

iQ



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Unique thinking by Toyota.

The challenges of urban life constantly inspire fresh and radical ideas that can surprise and astound.

Toyota have designed a car with true flexibility and groundbreaking technology.

Meet the unique iQ.



Not just another small car, anybody can do that.

We've ripped up the rule book and challenged every tiny detail of an established four-seater vehicle.

There's intelligence in every millimetre. In fact, the list of iQ design innovations is probably longer than the car itself.

"Despite being less than 3m long, the iQ is a work of genius, big enough for three six-footers."
What Car?

Revolutionary agility and manoeuvrability with a 3.9m turning circle – it can almost turn on itself.



The iQ provides a truly economic drive. The flat fuel tank is one of many innovations that help lighten the overall body weight and streamline the aerodynamics to provide incredibly low fuel consumption.

“A bit of Mini cheek matched with the modernity and rationality of a Smart – except better than both.”
Top Gear magazine.





Peace of mind x 9. Each of the 9 airbags has been strategically positioned to provide protection from every angle. The rear window curtain airbag is the first of its kind.

It adds up to a 5-star Euro NCAP rating, remarkable for a car of this size.



Sophisticated, sure-footed handling that feels like you're driving a bigger, more expensive car.

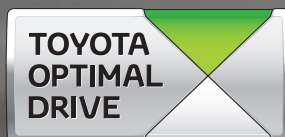
Nimble and easy to park in town, the iQ also remains incredibly capable and refined when you head for the motorway.



Toyota Optimal Drive

Innovative environmental solutions deliver reduced fuel consumption and CO₂ emissions as low as 99 g/km without compromising on performance.

Choose the iQ³ and benefit from Stop and Start technology that automatically switches off your engine when stationary – seamlessly restarting the moment you engage the clutch. Feels good, saves fuel.





Toyota Optimal Drive

1.0 litre

Petrol
VVT-i
5-speed manual

Fuel consumption: up to
64.2 mpg

CO₂ emissions
99 g/km

Acceleration
14.7 secs
0-62 mph

— Available on iQ & iQ²

1.0 litre

Petrol
VVT-i
MultiDrive

Fuel consumption: up to
58.9 mpg

CO₂ emissions
110 g/km

Acceleration
15.3 secs
0-62 mph

— Available on iQ & iQ²

1.33 litre

Petrol
Dual VVT-i
6-speed manual

Fuel consumption: up to
57.6 mpg

CO₂ emissions
113 g/km

Acceleration
11.8 secs
0-62 mph

— Available on iQ³

1.33 litre

Petrol
Dual VVT-i
MultiDrive

Fuel consumption: up to
54.3 mpg

CO₂ emissions
120 g/km

Acceleration
11.6 secs
0-62 mph

— Available on iQ³

Ingenious design and groundbreaking use of space.



The glovebag illustrated is an optional accessory.



Main features

- 15" alloy wheels – 175/65R15
- Privacy glass and tonneau cover
- Colour-keyed, heated door mirrors with integrated turning signal
- Colour-keyed bumpers with corner protection moulding
- 9 SRS airbags
- VSC+ (Vehicle Stability Control+) and TRC (Traction Control)
- ABS (Anti-lock Braking System) with BA (Brake Assist) and EBD (Electronic Brake force Distribution)
- Manual air conditioning
- 6-speaker Radio/CD player with MP3, WMA readability and aux-in
- Leather steering wheel with audio switches
- Tilt-adjustable steering wheel
- Electric power steering
- Leather gear knob
- Trip computer
- Power door locks and keyless entry
- Electric windows
- Driver's seat height adjustment

Grey interior available with the following exterior colours: White Pearl, Tyrol Silver, Eclipse Black, Island Blue and Burnt Orange.

iQ²

iQ² offers even more.



Main features (additional to iQ)

- 15" high gloss alloy wheels – 175/65R15
- Climate-controlled air conditioning
- Darkened bi-halogen headlamps
- Colour-keyed, electrically retractable, heated door mirrors with integrated turning signal
- Front fog lamps
- Chrome rear light inserts
- Smart Entry and Start System
- Rain-sensing wipers
- Dusk-sensing headlamps
- Electrochromatic rear-view mirror

Optional

- Kuru 'Black' or Kobe Plum leather trim
- Satellite navigation

Option packs

- iStyle pack
- iSports pack
- iUrban pack

Grey interior available with the following exterior colours: White Pearl, Tyrol Silver, Eclipse Black, Island Blue and Burnt Orange.

