

This press pack accompanied the UK press launch of the Land Cruiser Amazon in December 1997. Changes to the model during its time on sale can be tracked using the Timeline on the Land Cruiser Amazon archive page. Further information about the Land Cruiser Amazon range can be obtained from the Toyota press office.

# LAND CRUISER AMAZON

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# 1. NEW LAND CRUISER AMAZON

## Key points

- Amazon is the name in the UK for the all-new Land Cruiser flagship
- Most reliable, comfortable, prestigious four-wheel drive vehicles on European market
- More spacious, technically advanced and safer than previous model
- Seats seven, all with head-restraints and three-point seatbelts
- All new 4.7 litre, V8 petrol engine produces 232bhp and 434Nm to give 109mph top speed and 0-62mph in 10.7 seconds
- 4.2 litre, six-cylinder turbo-diesel produces 201bhp and 430Nm to give 109mph top speed (auto) and 0-62mph in 13.1 seconds (auto)
- Permanent four-wheel drive, high and low ratio transfer gearbox with lockable centre and rear differentials
- Active suspension standard on VX. Controls ride height (+ or - 50mm) and damper forces. Automatic, or switchable for driver preference
- Front double wishbones for stability and steering control. Rigid rear axle with four link trailing arm location
- ABS and dual airbags
- Toyota Super Olefin Polymer (TSOP) in exterior plastics to aid recyclability
- 4-speed, electronically controlled automatic gearbox available on both petrol and diesel versions, 5-speed manual available on diesel version
- Length 4890mm (+70mm), width 1940mm (+10mm), wheelbase unchanged at 2850mm and track front and rear increased
- Passenger cabin 90mm longer, 70mm wider with increased shoulder and leg room (+70mm in the rear)
- Rear door openings increased by 40mm for easier access and saloon car-like comfort
- Alloy wheels, side steps and air conditioning standard on all models
- Four wheel drive models (not including pick-ups) account for 14.5 per cent of Toyota car sales in the UK
- Land Cruiser best-selling off-road brand in the world
- Land Cruiser first imported to the UK in 1975
- Aimed to take customers from luxury off-road and luxury saloon brands
- Optional parking distance sensors



## **Short Story**

### **Luxury and ability from all new Land Cruiser Amazon**

The new Land Cruiser Amazon is all new and will build on Toyota's worldwide reputation for off-road cars with rugged durability, but now with added luxury and refinement.

### **High, wide and handsome**

The dramatic and powerful exterior styling of the new Land Cruiser Amazon emphasises its rugged qualities, but also echoes the Land Cruiser family heritage. The broad bonnet and distinctive radiator grille are visual clues to the vehicle's origins while the clear glass headlamps and multi-reflector lenses are becoming a familiar Toyota trademark.

Aiming to take customers from the luxury saloon marques, the interior features high quality fittings, superbly comfortable seating, and car-like driving position. Standard equipment will include cruise control, remote central locking, electric windows, sophisticated audio equipment (radio/cassette plus 6 disc CD changer), sunroof (VX grade), air-conditioning, alloy wheels and side steps.

The Land Cruiser Amazon will seat seven adults in safety and comfort thanks to additional seating for two adults in the rear. Even with these removable seats fitted, there is ample luggage space for a family outing.

### **Powerful new engines**

Toyota has developed a new 4.7-litre V8 petrol engine producing 232bhp at 4,800rpm for this model. Equipped with a four-speed automatic gearbox, the new engine powers the vehicle to a potential top speed of 109mph with acceleration from rest to 62mph in 10.7 seconds, making the new Land Cruiser the most powerful and one of the fastest luxury four-wheel drive cars available.

The new V8 engine develops a maximum torque of 434Nm at 3,400rpm, but 90 per cent of this pulling power is available from just 2,000rpm making it smooth, powerful and effortless to use.

A new intercooled 4.2 litre turbo diesel engine will also be available. Based on the straight six cylinder engine fitted to the previous Land Cruiser Amazon, the engine is not only more powerful with 201bhp, but also smoother, quieter and more fuel efficient.

.../more

The turbo diesel model will be available with either a manual or automatic gearbox and all models will have permanent four-wheel drive with manual selection of high or low ratio transfer gears. Lockable centre and rear differentials add traction in off-road conditions.

### **On and off road handling**

The new Land Cruiser is designed to cope with off-road driving in the most arduous conditions but it does not sacrifice on-road handling and ride comfort in its quest for toughness.

The Land Cruiser Amazon has independent front suspension to give maximum high speed stability and positive steering control. The rear suspension is a strong, rigid axle with four link trailing arm location and coil springs.

An Active Height Control system is standard on VX. This hydro-pneumatic system provides better steering stability, ride comfort and flatter cornering, but can also be used to manually change ride height - higher for travelling over rough ground or lower for easier passenger access.

### **Active and passive safety**

The Land Cruiser's safety specifications match those of a modern luxury saloon. Active safety features include the precise steering control, four wheel anti-lock brakes and a hydraulic brake booster unit.

Front driver and passenger airbags are standard. All seven seats are equipped with headrests and full, three-point lap diagonal seatbelts. The front seatbelts are equipped with pre-tensioners and force limiters which control the pressure on the chest during an impact.

### **Land Cruiser heritage**

From its humble beginnings almost 50 years ago, the Land Cruiser has developed into one of the most enduring and sought after brand names in off-road driving. In the process, Toyota has become recognised as world leader in the four-wheel drive market.

The sector is one in which Toyota's unrivalled quality and reliability standards are truly put to the test. From Australia to Africa, Iceland to Indonesia, the Land Cruiser is the preferred choice of those whose lives depend on their vehicle. Land Cruiser accounts for 30 per cent of the sport utility market in Saudi Arabia and is a key supplier to the United Nations all across the globe. Down under, where over three-quarters of the SUVs sold are Toyotas; the Australians clearly wouldn't give a XXXX for anything else.

In the UK, Land Cruiser has become an increasingly popular choice since it first went on sale in 1975. In 1997, with both the Amazon and Colorado models, Land Cruiser accounted for 4,000 sales, or 5.5 per cent of Toyota's passenger car sales. Add in RAV4 - not a Land Cruiser, but certainly an inspiration and target for Toyota's four-wheel drive competitors - and that number reaches over 10,500 units sold in 1997 and 14.5 per cent of Toyota car sales. The total UK SUV market in 1997 was around 90,000 vehicles.

