiat Panda.

The price advantage is even more pronounced when overall repair and maintenance parts prices are combined: the Chevrolet Matiz, Fiat Panda and Volkswagen Lupo work out between 8.2 per cent (Matiz) and 22.6 per cent (Panda) more expensive in terms of ownership costs than Aygo.

Full details of the comparative parts prices are given in the table below.

Aygo also wins on fuel costs, having the best economy of any petrol-powered city car: official combined cycle consumption is 61.4mpg, both with manual or MMT transmission. Carbon dioxide emissions are equally low at 109g/km, placing Aygo in band B for Vehicle Excise Duty.

Competitor comparison – crash and maintenance parts

PARTS BASKET	TOYOTA AYGO	CHEVROLET MATIZ	FIAT PANDA	VW LUPO
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Front crash parts	RRP	RRP	RRP	RRP
Bonnet	£84.50	£131.46	£108.56	£84.49
Radiator grille	£20.12	£49.44	£26.12	£33.08
Front bumper cover	£94.43	£98.18	£112.91	£60.25
Front wing	£42.98	£67.69	£44.77	£48.33
Headlamp (ex. bulb)	£59.40	£117.44	£91.77	£55.53
Front indicator	n/a	£16.33	n/a	£15.17
Radiator	£103.95	£127.09	£119.80	£105.97
A/C condenser	£157.20	£209.74	£336.11	£251.41
Front panel	£135.72	n/a	£79.58	£87.03
Total front parts	£698.30	£817.37	£919.62	£741.26
% difference (+/-)		+14.6	+24.1	+5.8
Rear crash parts	RRP	RRP	RRP	RRP
Rear bumper cover	£86.46	n/a	£106.60	£73.25
Tailgate	£100.00	£192.38	£181.69	£194.53
Rear quarter panel	£87.07	£83.14	£94.65	£51.98
Rear combi light (ex. bulb)	£40.70	£59.95	£45.95	£35.05
Rear panel	£92.37	£81.31	£89.73	£63.72
Total rear parts	£406.60	£416.78	£518.62	£418.53
% difference (+/-)		+2.4	+21.6	+2.8
Maintenance parts	RRP	RRP	RRP	RRP
Oil filter	£7.00	£5.08	£7.66	£3.86
Air filter	£8.76	£7.70	£8.50	£7.00
Front brake pads	£30.20	£18.47	£35.42	£31.14
Rear brake pads /shoes	£25.20	£23.49	£34.45	£28.99
Spark plug – each (set)	£4.01 (£16.02)	£2.37 (£9.48)	£3.95 (£15.80)	£4.15 (£16.16)
Total maintenance parts	£87.17	£64.22	£101.83	£87.15
% difference (+/-)		-35.7	+14.4	0.0
GRAND TOTAL	£1,192.08	£1,298.37	£1,540.07	£1,246.94
% difference (+/-)		+8.2	+22.6	+4.4

Prices correct at April 2005; RRP = recommended retail price; n/a = not applicable

Protection For Peace Of Mind

Aygo is protected by Toyota's pan-European three-year/60,000-mile warranty, a package that remains unmatched by any other European competitor. The high quality of Aygo's construction is reflected in a 12-year anti-corrosion warranty.

MANUFACTURING

Toyota's seventh European production centre

- Aygo built at new factory in Kolin in the Czech Republic
- Toyota and PSA share equally in €1.5 billion (£1 billion) investment
- New facility creates almost 10,000 jobs in direct and associated employment
- Annual production capacity of 300,000 units, equal to one car every minute
- Aygo accounts for one third of production

- Toyota Production System (TPS) provides flexibility to build different models on the same line

Toyota Motor Corporation and PSA Peugeot Citroën announced the location for their new, joint factory, Toyota Peugeot Citroën Automobile (TPCA), on 20 December 2001. After evaluating the potential of different sites in Europe, the manufacturers settled on Kolin, a town situated about 38 miles from Prague in the Czech Republic. Construction of the plant began in April 2002 and was completed in one year. Aygo production started in February 2005.