The glovebag illustrated is an optional accessory.

iQ³

The ultimate iQ.



- Main features (additional to iQ³)**
- 1.33 litre Dual VVT-i engine, exclusive to iQ³
 - 6-speed manual transmission or MultiDrive
 - Stop & Start technology*
 - 16" alloy wheels (175/60R16)
 - Chrome finish wing mirrors

- Optional**
- Kuru 'Black' or Kobe Plum leather trim
 - Satellite navigation

- Option packs**
- iStyle pack
 - iSports pack
 - iUrban pack

* 6-speed manual transmission only.
Plum interior available with the following exterior colours:
Decuma Grey, Chillii Red and Deep Amethyst.
The glovebag illustrated is an optional accessory.

Wheels

iQ's distinctive form is reflected clearly in the contemporary wheel design.



15" alloys – iQ
175/65R15



15" high gloss alloys – iQ²
175/65R15



16" alloys – iQ³
175/60R16

Trims

The ultra-slim seat backs assist in freeing up additional passenger space. And for iQ² and iQ³ the Kobe Plum or Kuru 'Black' leather options will complement an already unique interior.



Ginza Black cloth
(standard)



Kobe Plum leather*
Available with Decuma
Grey, Chilli Red and
Deep Amethyst



Kuru 'Black' leather*
Available with White Pearl,
Tyrol Silver, Eclipse Black,
Island Blue and Burnt Orange



* Optional for iQ² and iQ³. Must be specified when ordering vehicle. Door inserts remain fabric when the leather option is fitted.

Colours

Eight colours to suit your style...



1G3 Decuma Grey*
(exclusive to iQ³)

070 White Pearl*

3P0 Chilli Red

9AH Deep Amethyst*

209 Eclipse Black*

8T7 Island Blue*

1F7 Tyrol Silver*

4R8 Burnt Orange*

* Metallic paint.

Option packs

iQ Option packs have been conceived to help you customise your car.

iSports

The aesthetic of power and performance – with a real sense of attitude. The rear skirt with aerodynamic roof spoiler combines with the highlight of a chrome exhaust pipe finisher to reflect Toyota's famous sporting heritage.

- 01 Rear skirt
- 02 Roof spoiler
- 03 Chrome exhaust pipe finisher



iUrban

Protect the interior of your iQ with tailored carpet mats and the reversible velour/rubber boot mat. And park with ease with the 4-sensor Toyota Parking Assist.

- 04 Rear parking sensors
- 05 Carpet/rubber reversible boot mat
- 06 Carpet mats

Please order Option packs when ordering your vehicle.



Option packs

iStyle

True style is in the detail. The rear chrome garnish and eye-catching chrome side sills add subtle touches of flair, further enhancing the iQ's distinctive appeal. Brushed aluminium scuff plates complete the urban sophistication.

- 01 Brushed aluminium scuff plates
- 02 Chrome side sills
- 03 Rear chrome garnish
- 04 Chrome finish front fog lamp surrounds*

* iQ² and iQ³ only.



Accessories

Those extra touches

What's so important about Toyota accessories is that they have been designed by Toyota especially for Toyota cars. Installation is easy. Integration is perfect. Every last detail has been considered to produce a co-ordinated yet highly individual appearance.

Audio & technical

Digital Audio Broadcast (can be fitted with TNS510)
HomeLink® (black, grey or ivory)
iPod® integration kit (can only be fitted with TNS510 Satellite Navigation)
Rear-view camera
Toyota navigation system, TNS510 (must be specified at time of ordering vehicle)

Exterior styling

Chrome finish front fog lamp surrounds

Interior styling

Alloy pedals (manual transmission only)
Footwell illumination
Leather handbrake
Scuff plates, illuminated
Gear shift knob 5 M/T – black with metal insert (manual only)
Gear shift knob CVT – black with metal insert