### **Toyota four-wheel drive UK sales history**

The first Land Cruisers were sold in 1975. In the following three years just over 200 were sold. Importation proper started in 1981 with the predecessor to the new Amazon. Sales were steady at a few hundred each year.

Then in 1988 Toyota introduced the second Land Cruiser model, the 70 series or Mark II. The lower price led to increased volume and both models complemented each other through the late Eighties and early Nineties until the economic recession and adverse currency exchange rates put pressure on the market.

TRACK FR 1620mm  
OVERHANG FR 890/940mm\*



1993 saw a third Toyota four-wheel drive model - the 4Runner - added to the range in the UK and combined sales showed another marked increase. However, the trend setting car was the RAV4 introduced in 1994, effectively doubling Toyota's four-wheel drive sales and creating a new market niche that continues to grow. In 1995 the RAV4 became Toyota's third best selling car with almost 7,000 units sold.

The growth of Toyota's four-wheel drive sales has continued since 1996 with the introduction of the Land Cruiser Colorado which superseded the 4Runner and Mark 2. The Colorado successfully meets head-on the Discovery, Cherokee and Shogun and in 1997 - its first full year of sales - achieved 60 % of RAV4 sales.

	L/C VX & AMAZON	L/C II	4RUNNER	RAV4	L/C COLORADO	TOTAL
1981	190					190
1982	331					331
1983	348					348
1984	264					264
1985	322					322
1986	250					250
1987	179					179
1988	230	722				952
1989	339	669				1,008
1990	463	559				1,022
1991	491	221				712
1992	583	274				857
1993	1,065	226	156			1,447
1994	1,127	130	851	1,648		3,756
1995	865	106	572	6,795		8,338
1996	911	7	195	7,548	859	9,520
1997	716			6,491	3,307	10,514
<b>Total</b>	<b>8,674</b>	<b>2,914</b>	<b>1,774</b>	<b>22,482</b>	<b>4,166</b>	<b>40,010</b>

(NB 234 VX were sold in 1975/76/78)

The forecast sales for 1998 are 650 units (a mix of old and new models) and 750 units in 1999. 1997 full year was 716 units.



### Specification, pricing and competition

The range comprises both petrol and diesel engines; two trim levels - GX and VX - and one, five-door body-style.

Toyota believes the new Amazon will compete against other four-wheel drive makes, but also luxury car brands of a similar price range. Whatever the shape of the competition, the new Land Cruiser offers a very high standard specification as well as value for money, important even in cars costing £40,000.

As the table below illustrates, the Land Cruiser has all the luxury items drivers of luxury saloons expect and more. Of course, one invaluable advantage is when the tarmac runs out the Land Cruiser goes on.

SPECIFICATION	LAND CRUISER AMAZON 4.7 VX	BMW 740i	MERCEDES S420	JAGUAR SOVEREIGN 4.0
On the Road Price	£43,970	£50,570	£60,540	£46,680
Automatic Transmission	✓	✓	✓	✓
Full leather upholstery	✓	✓	✓	✓
Climate control air condition	✓	✓	✓	✓
CD autochanger	✓	✓	X	✓
Electric sunroof	✓	✓	✓	X
Electric steering adj.	✓	X	✓	✓
Heated front seats	✓	X	✓	X
Headlamp washers	✓	✓	✓	X
3 year warranty	✓	✓	X	✓

Against more obvious four-wheel drive competition the Amazon also scores well with more standard equipment and very good value for money.

SPECIFICATION	LAND CRUISER AMAZON GX DIESEL MAN £36,790	RANGE ROVER 2.5 DT £38,950
Air Conditioning	✓	✓
Alloy Wheels	✓	✓
3 rows of seats	✓	X
CD audio	✓	£1,250*
Side Steps	✓	£337*
Heated front seats	✓	X
3 Year warranty	✓	✓
Rear differential lock	✓	X
Total	£36,790	£40,537

\* Price excludes fitting

SPECIFICATION	LAND CRUISER AMAZON VX DIESEL AUTO £44,990	RANGE ROVER 2.5 DSE £43,505
Air Conditioning	✓	✓
Alloy Wheels	✓	✓
3 rows of seats	✓	X
CD audio	✓	£1,250*
Side Steps	✓	£337*
Heated front seats	✓	✓
Active height susp.	✓	✓
Leather upholstery	✓	✓
Electric sunroof	✓	£1,050
Roof rails	✓	£410*
3 Year warranty	✓	✓
Rear differential lock	✓	X
Colour co-ordinated bumpers	✓	X
Wood trim	✓	✓
Total	£44,990	£46,552

\*Price excludes fitting

SPECIFICATION	LAND CRUISER AMAZON GX DIESEL MAN £36,790	RANGE ROVER 2.5 DT £38,950
Air Conditioning	✓	✓
Alloy Wheels	✓	✓
3 rows of seats	✓	X
CD audio	✓	✓
Side Steps	✓	£337*
Heated front seats	✓	✓
Active height susp.	✓	✓
Leather upholstery	✓	✓
Electric sunroof	✓	✓
Roof rails	✓	£410*
3 Year warranty	✓	✓
Rear differential lock	✓	X
Colour co-ordinated bumpers	✓	X
Wood trim	✓	✓
Total	£43,790	£51,197

\* Price excludes fitting

## **2. LAND CRUISER AMAZON - THE KING OF 4X4s**

- **New Land Cruiser Amazon keeps Toyota ahead in the 4x4 market**
- **More style, more comfort and more interior space**
- **New V8 engine offers most powerful Land Cruiser yet**
- **Turbo-diesel option for toughness and economy**
- **Independent front suspension offers excellent handling and ride comfort**
- **Twin airbags, anti-lock brakes, progressive front seat belts**

The new Toyota Land Cruiser Amazon has been styled and engineered to maintain the tradition of Land Cruiser as the most prestigious, most comfortable and most reliable 4x4 vehicle.

