

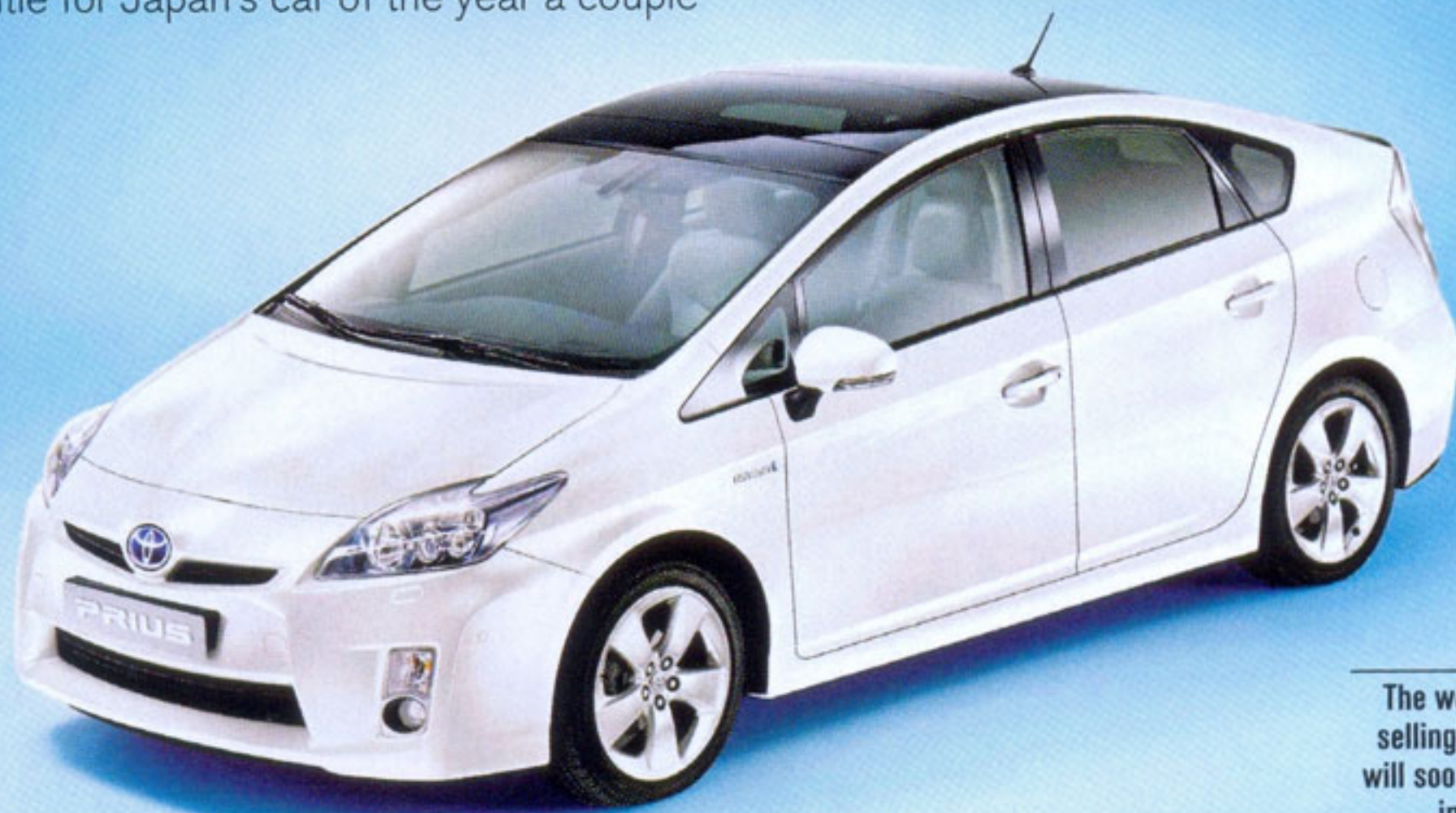
TOYOTA GOING GREEN

Plans to bring in the Prius, a low cost car as well as a sub-Innova people carrier

INDIANS SEEM TO LOVE TOYOTA SUVs. The Qualis was a huge success story and so is the Innova. The recently launched Fortuner is also receiving rave reviews. Toyota is aiming at further widening its product portfolio with the launch of its small car early 2010. It would add to their sales volume followed by Prius, a dual powertrain equipped hybrid vehicle which has a 1.8-litre four cylinder petrol mill putting out 98bhp along with an electric motor powered by a battery pack which takes the combined power output to 134 horses. Both these vehicles would be showcased at the 2010 Auto Expo. It should be noted that the Prius is the world's best selling hybrid car and also managed to clinch the title for Japan's car of the year a couple

of days back. Expect a pricing of above Rs 20 lakh in India due to the high import duties.

Senior executives at Toyota have also confirmed their plans to launch a second people mover after the Innova in India. The new vehicle would be priced in the Rs 6 to 8 lakh bracket. Toyota is said to be developing an all-new model which should go on sale in the next two years. The company will play safe with the new model so as to not affect its elder sibling's sales. It is expected to be a five to six seater with a sub 2.0-litre oil burner. It is not known if Toyota is considering the Avanza, that it sells in South-East Asia for India but it seems to be a viable option right now.



The world's best selling hybrid car will soon be on sale in India