Protection

Mud flaps
Rubber floor mats (set of 4 plus rear insert)
Side protection mouldings
Toyota Parking Aid System TPA400 (in matching body colour)

Safety

Child restraint seat Babysafe Plus G0+, birth to 13 kg (approx. up to 15 months)
Child restraint seat Duo Plus G1+, 9 to 18 kg (approx. 8 months to 4 years)
First aid kit
ISOFIX base adapter
Kid – seat belt fix
Kidfix – G2+3 15–36 kg (approx. 3 years to 12 years)
Reflective jacket
Warning triangle

Storage

Glovebag

Wheels

15" Fuji alloy wheel, anthracite, natural or sterling silver
15" Suzuka alloy wheel, anthracite, natural or sterling silver
Locking wheel nuts

Wheels

Two 15" designs, the Suzuka and the Fuji, in three different colours.



01 15" Fuji – natural alloy



02 15" Fuji – sterling silver



03 15" Fuji – anthracite



04 15" Suzuka – natural alloy



05 15" Suzuka – sterling silver



06 15" Suzuka – anthracite



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Technical & audio

The technology in iQ accessories always has meaning and relevance. You love music, so what could be better than playing your iPod® through the iQ's audio. And then of course there's navigation. Getting anywhere is so much easier with the innovative TNS510 to guide you.



01 HomeLink®

Enables you to operate up to three home automation systems such as garage doors, drive gates and security lighting from inside your car.

02 iPod® integration kit

Connects your iPod® via the iQ's navigation system so you can play your whole music library through the car speakers.

03 DAB

Upgrades your iQ audio to receive digital audio broadcasts. (Must be fitted with TNS510 satellite navigation.)

04 TNS510

Easy-to-use full map navigation for the entire European mapped road network. (Must be ordered at time of ordering vehicle.)



TNS510 navigation system

Touch screen controls and a 5.8" screen make the TNS510 incredibly easy to use. Directions are in full map colour graphics, including lane guidance, synchronised with voice commands. You get ultra-fast route calculations, a destinations memory and Dynamic Route Guidance* to help avoid traffic problems.

The system comes complete with an integral radio, a WMA/MP3 compatible CD player, iPod® compatibility, Bluetooth® streaming and comprehensive connectivity including a USB slot. (Must be ordered at time of ordering vehicle.)

* Dynamic Route Guidance depends on the availability of Traffic Message Channel radio broadcasts.

Protection

The Toyota parking aid system will help you protect your iQ by guiding you into the tightest of spaces. When reversing, the in-cabin alarm grows louder the closer you get to the obstacle. The four rear sensors are colour matched to the bumper.



Safety

Children are surely the most precious cargo you'll ever carry. Be assured. With Toyota ISOFIX child restraint seats your younger passengers will travel in safety and comfort wherever you go.



Toyota ISOFIX
For maximum safety, Toyota ISOFIX child restraint seats have a simple push-click operation to lock the seat into your iQ's rear ISOFIX bars and so anchor it directly to the car body. An integral top tether increases stability by helping to prevent the seat tipping forward.

01 Babysafe restraint seat
Comfort and protection for babies from birth up to around 15 months (to 13 kg).

02 Duo Plus ISOFIX restraint seat
For children of between 8 months and 4 years (approximately 9 to 18 kg).

03 Kid restraint seat
Height adjustable for children between 3 and 12 years (approximately 15 to 36 kg).

Specifications

ENVIRONMENTAL PERFORMANCE	1.0 litre VVT-i 1NR-FE		1.33 litre VVT-i 1NR-FE	
	5 M/T	M/D	6 M/T	M/D
Fuel consumption (EU directive 80/1268/EEC as last modified by directive 2004/3/EC)				
Combined driving (mpg)	64.2	58.9	57.6	54.3
Urban driving (mpg)	55.4	47.1	48.7	44.1
Extra urban driving (mpg)	70.6	67.3	64.2	62.8
Recommended fuel grade or higher	95 unleaded petrol or higher	95 unleaded petrol or higher	95 unleaded petrol or higher	95 unleaded petrol
Fuel tank capacity (litres)	32	32	32	32
Carbon dioxide, CO₂ (EU directive 80/1268/EEC as last modified by directive 2004/3/EC)				
Combined driving (g/km)	99	110	113	120
Urban driving (g/km)	117	136	134	147
Extra urban driving (g/km)	90	96	101	104
Exhaust emissions EC WVTA (EU directive 70/220/EEC as last modified by directive 2003/76B/EC)				
Euro class	Euro 5	Euro 5	Euro 5	Euro 5
Carbon monoxide, CO (g/km)	0.14	0.19	0.30	0.21
Hydrocarbons, HC (g/km)	0.03	0.04	0.03	0.04
Nitrogen oxides, NOx (g/km)	0.02	0.02	0.02	0.01
Noise (drive-by) (EU directive 70/157/EEC as last modified by directive 2007/34/EC)				
dB(A)	67.3	70.2	69.5	68.6