The distinctive, rugged image that has been carefully nurtured throughout the Land Cruiser's history has been developed into a progressive and innovative design. The key Land Cruiser characteristics of toughness, reliability and excellent performance - both on and off-road - remain unchanged.

But, in tune with the evolving demands of this market, the new Land Cruiser Amazon is more stylish, more spacious, more technically advanced, more comfortable to drive and safer. The all-new vehicle builds on the reputation and product strengths of the previous Amazon but updates and further improves them.

"We are confident that the new generation Land Cruiser Amazon is a vehicle that meets the demands of the customers of tomorrow," said Mr Masaaki Ito, chief engineer. "It will succeed to the crown of the king of 4x4s by offering prestige, outstanding durability, excellent performance and superb luxury and quality."

The launch of the Land Cruiser Amazon range in the large Sports Utility Vehicle market will give Toyota a unique product line-up in this important niche area and enable Toyota dealers to continue to expand their sales success across Europe. The Land Cruiser Amazon will sell alongside the medium-sized Land Cruiser Colorado and the popular RAV4.



Interior trim and equipment will match the market expectations with high quality fittings, comfortable seating, overhead console and the availability of equipment such as cruise control, active height control suspension and Skyhook TEMS (Toyota Electronic Modulated Suspension), air-conditioning, sophisticated audio equipment and electric-tilt and adjust steering column.

### **Exterior and interior styling**

The dramatic and powerful exterior styling of the new Land Cruiser Amazon emphasises its rugged qualities but also echoes the Toyota family heritage.

The on-road presence and refinement of the Land Cruiser Amazon is equally apparent from the interior design which blends the interior space of a large Sports Utility Vehicle with the comfort of a luxury saloon car. The cabin is longer and wider than the previous model with increased leg and shoulder room for both front and rear seat passengers.

The Land Cruiser Amazon will seat seven adults in safety and comfort thanks to the third row of seats in the rear. Even with these seats fitted there is ample luggage space for a full family outing.

### **Powerful engine options**

The Land Cruiser Amazon will be available with a choice of engines, the most sophisticated in the market, to suit all European driving conditions.

A powerful, new V8 petrol engine offers maximum performance with class leading economy and smooth, effective acceleration. This 4.7-litre, 32 valve engine develops a maximum 232bhp of power at 4,800rpm and has a maximum torque of 434Nm at 3,400rpm.

Available only with a four-speed automatic gearbox, it powers the Land Cruiser V8 to 62mph from rest in 10.7 seconds and gives the car a maximum speed limited to 109mph. Yet, thanks to sophisticated engine control systems, fuel economy is 17mpg on the combined cycle.



For even better economy and a more rugged driving style, the 4.2-litre, six cylinder turbo-diesel engine is the very latest version of the well proven diesel engine which powered the previous model.

An intercooler and high performance turbocharger have been fitted to improve power output while numerous detail changes, including electronic fuel injection, have further enhanced the engine performance. The maximum power available is 201bhp at 3,400rpm with torque increased to 430Nm at 1,400-3,200rpm.

The turbo-diesel powered Land Cruiser Amazon has a top speed of 105mph (109mph for the automatic) and the manual gearbox version will accelerate to 62mph in 13.6 seconds. In response to customer demand, an automatic gearbox option will also be available giving 0-62mph acceleration in 13.1 seconds.

Economy for the turbo-diesel Land Cruiser Amazon is quite remarkable for a car of this size and performance. The manual gearbox equipped model will return 25.4mpg on the combined cycle.

### **On and off road handling and ride comfort**

The new Land Cruiser Amazon has permanent four wheel drive with a high and low ratio transfer gearbox, designed to cope with off-road driving in the most arduous conditions. But it does not sacrifice on-road handling and ride comfort in its quest for toughness.

The Land Cruiser has independent front suspension for excellent ride comfort and a strong double wishbone design to give maximum high speed stability with positive steering control.

The rear suspension is a strong, rigid axle with four link trailing arm location and coil springs.

An active suspension system is standard in the UK on VX grade. This controls ride height and damper forces automatically to provide better steering stability, ride comfort and flatter cornering.

The height control can be manually adjusted to raise or lower the vehicle. The damper forces can also be adjusted manually to suit individual driving conditions.

### **Active and passive safety**

Customers for the Land Cruiser Amazon will expect the vehicle to match the safety specifications of a luxury saloon and they will not be disappointed. Active safety features include the precise steering control, anti-lock brakes on all four wheels and the hydraulic brake booster unit.

Dual airbags, for both driver and front seat passenger, are standard equipment. All seven standard seats are equipped with headrests and full, three-point lap and diagonal seatbelts. The front seatbelts are equipped with pre-tensioners and force limiters which control the belt pressure on the chest during impact.

Throughout the design and engineering process great care has been taken to create a strong, rigid chassis frame structure for both safety and excellent handling. Anti-corrosion processes and coatings ensure the new Land Cruiser Amazon will withstand the toughest working environment while the extensive use of Toyota Super Olefin Polymer (TSOP) in exterior plastic parts improves recyclability.

In its dual role as luxury saloon and large Sports Utility Vehicle, the new Toyota Land Cruiser Amazon can truly lay claim to the title: King of the 4x4s.

### 3. STYLED TO LEAD THE SPORTS UTILITY MARKET

- **New range with style and personality**
- **Rugged good looks for tough urban image**
- **Luxury saloon style interior and comfort**
- **Large Sports Utility to sell alongside RAV4 and Land Cruiser Colorado**
- **Toyota flagship in growing niche market**

The new Toyota Land Cruiser Amazon has been styled to reflect the demands of the next generation of Sports Utility customers. Already recognised for its outstanding off-road toughness and reliability, the Land Cruiser Amazon must also perform on the urban highway - offering stylish good looks, performance and passenger comfort.

The Land Cruiser Amazon sets out to appeal to the heart as well as the mind of the 4x4 buyer. For these customers the emphasis in the description 'Sports Utility Vehicle' has shifted away from Utility towards Sports. They are choosing a 4x4 as a leisure vehicle; often as an alternative to a luxury car or even a family MPV.

They need a practical car with plenty of interior space. They demand quality in design and build with high levels of specification and equipment as standard. Above all they are looking for refinement which reflects the status and success they have achieved.

