



TOYOTA

Radical thinking for urban living





The incredible iQ by Toyota

Compact and nippy for whizzing around town, yet so spacious it seats up to 4 people. And with excellent driving performance, low emissions and a targeted 5-star safety rating, you'll see what we mean by Toyota 'radical thinking'. If there is one thing this innovative urban car doesn't have room for, it's compromises.

What's made the iQ great?

Before setting out to design this unique car, we listened to the needs of the urban driver. To meet these specific demands, we had to challenge the rules of traditional car engineering. It's all part of Toyota's Kaizen philosophy of continuous improvement. Thanks to Japanese innovation and space-saving engineering, we have created an ingenious and exciting car that's perfect for the urban environment.

Space and the power of innovation

Space is at a premium in every city, yet we give you plenty. Although the iQ only measures 2,985 mm, the interior has been tailored to offer room for up to 4 people. We've maximised the sense of space without increasing the overall length, thanks to innovations like a flat petrol tank, sliding seat configuration and the asymmetric dashboard.

A newly developed differential allows short front overhangs and gives the passengers more room inside the cabin. The under bonnet area is more compact, so the wheels can be placed at every corner of the car, instead of reducing the cabin space. This also explains the iQ's characteristically chunky stance on the road.

Traditionally, fuel tanks take up a lot of space in a car, so we've found a way to design a flat tank, which saves space without compromising performance.



We haven't reinvented the wheel but challenged its traditional design. As a result, the steering wheel shaft is angled to give the driver more legroom. And to save space on the centre console, the steering wheel has been fitted with audio controls, so you can choose your favourite track without taking your eyes off the road.

We've also created a new asymmetric dashboard with a step-like structure to give front passengers more room inside the

cabin. By pushing the passenger seat forward towards the windscreen, we were able to increase the shoulder-to-shoulder distance between driver and front passenger.

Should you need more luggage space, you can always fold the 50:50 split rear seats flat. This gives you room for two people and bags for the weekend. There's even a secret tray below the rear seat to neatly store items.

Comfort shouldn't be luxury

Comfort is big in this small urban car. That's why we designed extra comfy front seats with a slim back to create more legroom for the rear passengers. We've even examined and re-engineered the air conditioning unit to reduce its size without sacrificing performance. The iQ may look small, but it certainly doesn't feel that way. Acoustic glass, sound-insulating body, solid doors and manual air conditioning, traditionally reserved for the 'big' saloons, all feature as standard.

Get ready to move in

Inside or outside, fresh and funky design is an iQ trademark. The spacious interior sports a rich chocolate-plum coloured trim, complementing the asymmetric dashboard and the unique V-shaped centre console. Here, state of the art technology meets premium quality with leather steering wheel and gearshift in the signature plum colour as standard.

Proud to be different

The iQ measures just under 3m, yet there's nothing cute and sweet about this confident urban dweller. The robust design and firm stance, complete with 5-spoke 15" alloy wheels, point to the iQ's excellent performance on the road. Drive it manually or choose the innovative CVT automatic transmission – you'll enjoy the iQ every step of the way. As you'd expect, we've fitted this new Toyota with a low emission engine, and fuel consumption is also kept to a minimum.



Greetings from Tokyo

The V-shaped centre console is another example of inspired Japanese thinking. This sleek focal point on the asymmetric dashboard houses the radio and CD player, air vents and LCD temperature control, plus air conditioning controls.

As safe as houses

The new Toyota iQ proves that small does not have to be basic. Thanks to its innovative and robust safety cell, the iQ is designed to meet the maximum 5-star EURO NCAP requirements. A whole range of innovative safety features including Electronic Brake Force Distribution

(EBD), Vehicle Stability Control and Traction Control (VSC/TRC), as well as a staggering 9 airbags ensure you're always well protected.

Specifications

ENGINE	1.0 litre
Transmission	Manual or CVT
Capacity (cc)	996
Provisional performance figures	
CO ₂ (g/km)	99 (M/T), 112 (CVT)
Fuel consumption MPG	63 (target M/T)



Compact, yet full of state of the art quality, comfort and technology

Main features

- 15" alloy wheels
- Privacy glass
- Heated, electric door mirrors
- Colour-keyed door mirrors
- Side turn indicators on outer door mirrors
- Colour-keyed bumpers
- LED stop lamp
- Manual air conditioning
- Radio, CD, 6 speakers inc. MP3 readability & aux-in
- Leather steering wheel with audio switches
- Leather shift knob
- Tilt & power steering
- 9 Airbags
- ABS with Brake Assist
- EBD (Electronic Brake Force Distribution)
- VSC/TRC
- Power door lock
- Keyless entry
- Power windows
- Toneau cover

Premium pack

- Automatic air conditioning
- Smart Entry (boot & doors)
- Push start
- Rain sensors
- Dusk sensors
- Electric retractable, heated door mirrors
- Electrochromatic rear view mirror
- Front fog lamps
- High gloss 15" alloys
- Darkened bi-halogen headlamps
- Chrome rear light clusters

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For more information and the latest iQ video go to Toyota.co.uk/iQ

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