The fuel consumption and CO₂ values of your vehicle may vary from those measured. Driving behaviour as well as other factors (such as road conditions, traffic, vehicle conditions, installed equipment, load, number of passengers, etc.) play a role in determining a car's fuel consumption and CO₂ emissions.

ENGINES	1.0 litre VVT-i 1NR-FE		1.33 litre VVT-i 1NR-FE	
	5 M/T, M/D		6 M/T, M/D	
Available with	iQ, iQ ²		iQ ³	
Number of cylinders	3 in line		4 in line	
Valve mechanism	12 valve DOHC chain drive with VVT-i		16 valve DOHC chain drive with VVT-i	
Fuel system	Electronic fuel injection		Electronic fuel injection	
Displacement (cc)	998		1329	
Bore x stroke (mm)	71.0 x 83.9		72.5 x 80.5	
Compression ratio	10.9 : 1		11.5 : 1	
Maximum output (DIN hp)	68/6000		98 DIN hp (73/6000)	
Maximum torque (Nm/rpm)	91/4800		125/4400	

PERFORMANCE	1.0 litre VVT-i 1NR-FE		1.33 litre VVT-i 1NR-FE	
	5 M/T	M/D	6 M/T	M/D
Maximum speed (mph)	93	93	106	106
0-62 mph	14.7	15.3	11.8	11.6
Drag coefficient	0.299	0.299	0.299	0.299

BRAKES	iQ	iQ ²	iQ ³
	Front – ventilated discs 255 mm	●	●
Rear – solid discs 259 mm	●	●	●

SUSPENSION		
	Front	MacPherson strut system
Rear	Torsion beam	

● = Standard



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Specifications

DIMENSIONS	Length	Width	Height	Wheelbase
Exterior dimensions				
Overall (mm)	2985	1680	1500	2000
Front tread (mm)			1480	
Rear tread (mm)			1460	
Front overhang (mm)			530	
Rear overhang (mm)			455	
Turning circle (m)			3.9	

	Length	Width	Height
Interior dimensions			
Overall (mm)	1435	1515	1145
VDA luggage capacity, rear seat up (litres)			32
VDA luggage capacity, rear seat down (litres)			238



● = Standard – = Not available M/T = Manual transmission M/D = MultiDrive Widths shown do not include door mirrors.

WEIGHTS	1.0 litre VVT-i 5 M/T	M/D	1.33 litre VVT-i 6 M/T	M/D
Kerb weight (kg)	845	860	930	930
Gross vehicle weight (kg)	1210	1210	1270	1270

TYRES AND WHEELS	iQ	iQ ²	iQ ³
15" alloys (175/65R15)	●	–	–
15" high gloss alloys (175/65R15)	–	●	–
16" alloys (175/60R16)	–	–	●

Equipment

EXTERIOR	iQ	iQ ²	iQ ³
Outer door mirrors heated and colour-keyed	●	–	–
Outer door mirrors, coloured, heated & electrically retractable	–	●	●
Chrome finished wing mirrors	–	–	●
Side turn indicators on outer door mirrors	●	●	●
Painted bumpers with corner protection moulding	●	●	●
LED stop lamp	●	●	●
Rain sensing wipers	–	●	●
Dusk sensing headlamps	–	●	●
Electrochromatic rear-view mirror	–	●	●
Front fog lamps	–	●	●
Darkened bi-halogen headlamps	–	●	●
Chrome inserts on rear lights	–	●	●
Rear privacy glass	●	●	●