Despite the desire for the rugged looks which characterise the Sports Utility market, Land Cruiser customers in Europe are almost as likely to live in the town as they are in the country. Just over a third of existing Land Cruiser Amazon owners hardly ever drive off-road but they do appreciate its reliability and reputation in more hostile driving environments such as Africa and Asia.



### **Rugged exterior sets the style**

The rugged good looks of the Land Cruiser Amazon sets the style for the rest of the car and are clearly evolved from previous models, though it is more rounded and more elegant. The new car is plainly spacious, tough and graceful.

The overall length of the Land Cruiser Amazon has been increased by 70mm over the previous model to 4890mm and the width is increased by 10mm to 1940mm. The wheelbase remains at 2850mm but both front and rear track have been increased, improving stability and creating extra interior space.

From the front, the massive bonnet and clear lateral radiator grille lines provide a solid and powerful view. The large headlamps with their distinctive two-stage, multi reflector lenses give the car character and help create the impression of a luxury saloon. This is followed through with the full, wrap-around bumper and integrated fog lights, taking the eye away from the centre line and towards the powerful, flared wheel arches.

The side view is equally dramatic with a single silhouette that sweeps from front to rear and a broad flank. The wheel arches are now an integral part of the body line and the broad rubbing strip, which is standard on all European models, creates a strong horizontal line.

The large glass area and wide doors - the rear door openings have been widened by 40mm - hint at the spacious interior. Green tinted thermal absorption glass is standard equipment. A full-length side step is standard, as are 16-inch alloy wheels.

Although the Land Cruiser Amazon will be available with swing-out rear doors in some markets, all European specification cars will come with the more prestigious split rear liftgate. The top half lifts up on fully damped and balanced hinges while the lower half swings down to reveal the spacious luggage area.

The lower tailgate is fully trimmed and provides a strong platform for loading heavy items or even family events such as a picnic. It is simple and convenient to use.



When closed the tailgate provides strong, safe protection for any passengers in the third row of seats. The design is integrated into the overall rear view with large rear combination lights which are clear and effective. The sweeping rear bumper is both a design characteristic and an effective functional trim while the high mounted stop light is neatly fitted into the rear roof panel.

### **Interior fit for the luxury market**

The interior design of the Land Cruiser Amazon has been created to appeal to customers for whom the Sports Utility Vehicle is an alternative to the large family car. It is spacious, comfortable and trimmed to the quality levels demanded by today's buyers.

The length of the passenger cabin has been increased by 90mm over the previous model while the cabin width is increased by 70mm. Shoulder room is also greatly increased while both front and rear seat passengers benefit from extra legroom. The front seat travel has been increased by 30mm and the rear seat legroom by 70mm.

The instrument panel and dashboard makes full use of the wide cabin space to sweep across in front of the driver and passenger. Main dials are gathered together in the clear instrument panel while the large centre cluster houses the audio unit, heater controls and minor switches.

The centre cluster continues down between the two front seats, incorporating the gearshift, cup holders and handbrake, before finishing in the first of several large and convenient storage boxes.

The doors are fully trimmed in a two-tone colour and the armrests and door pockets have been designed to reflect the flowing lines of other interior features. Electric power window switches (standard equipment) are neatly integrated into the armrests.

The rear quarter interior is neatly finished with a treatment that is both stylish and practical. Functional items such as cup holders, speaker grilles and ashtrays are carefully placed for ease of use and greater effectiveness.

The roof lining is made from non-woven cloth and, depending on specification, the Land Cruiser Amazon is equipped either with an electric tilt or slide glass 'moon' roof (VX models) or a large, roof storage console (GX models). Personal map reading lights and rear map lights are incorporated in both small and large consoles.

### **Colour schemes to suit**

The colours and materials chosen for the Land Cruiser Amazon reflect its position as the flagship of the Toyota Sports Utility Vehicle line-up. There are six exterior colours available, ranging from the traditional white and black through to the more sporting Red Mica and Dark Blue Mica.

### **A key model in the SUV market\***

Toyota has, until recently, been the only manufacturer to offer a model in all three segments of the Sports Utility Vehicle market with the RAV4 and the Land Cruiser Colorado selling alongside the Land Cruiser Amazon range.

Sports Utility Vehicles take a substantial niche within the European new car market with 340,000 units sold in 1997. This represents about 2.5% of the total European light vehicle market and it is thought that demand has now reached maturity. Further growth will come from new model introductions or the overall growth of the total market.

Toyota's share of the SUV market has grown dramatically since 1993 and received a major boost with the launch of the RAV4 in 1994. In 1997 Toyota took 13 per cent of the SUV market, making it the second biggest player after Land Rover.

The most important markets in Europe for Sports Utility Vehicles are the UK (90,000 units in 1997), Germany (73,000), Spain (51,000), Italy (35,000) and France (31,000).

In the large SUV market, where the Land Cruiser Amazon will compete with Range Rover, Nissan Patrol and Mercedes G-Wagen, Toyota took 12 per cent of a total 1997 market of around 25,000 units with the Land Cruiser Amazon series.

## **In the UK**

The big Land Cruiser was the first imported between 1975 and 1977. Regular imports recommenced in 1981 and sales ticked over quietly at a few hundred per year until 1993 and the introduction of the model previous to the new Amazon. Sales reached a peak of 1,127 in 1994 and in total over 8,300 have been sold in the UK.

In 1988 the Land Cruiser 70 series was introduced and sold nearly 3,000 by 1995, when it and the 4Runner - introduced in 1993 - were replaced by the Colorado. In 1997, the first full year of sales, the Colorado achieved 60% of RAV4 sales with just under 4,000 units. Competing squarely with Discovery and Shogun, Colorado brings the Land Cruiser brand to many more customers than ever before and complements the new Amazon in the 4wd market.

\* Figures above are based on NEWREG statistics and are subject to a max. standard error of 2%.