Kolin's location in the heart of Europe, its proximity to important markets and good links to major transport arteries proved important factors in the decision. The Czech Republic also has a strong heritage in automobile manufacturing, which suggested a qualified workforce could more easily be found, capable of working to the high standards demanded by the modern European market.

Total investment in the project amounts to €1.5 billion (£1 billion), which includes the 306-acre production centre site and product development costs. This sum is shared equally by both manufacturers.

TPCA is bringing direct economic benefits to the region by directly employing almost 3,000 people and generating business for a wide range of suppliers, ensuring an additional 7,000 jobs in areas from component production to cleaning services.

Toyota Production System

TPCA has an annual production capacity of 300,000 units, one third of which is Aygo models. When working at full steam one vehicle will leave the factory every minute.

In common with all other Toyota factories worldwide, TPCA works to the principles of the Toyota Production System (TPS).

One of the basic elements of TPS is *Jidoka*, a Japanese term which describes how the intelligence of the human operator can join with the manufacturing capabilities of machinery to ensure smooth and efficient production. *Jidoka* is a key element of Toyota's lean production practices and enables any employee to bring the production line to a halt if he or she detects a problem. As well as giving the line workers greater control, *Jidoka* demonstrates how quality is paramount, more vital even than shorter production times. TPCA

employees are encouraged to use Jidoka whenever they see fit, so becoming an important part of the overall quality improvement process.

Thanks to the flexibility of TPS, a single line can be used to produce three different cars – from Toyota, Peugeot and Citroën – at the same time, as well as accommodating other variations such as exterior colour and equipment specifications.

AYGO TECHNICAL SPECIFICATION

ENGINE		1.0-litre VVT-i	
Type		3-cylinder in-line	
Fuel type		95 octane petrol (or higher)	
Valve mechanism		DOHC 12-valve	
Displacement (cc)		998	
Bore x stroke (mm)		71.0 x 84.0	
Compression ratio (:1)		10.5	
Max. power (kW) bhp@rpm		(50) 67@ 6,000	
Max. torque Nm@rpm		93 @ 3,600	
Emissions standard		Euro IV	
TRANSMISSION			
Drive type		Front-wheel drive	
Clutch type		Dry, single plate	
Gearbox type		Five-speed manual or five-speed MMT (optional)	
Gear ratios	1st	3.545	
	2 nd	1.913	
	3 rd	1.310	
	4 th	1.027	
	5 th	0.850	
	Reverse	3.214	
Differential gear ratio		3.550	
BRAKES			
Front		Ventilated discs, 247mm diameter	
Rear		Drums, 200mm diameter	
Additional features		ABS, EBD	
SUSPENSION			
Front		MacPherson strut	
Rear		Torsion beam	
STEERING			
Type		Rack and pinion	
Ratio (:1)		16.5	
Turns lock to lock		3.3	
Min. turning radius - tyre (m)		4.73	
Additional features		Electric Power Steering	
TYRES AND WHEELS		STANDARD	OPTIONAL
Wheel size		14 x 4½J (steel)	14 x 4½J (alloy)
Tyre size		155/65 R14	155/65 R14
DIMENSIONS			
Overall length (mm)		3,405	

Overall width (mm)	1,615	
Overall height (mm)	1,465	
Wheelbase (mm)	2,340	
Front tread (mm)	1,420	
Rear tread (mm)	1,410	
Front overhang (mm)	645	
Rear overhang (mm)	420	
Interior length (mm)	1,758	
Interior width (mm)	1,375	
Interior height (mm)	1,245	
LUGGAGE COMPARTMENT		
Luggage capacity (l)	139	
Height (mm)	850	
Length (mm)	477	
Width (wheelhouse, mm)	510	
Loading height (mm)	767	
WEIGHTS		
Kerb weight (kg)	790-890	
Gross vehicle weight (kg)	1,180-1,245	
PERFORMANCE	5 M/T	5 MMT
Max speed (mph)	98	98
0-62mph (sec)	14.2	14.9
FUEL CONSUMPTION	5 M/T	5 MMT
Combined (mpg)	61.4	61.4
Extra urban (mpg)	68.9	68.9
Urban (mpg)	51.4	51.4
Fuel tank capacity (l)	35	35
CO₂ EMISSIONS (target)		
Combined (g/km)	109	109
Extra urban (g/km)	97	97
Urban	129	129