Equipment

COMFORT	iQ	iQ ²	iQ ³
Manual air conditioning	●	–	–
Climate-controlled air conditioning	–	●	●
Leather steering wheel with audio switches	●	●	●
Leather shift knob	●	●	●
Tilt & power steering wheel	●	●	●
Gear shift indicator (M/T) & Eco Driving Indicator (M/D)	●	●	●
Power door lock	●	●	●
Keyless entry	●	●	●
Electric windows	●	●	●
Tonneau cover	●	●	●
Rear seat tray	●	●	●
Smart Entry (driver, passenger, boot)	–	●	●
Smart Start	–	●	●
Driver's seat height adjustment	●	●	●

INFORMATION AND AUDIO	iQ	iQ ²	iQ ³
Multi-information display: audio, average speed, clock, outside temperature, current and average fuel consumption	●	●	●
Radio, CD, 6 speakers including MP3, WMA readability with aux-in	●	●	●
Satellite navigation	–	○	○

SEATS	iQ	iQ ²	iQ ³
Kuru 'Black' or Kobe Plum leather seats	–	○	○
Rear seat headrests	●	●	●
Rear seats 50:50 split/folding	●	●	●

● = Standard ○ = Optional – = Not available M/T = Manual transmission M/D = MultiDrive

STORAGE COMPARTMENTS	iQ	iQ ²	iQ ³
Front cup holders (1) and utility space (console storage tray)	●	●	●
Front pockets and bottle holders	●	●	●

SECURITY	iQ	iQ ²	iQ ³
Immobiliser Thatcham Category II approved	●	●	●

SAFETY	iQ	iQ ²	iQ ³
Active			
ABS, EBD and BA	●	●	●
VSC+ and TRC	●	●	●
Passive			
Body shell with high-tensile steel elements	●	●	●
Side impact beams	●	●	●
SRS front airbags: driver and passenger	●	●	●
SRS curtain shield airbags: driver and passenger (front and rear)	●	●	●
Driver's SRS knee airbag	●	●	●
Seat cushion airbag: passenger	●	●	●
Large side airbags: driver and passenger	●	●	●
SRS rear window curtain shield airbag	●	●	●
Front passenger airbag switch-off	●	●	●
Seat belt warning: driver, passenger and rear occupants	●	●	●
Front seat belts: 3-point ELR with pre-tensioners and force-limiters	●	●	●
Rear seat belts: 3-point ELR	●	●	●
Whiplash Injury Lessening (WIL) concept seat: driver and passenger	●	●	●
ISOFIX child restraint system	●	●	●

Glossary

Discover more about the iQ's technology.



Toyota Optimal Drive

Toyota Optimal Drive means reduced CO₂ emissions, better fuel economy and enhanced performance. It marks the beginning of a new generation of power train technologies, engineered to save you money. It means you no longer have to give up performance to benefit from lower CO₂ and improved economy.



MultiDrive

The new MultiDrive continuously variable transmission provides smoother gear shifts to enhance driving pleasure, reduce CO₂ and improve fuel economy. It continuously monitors performance, selecting the best gear ratio. It maximises available engine torque without unnecessary acceleration, and limits uphill and downhill shifts to achieve optimum engine brake force.



Full Supplement Restraint System (SRS)

The iQ is fitted with nine SRS airbags, including the unique rear window curtain shield airbag. The driver's and front passenger's (twin chamber) inflatable SRS airbags have proximity sensors and a rate of impact sensor that ensure proper deployment to help prevent injuries.

There are also SRS side airbags for the front seats, and SRS curtain shield airbags covering both the front and rear seats.



Euro NCAP

An independent assessment programme that evaluates the safety performance of new cars. Vehicles are awarded a score from one to five stars. Categories assessed are adult occupant protection, child occupant protection, pedestrian protection and safety assist.



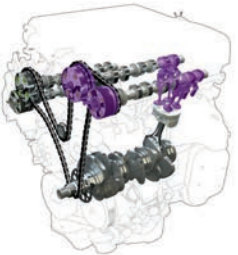
Vehicle Stability Control+ (VSC+)

VSC+ prevents loss of car control in certain situations. For example when entering a bend too fast and encountering slippery conditions that could cause a skid. Sensors around the car monitor wheel rotation, brake pressure and car movement. If the system calculates the driver is about to lose control of the car, various stability and safety systems are applied to an appropriate degree. In a skid, for example, it will apply a suitable level of braking and adjust steering torque to help the driver regain control.