## 4. HIGH QUALITY INTERIOR AND EQUIPMENT

- **Interior comfort to match a luxury saloon**
- **Third seat row means space for seven adults**
- **Cruise control, central locking, electric windows**
- **Six speaker audio equipment as standard**
- **Sophisticated immobiliser for added security**

The interior of the new Land Cruiser Amazon is designed to offer the maximum comfort and convenience to the driver and passengers. Within its spacious cabin the Land Cruiser Amazon features almost all the luxury equipment now available to the buyer of prestige saloon cars, either as standard equipment or as an option.

This sense of luxury is enhanced by the high quality materials used in both the fittings and trim of the interior. Close attention to detail in reducing engine noise and body vibration ensures the Land Cruiser Amazon is quiet and comfortable on the open road too.

Although sitting higher off the ground than you would in a prestige saloon car, the Land Cruiser driver will immediately feel at home. The driving position is natural and all the main driving controls fall immediately to hand, thanks to ergonomic dashboard design.

The four-spoke steering wheel with airbag has a solid and sporty feel and, depending on specification, either tilts manually (GX) or is fitted with an electric tilt and telescope adjustment which has a memory (VX). On VX models, removing the ignition key causes the steering wheel to move up and away from the driver for easier access.



### **Seating to suit all families**

The seats themselves are large and comfortable for long distance drives but designed to hold the driver and passenger firmly in place when travelling off-road. Electric adjustment of both driver and front passenger seats is standard on the VX. Electrically adjusted driver's seat lumbar support and seat heaters for both front seats are standard on GX and VX models.

Wood trim is standard on all models while the VX has the added luxury of high quality leather trim to create a warm and welcoming ambience.

The standard, second row, rear seats have a 60-40 split and fold forward on a simple reclining mechanism to allow access to the third row. All three second row seats feature full lap and diagonal seat belts and are fitted with headrests for additional safety.

The third row of front facing seats provides extra space for two more adults and, once again, the seats are provided with headrests and full lap and diagonal seat belts. The two seats are separate and have reclining backs which can be folded flat across the seat cushion.

For additional luggage space, the third row seats can be completely folded away and strapped to the rear quarter panels or removed entirely and stored until needed. In addition, the rear visibility can be improved by changing the position of the luggage space. A tonneau cover is standard to provide extra security for luggage.

### **Equipment levels match the best**

The equipment levels on the Land Cruiser Amazon are clear from the moment you approach the car to find full central locking with remote.

Inside the Land Cruiser all four windows have electric power. The driver's window is equipped with one-touch control, up and down, with a safety 'jam-prevention' mechanism which reverses the window if it meets an obstacle.

There is also electric control of both the driver and passenger side external rear view mirrors. These mirrors are also electrically retractable to fold flat against the side of the car to reduce the overall width.

The heater control unit in the centre cluster offers precise temperature adjustment and fresh air flow using a switch while there is a separate heater system for rear seat passengers with controls conveniently situated on the back of the main centre storage box. An outside temperature gauge displays the ambient temperature on a panel in the centre cluster.

Air conditioning is standard on both GX and VX, and there are independent systems for the front and rear of the vehicle. For increased comfort rear seat passengers can regulate airflow in their area of the car independently of the front.

On the V8, petrol engined model the cruise control operates on the electronic throttle control while on the turbo-diesel engine the fuel injection system is adopted.

Two 12-volt auxiliary power sockets are provided one on the centre cluster and one in the rear quarter panel. These can be used to power car accessories such as mobile phones, cool boxes or vacuum cleaners.

Cup holders are provided for all three rows of passengers and there are numerous storage compartments, including a large glove box, overhead storage in the roof console, the two-stage console box and both front and rear door pockets.

### **Integrated audio equipment**

In keeping with its image as a prestige car the Land Cruiser Amazon is fitted with a fully integrated, six speaker audio system mounted in the centre cluster.

Speakers are mounted in all 4 doors (front, rear, left, right). In addition, 2 tweeters are located around both front door mirrors. The main radio aerial is fitted on the front wing, with a supplementary aerial for RDS reception etched on the rear quarter window.

The CD changer fits neatly into the centre console storage box where it is conveniently to hand. It is equipped with a six CD magazine.

### **Sophisticated immobiliser**

In order to improve security the Land Cruiser Amazon is fitted with an immobiliser system which cuts the fuel supply and ignition unless the correct ignition key is used. The system compares the identity code that is stored in the engine management system with a signal emitted from a transponder chip in the key itself. Unless the codes match the engine will not start.

## 5. SAFE AND STRONG FOR A TOUGH WORLD

- **Anti-lock brakes all round**
- **Driver and front passenger airbags standard**
- **Full seatbelts and headrests on all seats**
- **Pretensioners and force limiters for front seatbelts**
- **High strength steel body for maximum rigidity**
- **Soundproofing and foam sealing to reduce noise**

Toyota continues to put great emphasis on safety as a critical element of vehicle design and engineering. For the Land Cruiser Amazon, with its 'go-anywhere' image, safety means more than just the active and passive systems which are installed. A strong chassis and high strength sheet steel in the body contribute to a car which is tough, rigid and ready for the road ahead.

Active safety is an integral part of the Land Cruiser Amazon design with its independent front suspension and rack and pinion steering gear offering more precise handling and better ride than the traditional 4x4 solid front axle. Steering stability is good too with the car able to change direction smartly and safely even at high speed.

The braking system on the Land Cruiser Amazon has been designed to bring the car to a stop rapidly and smoothly, without the driver losing steering control. The brake master cylinder incorporates a hydraulically operated brake booster system which reduces pedal effort and stroke and improves feel during the braking operation.

A full, four wheel anti-lock computer is standard equipment, feeding information on wheel speeds back to the brake booster unit to control individual brake pressures. The system allows the driver to retain steering control and stability even in the most slippery and rugged conditions.



Large, effective disc brakes are fitted front and rear, and pad sizes have been increased over previous models to take account of the improved dynamic performance. At the same time, new style four-pot calipers have been used to reduce drag and improve fuel economy.

For night driving the powerful halogen headlamps ensure good vision at all times. The main and dip beam lamps are independent for maximum effect and precise focussing on potential hazards ahead.

### **Passive safety is built in**

With the Land Cruiser Amazon, driver and passengers are well protected by the on-board passive safety systems in the unfortunate event of an accident. There are twin airbags for the driver and front seat passenger fitted as standard equipment.

