

Toyota to unveil long list of vehicles at Joburg Motor Show

Toyota South Africa Motors will celebrate the return of the Johannesburg Motor Show with its biggest ever presence at the event and will boast the longest list of new and previously unseen vehicles yet to be displayed by the company, including concept vehicles.

"The long-awaited return of the Johannesburg Motor Show is welcome news for the industry as a whole, as it gives us the opportunity to showcase our newest vehicles and to showcase South Africa as an important hub in the international automotive industry," said Dr Johan van Zyl, president and CEO of Toyota South Africa Motors and managing officer of Toyota Motor Corporation.

Toyota's main exhibit in Hall 6 is evidence of this fact and will boast the longest list of new and previously unseen vehicles yet to be displayed by the company. The vehicles will include new introductions, such as the FJ Cruiser, and several concept vehicles that signal the company's future intentions for southern Africa.

A new growth phase entered

"Toyota South Africa Motors has entered a new growth phase, which started with the introduction of the exciting new Toyota FJ Cruiser recently," said Dr Van Zyl. "This will soon be followed by several other new models and culminate in the Johannesburg Motor Show, where several previously unseen models will be on display."

Toyota's participation in the Johannesburg Motor Show will not be limited to its new vehicle display in Hall 6, or that of sister companies Lexus (Hall 6) and trucking heavy weight Hino (Hall 5). The company will also display its extensive range of off-road-ready Land Cruiser, Hilux and Fortuner models at the 4x4 track, while using its Urban Trax display to give enthusiasts the opportunity to experience these vehicles.

International Barcode of Life project

It will be Toyota's 4x4 vehicles that will be sent from the Johannesburg Motor Show with a large group of South African and international scientists to the most remote parts of South Africa as part of the international iBOL project. This project, called International Barcode of Life, seeks to collect and document the DNA of all living animal and plant species to help research, nurture and protect the world we live in. The ceremonial send-off is planned for 8 October at the show.

The Johannesburg Motor Show will also be host to the final round of Toyota's Corolla Master Driver competition, in which several media groups and their readers compete in a range of driving tests to be crowned the Toyota Corolla Master Driver. This competition, which is planned for 15 October, will have one lucky reader win a brand new Toyota Corolla Sprinter.

Bespoke rear-wheel-drive sports car slayer

Toyota is also planning on unleashing the Aygo Crazy, a bespoke rear-wheel-drive sports car slayer, on the handling track at the Corolla Master Driver competition.

The Johannesburg Motor Show will be held at the Johannesburg Expo Centre from 6 to 16 October, with the show opening to the public from 8 October. Entrance costs R80 for adults, R20 for children aged between six and 12 and entrance is free for children under that age.

For more information, go to www.jhbmotorshow.co.za or www.toyota.co.za.

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