Brake Assist (BA)

BA automatically supports emergency braking if the brakes are applied quickly but without sufficient pressure on the pedal. It does this by measuring how fast and how hard the brake pedal is depressed and then, if appropriate, increasing braking force. The timing and degree of assistance reflects your own braking action: when you ease the pressure on the pedal, BA similarly reduces the amount of assistance.



Variable Valve Timing – with intelligence (VVT-i)

Precise petrol engine technology that balances optimised driving pleasure with low fuel consumption and low emissions. VVT-i refers to the engine's ability to alter the timing of the intake valve opening.

This means that valve timing is optimised for any driving condition, reacting instantly to the demands made on the engine.

1.0 litre – due to Variable Valve Timing the compact and lightweight three-cylinder petrol engine delivers 69 DIN hp and 93 Nm of pulling power at 3600 rpm, ultra-low fuel consumption of 65.7 mpg and CO₂ emissions of 99 g/km.

1.33 litre – for the 1.33 litre engine, dual VVT-i and high flow intake valve parts are used to achieve top-level dynamic performance – 98 DIN hp and 125 Nm torque – excellent refinement and fuel economy of 58.9 mpg for the 6-speed manual transmission with CO₂ of 113 g/km.



Anti-lock Brake System (ABS) with Electronic Brake force Distribution (EBD)

ABS helps you maintain control by electronically balancing the braking force between all four wheels to match the level grip of each one. EBD complements this by optimising brake force distribution between each wheel. Together the two systems help prevent the wheels from locking, and allow you to steer around obstacles as you halt.



Whiplash Injury Lessening (WIL)

Front seats are designed to help reduce whiplash, lessening the impact on the neck in the event of a collision from the rear at low speeds.



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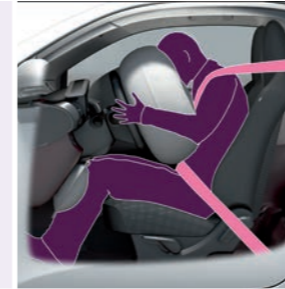
Glossary

Discover more about the iQ's technology.



Rain sensing wipers

The automatic rain sensor instantly sets the appropriate wiper speed and intervals for you.



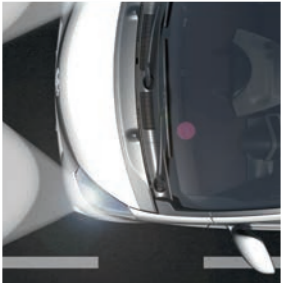
Pre-tensioners and force-limiters

Integral to the front seat belts, pre-tensioners and force-limiters are designed to help avoid injuries to the chest area.



Smart Entry and Start System

Instead of a conventional key the Smart Entry and Start System features a transmitter that allows you to unlock the doors by simply touching the handle or start the engine at the touch of a button. All you need to do is carry the Smart Entry key in your pocket or handbag.



Dusk sensing headlamps

The dusk sensor detects light levels and automatically switches on the headlights when the light is low.



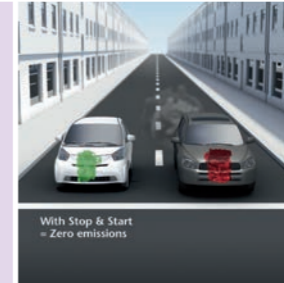
Electrochromatic mirror

A specially designed rear-view mirror that detects any intense glare from cars behind you, automatically darkening the mirror surface accordingly.



Eco Driving Indicator

This system informs the driver as to whether the accelerator pedal is being operated in an environmentally friendly manner by illuminating the Eco Driving Indicator light, helping to increase fuel economy (MultiDrive transmission only).



Stop & Start System

Our latest Stop & Start technology automatically stops the engine when your vehicle is stationary. Zero emissions, zero noise and vibration. It restarts seamlessly the moment you engage the clutch, with no delay in power. Feels good, saves fuel. In urban conditions this feature can help reduce fuel consumption by up to 15%.