Front seat belts, which have height adjustable shoulder mounting points, are fitted with electric pretensioners and force limiters. These act in unison with the airbag to hold occupants firmly into their seats in the initial stages of an accident and then to limit the load on the occupant's chest - thus reducing the risk of injury caused by the seat belts themselves.

All three of the standard, second row, passenger seats are fitted with full, lap and diagonal, inertia reel seat belts and passive safety is further enhanced with three headrests. Seat belt adjustable anchors that can be set to 5 steps are provided as standard equipment.

The outer seat belt is fitted with a special mechanism which can lock the inertia reel to ensure a secure fit for an auxiliary child seat.

The third row of seats is equipped with full, lap and diagonal, inertia reel seat belts and headrests as standard.

In order to help prevent injury caused by intrusion of the steering column into the passenger cabin, the column is fitted with an energy absorbing plate and split bracket which are designed to operate in the event of an impact. A corrugated intermediate shaft shortens the length of the column during a collision.

Energy absorbing panels and plastic ribbing are fitted around the inner roof side rail and the window pillars to offer some protection against injury if the occupants' heads strike the pillars during a collision.

### **Strong, rigid body**

The body of the Land Cruiser Amazon is constructed largely from high strength steel sheet, chosen for its rigidity. Steel reinforcement along the doorsills, around the pillars and inner roof rails adds to this strength and improves handling both on and off-road.

The body side panels are now of a single pressing which improves corrosion resistance and appearance. Corrosion preventive steel sheets are used in critical areas to improve resistance to rust and ensure a long life.

A great deal of development has gone into reducing noise transmission and vibration through the body with asphalt sheet layered on the cabin floor and silencer material applied to the engine and transmission areas etc. Foam seals in the pillars, roof rails, sills and across the windscreen header also reduce vibration and wind noise.

Wind noise has also been reduced around the front pillars through careful design of the rain gutter, outside mirror and both the windscreen and rear quarter window are flush fitting.

### **Careful with the environment**

Toyota acknowledges the need to reduce the environmental impact of its cars not only during their life but also during manufacture and when they are scrapped.

The new Land Cruiser Amazon features extensive use of Toyota Super Olefin Polymer (TSOP) in plastic parts for areas such as front and rear bumpers and side mouldings etc. TSOP is easily recycled and can be used several times over in plastic parts without a reduction of quality or appearance.

## 6. POWERFUL ENGINES FOR DRIVING PLEASURE

- **Excellent performance both on and off-road**
- **New 4.7-litre V8 petrol engine is most powerful yet**
- **Tough turbo-diesel for power and economy**
- **Choice of automatic or manual diesel**
- **Permanent 4wd for maximum grip and safety**

The Land Cruiser Amazon is a car that is designed to give driving pleasure whether it is being used in town, on the open road or across country. The drive train is the most advanced available in the sports utility market with powerful engines matched to smooth transmissions and a sophisticated, permanent four wheel drive.

With a choice of petrol or turbo-diesel engines, the Land Cruiser Amazon offers performance to match many prestige saloons and handling to satisfy the most demanding driver. Economy is good too, matching or beating most other models in the class while offering better in-gear acceleration and throttle response.

### **New V8 petrol engine**

The all-new 4.7-litre V8 petrol engine which has been developed for the Land Cruiser Amazon is the most powerful engine yet fitted in the Land Cruiser range and is notable for its dynamic performance and quiet operation.

Designated 2UZ-FE, the engine is a short stroke, double overhead camshaft unit with a displacement of 4664cc. Cylinder dimensions are 94mm bore by 84mm stroke. The camshafts are belt driven and there are four valves per cylinder.

The engine develops a maximum of 232bhp at 4,800rpm and 434Nm of torque at 3,400rpm but, thanks to its flat torque characteristic, has around 90 per cent of this figure available from 2,000 to 4,200rpm. As a result the V8 engine has lively throttle response and good acceleration at almost all engine speeds.



A direct ignition system, which eliminates the need for a distributor, improves overall reliability and ignition timing accuracy. The system provides eight ignition coils, one for each cylinder, which are integrated into the spark plug cap. Iridium tipped plugs are used.

The ignition timing, based on various engine sensors, is controlled by the central engine ECU which also monitors the electronic fuel injection and the electronic throttle control (ETCS-i).

Unlike a conventional throttle, where the valve opening is determined by the accelerator pedal, this makes use of a throttle control motor. The motor reacts to ECU sensor inputs and can take account of operating conditions to provide smoother throttle control, more accurate idle speed and cruise control.

Low speed engine torque has been improved by increasing the length of the intake manifolds and the engine output in medium to high speed operation is improved by variable valve timing in the exhaust system. This valve, operated by exhaust pressure, also helps reduce engine noise at lower rpm.

Equipped with the 4.7-litre V8 engine and a four speed automatic gearbox, the Land Cruiser Amazon is limited to 109mph and will accelerate to 62mph in 10.7 seconds; performance which convincingly beats other vehicles in the large Sports Utility class. Fuel economy is 17mpg on the combined cycle and 12.6mpg on the urban cycle.

### **Tough turbo diesel**

The turbo-diesel engine option in the Land Cruiser Amazon range is the latest development of the well proven 4.2-litre direct injection engine which was available in the previous model. In tune with the philosophy of enhanced driver enjoyment, performance has been improved by increasing the power output but harmful emissions are down and fuel economy is up.

The 1HD-FTE engine is a six cylinder, in-line unit with a displacement of 4164cc. Each cylinder has a bore of 94mm and a stroke of 100mm. The four valves per cylinder are operated by a single overhead camshaft, which is belt driven, and rocker arms.

Power has been increased by the fitting of an intercooler and a new, high performance turbocharger as well as a newly designed high pressure fuel injection pump. The engine now develops a maximum 201bhp at 3,400rpm and the maximum torque of 430Nm at 1,400-3,200rpm is available across virtually the entire engine speed range.

The turbo-diesel engine is controlled by a sophisticated Toyota Computer Control System (TCCS) which monitors a wide range of engine functions in order to provide both high performance and fuel economy. These functions include fuel injection timing and quantity, exhaust gas recirculation, idle speed, intercooler operations, the cruise control and the engine immobiliser.