TOYOTA AYGO EQUIPMENT LIST

SAFETY	AYGO	AYGO⁺	SPORT
Driver and passenger airbag	✓	✓	✓
Front side airbags	x	✓	✓
ISO-FIX child seat fixings	x	✓	✓
Passenger airbag cut-off switch	✓	✓	✓
Driver's seatbelt reminder system, with buzzer	✓	✓	✓
Front seatbelts with pretensioners and force limiters	✓	✓	✓
Four three-point seatbelts with Emergency Locking Retractor	✓	✓	✓
ABS with EBD	✓	✓	✓
Minimum Intrusion Cabin Structure (MICS)	✓	✓	✓
Childproof rear door locks (five-door models)	✓	✓	✓
INSTRUMENTS & CONTROLS			
Instrument display unit mounted on steering column	✓	✓	✓

Tachometer	x	x	✓
Lights on audible warning	✓	✓	✓
Twin speed wiper with fixed intermittent control and mist function	✓	✓	✓
Electronic headlamp levelling	✓	✓	✓
COMFORT & CONVENIENCE			
Manually adjustable door mirrors	✓	✓	✓
Locking fuel filler cap	✓	✓	✓
Electric front windows	x	✓	✓
Stepless tilt adjustable steering column	✓	✓	✓
Accessory power socket in cabin	✓	✓	✓
AUDIO			
AM/FM RDS radio/CD player with two speakers	✓	x	x
AM/FM RDS radio/CD player with four speakers and two front tweeters	x	✓	✓
Auxiliary audio socket for portable equipment connection	✓	✓	✓
Roof-mounted aerial	✓	✓	✓
VENTILATION			
Ventilation system with four-speed fan function	✓	✓	✓
Air conditioning with pollen filter and air recirculation	x	Opt	Opt
SECURITY			
Transponder key engine immobiliser	✓	✓	✓
Remote central locking	x	✓	✓
Security window etching - linked to 24hr helpline	✓	✓	✓
Vehicle parts marking – major parts traceable to VIN	✓	✓	✓
Alloy wheels with locking wheelnuts	x	x	✓
STORAGE			
Three cupholders (two front, one rear)	✓	✓	✓
Centre console storage pocket	✓	✓	✓
Removable rear parcel shelf	✓	✓	✓
SEATING, UPHOLSTERY & TRIM			
Recline and slide adjustable front seats	✓	✓	✓
One-piece folding rear seat back	✓	x	x
50:50 split/fold rear seat back	x	✓	✓
Front seats with integrated head restraints	✓	✓	✓
Rear seats with detachable headrests	x	✓	✓
EXTERIOR & BODY			
Rear foglamp with auto-cancel function	✓	✓	✓
Front foglamps	x	x	✓
Full colour-keyed bumpers and	✓	✓	✓

corner protectors			
Colour-keyed door handles and mirrors	x	✓	✓
14-inch steel wheels with full wheelcaps	✓	✓	x
14-inch alloy wheels with locking wheelnuts	x	x	✓
Full-size spare wheel	✓	✓	✓
Metallic paint	x	Opt	Opt

TOYOTA AYGO OPTION PACKS

PACK	CONTENTS
Travel Pack	Glove box bag, trolley and backpack
Navigation Pack	Tom Tom Aygo navigation system with three-year package of warranty, map updates, installation and radio integration.