ISOFIX seat fixing

The iQ incorporates special anchor points – including a top tether that helps prevent the seat tipping forward – for a safe and convenient way of correctly securing ISOFIX child seats (available from your Toyota Centre).



Traction Control (TRC)

If you accelerate too hard and cause the drive wheels to lose grip and begin spinning, TRC will instantly reduce engine power and control brake force to help restore traction.



Gear shift indicator

A light display system that prompts gear shifts and recommends shift intervals to help reduce fuel consumption and emissions (manual transmission only).



Front and rear suspension

The combination of a MacPherson strut at the front, and a newly developed compact rear torsion beam suspension at the rear, offers outstanding stability and handling for added control and confidence in all driving situations.

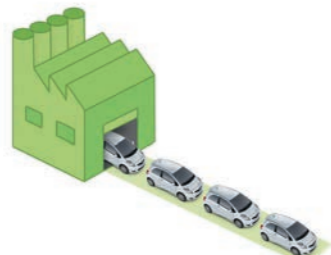
Toyota and the environment



Designing your car

To achieve lower emissions and greener vehicles on the way toward the ultimate eco-car, it is essential to measure progress. Toyota has therefore developed its Ecological Vehicle Assessment System, or ECO-VAS. This is a comprehensive approach to assessing a vehicle's whole life cycle in terms of its impact on the environment, starting at the early stage of development, before the vehicle is actually built.

The environmental impact of the iQ 1.0 litre petrol compared to an equivalent model is demonstrated through the complete life cycle with 21% CO₂ (Carbon dioxide) reduction, 12% NO_x (Nitrogen Oxide) reduction, 17% NMHC (Non-Methane Hydrocarbons) reduction and 19% SO_x (Sulphur Oxide) reduction.



Making your car

During the production of your vehicle every effort is made to reduce the effect of the manufacturing process on the environment.

Since 2002 the environmental impact of manufacturing has continuously reduced, resulting in a 14% reduction in CO₂ emissions, 14% reduction in water consumption and 39% reduction in volatile organic compounds. Waste disposed of at cost was also reduced by 3%. By implementing additional measures at the Takaoka manufacturing plant, such as reducing the length of the painting line and eliminating the primer drying process, the overall CO₂ emissions in the production process reduced additionally by approximately 4%.

All our manufacturing operations meet Environmental Management System ISO 14001, a green standard we are proud of.



Getting vehicles and parts to you

We are always looking to employ the most efficient and environmentally friendly logistical and delivery methods. For instance, modes of transport with the least environmental impact are selected wherever possible.



Selling and servicing your car

We take great pride in demonstrating the benefits of driving eco-cars to each of our new customers. Every opportunity is then taken to raise awareness of their ongoing responsibility towards the environment when servicing and driving their car.



Minimise & Maximise



The end of the road for your vehicle?

Our environmental policy means that we offer Toyota drivers new and innovative ways of returning their old car. For more information visit: www.toyota.co.uk/environment or contact your local Toyota Centre.

In the design phase Toyota aims for cleaner engines. Thanks to Toyota Optimal Drive we are achieving even more. Every component is optimised to save weight and space, reduce friction or simply work more efficiently.



Drive thoughtfully

Drive your car in the right way and you could reduce your fuel bill and your CO₂ emissions by around 30%.

01. Remove any extra weight and roof load.
02. Plan your route and avoid detours.
03. Avoid using your car for short journeys.
04. Check your tyre pressure regularly.
05. Service your car according to the owner's manual.
06. Shift up gear earlier.
07. Only use air conditioning when necessary.
08. Follow and anticipate traffic flow.
09. Keep your windows closed.
10. Switch off your engine if you have to wait longer than 60 seconds.

Owning an iQ

Owning an iQ means you enjoy the peace of mind afforded by Toyota's global reputation for quality and integrity.

On the day you purchase your iQ, your Toyota Centre will present you with the 'iQ Passport'. It's a guide to getting the best out of your iQ and its comprehensive range of features. Of course, your Toyota Centre will explain the iQ to you in detail – and always be available should you require any assistance.