The 4.2-litre turbo-diesel engine is available with either the automatic or manual gearbox. Top speed of the Land Cruiser Amazon with the turbo-diesel engine is 105mph (109mph for the automatic) and acceleration to 62mph with the manual gearbox takes 13.6 seconds (13.1 seconds for the automatic).

Fuel economy is excellent for such a high performance engine with the manual gearbox option offering 25.4mpg on the combined cycle and 20.2mpg on the urban cycle. Figures for the automatic gearbox are 22.4mpg and 17.9mpg.

### **Smooth, four-speed automatics**

There are two automatic gearboxes available on the Land Cruiser Amazon, both providing smooth, four speed gear shifting. The A343F gearbox is fitted with the V8 petrol engine while the A442F, modified from the previous Land Cruiser, is mated to the six cylinder turbo-diesel.

Both gearboxes are electrically controlled and have two possible shift patterns depending on driving style. The most appropriate shift pattern is selected by the engine and gearbox control units based on signals received from remote sensors.

Both gearboxes have been specially adapted with new planetary gears and torque converters to accommodate the high torque output of these engines. Shift shock has been reduced through the use of solenoid valves to control the line pressure and fuel injection volume is momentarily reduced during gearchanges to improve shift quality.

A three position switch, installed on the centre console, can be used by the driver to select the gearbox mode.

In power mode the gearbox will hold onto gears for longer and will kick-down more readily for high performance motoring. In second start mode the Land Cruiser Amazon will automatically start moving off in second gear to reduce wheel slip.

An 'overdrive-off' switch is incorporated into the shift lever and prevents the gearbox changing up into the overdrive, fourth gear.

### **Five speed manual gearbox**

The turbo-diesel engine is also available with a five speed manual shift, the H151F. This is based on the same manual gearbox fitted to the previous model but it has been uprated to cope with the increased torque of the engine. The actual shift feel has been improved also.

### **Full time 4wd**

The Land Cruiser Amazon uses a permanent four wheel drive system which provides the maximum grip and safety under all driving conditions, on and off-road. The HF2A transfer box has high and low ratios which can be selected by a shift lever placed next to the main gearshift.

In slippery conditions the centre differential can be locked manually, using a switch on the centre cluster, or is automatically locked when the transfer box is shifted into low ratio. A safety override prevents operation of the diff lock at speed. A rear differential lock, operated by a dashboard switch, is standard.



## **7. HANDLING THE ROUGH AND THE SMOOTH**

- **Fully independent front suspension**
- **Strong, solid beam rear axle**
- **Precise steering and brakes**
- **AHC (active height control suspension)  
and Skyhook TEMS (Toyota Electronic Modulated Suspension)**

Although the Land Cruiser Amazon is capable of crossing some of the most difficult terrain in the world, many Land Cruiser owners only occasionally drive off-road. For them it is the Land Cruiser's ability to provide a quiet, comfortable ride in everyday motoring that is most important.

So, while sacrificing none of its off-road ability, the Land Cruiser Amazon has been designed with front and rear suspension that will absorb the worst pot-holes of the urban highway and give this sports utility vehicle handling and ride comfort characteristics close to a saloon car.

For the ultimate in ride comfort, Active Height Control (AHC) and Skyhook TEMS are standard on the VX grade and optional with GX. This controls ride height and damper forces automatically by using sensors which detect the vehicle's operating conditions and the bumpiness of the road.

The height control can be manually adjusted to raise or lower the vehicle in three positions. The damper force of each position can be automatically adjusted by selecting optimum force from four settings.

### **Independent front suspension**

The Land Cruiser Amazon has fully independent front suspension which allows better ride and more precise steering on road. Wheel stroke is the best in the class resulting in superior off-road drivability.

Front wheel location is by double wishbone arms and telescopic dampers with a torsion bar spring. The torsion bar design not only creates a very compact suspension, it also allows for the long stroke wheel travel.

In order to avoid contact with the ground the torsion bar is positioned above the frame side rails and the body undershield.

### **Strong rear suspension**

The solid rear axle of the Land Cruiser Amazon has been derived from the unit fitted to previous models though detailed development of mountings, bushes and damper and spring rates has resulted in improved steering stability and ride comfort.

Axle location is by four trailing arm links and a lateral rod. There are separate coil springs and semi-inclined dampers with a rear anti-roll bar. Stroke has been increased by 15mm to improve off-road performance.

### **AHC and Skyhook suspension**

The active suspension system incorporates both a height control and a damping force control to significantly improve control, comfort and convenience.

The vehicle height adjustment system maintains a constant vehicle height regardless of the load conditions such as the number of occupants or weight of the cargo. The system can be manually controlled to adjust ride height. Vehicle height can be increased by around 50mm for improved drivability over rough ground or reduced by 50mm for easier access.

The Land Cruiser Amazon has a speed sensing function which adjusts the height in accordance with the vehicle speed. The height will return to the 'normal' position from 'low' at speeds above 3mph and from 'high' above 18mph.

The height control switch is located in the gearshift lever console and a height indicator is incorporated into the main meter panel.

The active damping force control is based on the 'Skyhook' theory of suspension design. This proposes a theoretical suspension system where the body of the vehicle is suspended by the damper from a fixed point. Beneath the vehicle, the shock absorber absorbs any surface bumps allowing the vehicle body to travel at a constant height.

In practice, the control works by rapidly changing damper forces to minimise body movement. Front and rear wheels are controlled independently to keep the body flat and there is also an anti-roll function which minimises body roll during cornering.

The suspension system is speed sensitive, with stiffer damping as vehicle speed increases and incorporates anti-dive and anti-squat control to improve stability under hard acceleration and braking.

The damper settings can be adjusted manually and the control switch provides four stage adjustment of settings from a soft "comfort" through to hard "sport" range.



## LAND CRUISER AMAZON

DIMENSIONS AND CAPACITIES		5 DOOR
Length		4890mm / 4940mm*
Height	(+ 40mm with roof rail)	1880mm / 1850mm**
Width		1940mm
Wheelbase		2850mm
Track	FR	1620mm
	RR	1615mm
Overhang	FR	890mm / 940mm*
	RR	1150mm
<b>Interior Room Dimensions</b>		
Length		1805mm / 2505mm***
Height		1145mm / 1150mm****
Width		1620mm
Ground Clearance		220 (RR. Axle)
Minimum Kerb Weight		2260kg (Petrol) / 2650kg (Diesel)
Gross Vehicle Weight		3260kg
Towing Capacity		3500kg
Approach Angle		34°
Departure Angle		26° / 23°**
Climbability		45°
Fuel Tank Capacity		96l. / 21.1 gal.
Coefficient of Drag		0.4

\* with winch

\*\* with AHC (Active Height Control suspension)

\*\*\* with 3rd row of seats

\*\*\*\* with moonroof

PETROL ENGINE	
Engine Type	2UZ-FE
No of Cylinders & Arrangement	8-cylinder, V Type
Valve Mechanism	32-valve DOHC, Belt & Gear Drive
Block Material	Cast Iron
Head Material	Aluminium Alloy
Bore & Stroke	94 x 84mm
Displacement / Capacity	4664cc
Compression ratio	9.6:1
Fuel Injection Type	Electric Fuel Injection (EFI)
Ignition System	Built in ignition coil
Octane Rating	95 Ron or more
Max. Output	232bhp (173kW) / 4800rpm
Max. Torque	434Nm / 3400rpm

DIESEL ENGINE	
Engine Type	1HD-FTE
No of Cylinders & Arrangement	6-Cylinder, In-Line, DI Intercooler Turbo
Valve Mechanism	24-valve OHC, Belt drive
Block Material	Cast iron
Head Material	Cast iron
Bore & Stroke	94 x 100mm
Displacement / Capacity	4164cc
Compression ratio	18.8:1
Fuel Injection Type	Distributor Type
Ignition System	Compression ignition Toyota Direct Ignition System (TDI)
Octane Rating	48 or more
Max. Output	201bhp (150kW) / 3400rpm
Max.Torque	430Nm / 1400 – 3200rpm

TRANSMISSION			
Transmission Type	Full Time 4-wheel drive		
Gearbox Type	H151F 5-Speed Manual / A343F Petrol R151F 5-Speed Manual / A442F Diesel Automatic Transmission		
Gear Ratios 5-speed manual			
1 <sup>st</sup>	4.081		
2 <sup>nd</sup>	2.294		
3 <sup>rd</sup>	1.490		
4 <sup>th</sup>	1.000		
5 <sup>th</sup>	0.881		
Reverse	4.313		
Gear Ratios 4-speed automatic	Petrol	Diesel	
	2.804	2.950	
1 <sup>st</sup>	1.531	1.530	
2 <sup>nd</sup>	1.000	1.000	
3 <sup>rd</sup>	0.753	0.765	
4 <sup>th</sup>	2.393	2.678	
Reverse	1.000 / 2.488		
Transfer Gear ratio H4/L4	Petrol A/T	Diesel M/T	Diesel A/T
Diff. Gear Ratio – Front / Rear	4.300 / 4.300	3.909 / 3.904	4.100 / 4.100

SUSPENSION	
Front	Independent Double-Wishbone with stabiliser
Rear	4-Link with Lateral Rod and stabiliser

STEERING	
Steering Gear Type	Rack & Pinion
Steering Gear Ratio	19.8
Power Steering Type	Integral Type
Min. Turning Circle	5.9 metres

BRAKES		
Type	Front	Ventilated disc with four-piston opposed calipers
	Rear	Ventilated disc
Parking Brake Type		Drum
Brake Booster Type & Size		Hydraulic
Proportioning Valve Type		P & B Valve

WHEELS & TYRES	
Tyre Size	275 / 70R16

PERFORMANCE			
	Petrol	Diesel	
	A/T	M/T	A/T
Max. Speed mph	109	105	109
Acceleration 0-62mph	10.7 sec	13.6	13.1
0-400m	18.6 sec	19.0	19.0

FUEL ECONOMY (93/116 EC HOMOLOGATION DATA)			
	Petrol – 2 UZ-FE (4 A/T)		
Economy (mpg)			
Urban	12.6		
Extra-urban	21.2		
Combined	17.0		
CO2 emission g/km	405		
	Diesel – 1HD-FTE		
Economy (mpg)	5 M/T	4 A/T	
Urban	20.2	17.9	
Extra-urban	30.1	26.2	
Combined	25.4	22.4	
CO2 emission g/km	292	340	



EQUIPMENT LIST	GX	VX
3-point ELR seat belts	S	S
4-beam halogen headlights, where high and low beams are allocated independently	S	S
4-spoke leather steering wheel with airbag	S	S
ABS	S	S
Accessory power outlet – 12V	S	S
Active Height Control Suspension (AHC) + Sky-Hook TEMS	O	S
Climate-control air conditioning	S	S
Alloy Wheels	S	S
Back door child protector	S	S
Cruise control	S	S
CD auto changer in centre console with magazine accommodating 6 CD's	S	S
Dial-type heater control panel	S	S
Driver & passenger SRS airbags	S	S
Electric winch	O	O
Electrically adjustable front seats with driver's side memory function	O	S
Electrically driven tilt & telescopic steering column with memory	O	S
Fog lights integrated into front bumper	S	S
Front and rear cup holders	S	S
Front seat belts with 5 step adjustable anchors	S	S
Front seats with pretensioner and force limiter mechanism	S	S
Head impact protection for front seats and first rear row	S	S
Headlamp cleaners	S	S
Headlamp levelling	S	S
Heated and retractable door mirrors	S	S
Hydraulic Brake Booster Unit with ABS	S	S
Independent Front Suspension (IFS)	S	S
Leather upholstery	O	S
Outside temperature display	S	S
Parking sensor	O	O
Power windows with auto-up-and-down + jam prevention (driver only)	S	S
Rear door child lock	S	S
Remote central locking with alarm	S	S
Roof rails	O	S
Side protection mouldings	S	S
Side Steps	S	S
Sunglasses holder	S	S
Tilt-and-slide type moon roof with jam prevention function	O	S
Tonneau cover	S	S
Toyota satellite navigation	O	O
Wood trim	S	S

S = Standard O = Option

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