Intelligent design

The iQ is designed and engineered to minimise the maintenance overhead. There are fewer parts that require servicing and those that do are inherently durable to extend service intervals. Equally important is that iQ technology is made easily accessible so that maintenance labour time can be minimised. These features combine with the highly competitive pricing of Toyota parts to ensure the lowest cost of maintaining your iQ in an ideal working condition.

Toyota quality service

Your Toyota Centre will talk you through the iQ 'Health and Safety' maintenance programme. The programme is very straightforward and designed for your convenience. In effect, your iQ needs a full Health and Safety check, dependent on driving style and conditions, up to once every two years or 20,000 miles

(whichever comes sooner). An intermediate Health and Safety check is necessary every year or 10,000 miles (whichever comes sooner).

Toyota genuine parts

The iQ is designed to minimise the cost of accident repair. Energy-absorbing elements are built into the bumpers, expensive-to-replace parts are located away from damage zones, and commonly damaged body parts are bolted rather than welded. As a result, the extent of damage is limited and damaged parts are easy to remove, replace or repair. Ultimately, this means very low parts and labour charges.

Toyota accessories

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. Tailor-made for your Toyota, they fit perfectly and add a personal touch of style, comfort or practicality. And because they've been tested under the most severe conditions, you can have complete confidence in their reliability and durability. To add to the reassurance, every genuine Toyota accessory has up to a 5-year warranty when purchased together with the vehicle*.

Club Toyota

When you buy a Toyota you automatically become a member of Club Toyota, for 12 months free of charge. This entitles you to take advantage of a host of benefits including free Roadside Assistance in the UK and Europe, specially negotiated rates for travel insurance, a 5% discount off Toyota Motor Insurance, plus exclusive offers and promotions through our quarterly customer magazine. For further information please call 0844 701 6200 or visit toyota.co.uk/club

Toyota Accident Assistance

At Toyota, we believe that our customers deserve the best possible care. Therefore if you are involved in an accident, one call to Toyota Accident Assistance will get you back on the road again, whilst we take care of liaising with your insurer and arranging for your car to be repaired. By making us your first call, we will ensure your vehicle is repaired by Toyota to factory standards, meaning no compromise to your warranty or residual value.

* Check with your Toyota Centre for specific warranty details.



Customer services

Toyota Motor Insurance

Toyota Motor Insurance is available for Toyota owners at competitive premiums. To obtain details of the benefits included and to arrange a quotation, please contact your local Toyota Centre or call 0800 350 500.

Toyota Fleet

Toyota Fleet provides complete business solutions for companies that run a fleet of vehicles. For more information on how Toyota Fleet can deliver your fleet requirements either contact your local Toyota Centre or the Toyota Fleet Business Centre on 0845 271 2712.

5-Year Toyota Warranty

Every new Toyota comes with a five-year/100,000-mile* manufacturer's warranty (covering your car against the unlikely event of a manufacturing defect causing a mechanical fault). For full details, please ask your official Toyota Centre or visit www.toyota.co.uk/5yearwarranty

Rust and paint defects The warranty also covers surface rust and paint defects appearing on any of the painted body panels as a result of a fault in materials for a period of three years, regardless of mileage.

Corrosion cover The warranty offers 12 years' coverage, regardless of mileage, against perforation of the bodywork (from inside to outside) that develops due to corrosion caused by faults in materials or workmanship.

Extended Warranty

After the initial warranty period has ended, you can extend your warranty until the vehicle is seven years old – choosing from a range of packages to suit your vehicle and your needs. All of our warranties cover the main component parts of the vehicle[§], meaning that you pay for nothing beyond routine servicing and maintenance, so there are no unexpected bills to pay.

Toyota Approved Used Car Scheme

All Toyota Approved Used vehicles come complete with a pre-delivery inspection, a mileage check, 12 months' warranty, breakdown cover, Club Toyota membership[°] and a 30-day vehicle exchange plan.

Recycling Toyota End-Of-Life Vehicles

We offer a free vehicle take back scheme through our appointed service provider, Autogreen. This is a new and innovative way for Toyota drivers to return their vehicle at the end of its life for dismantling and recycling. For more information about End-Of-Life Vehicles please refer to www.toyota.co.uk/environment

* Whichever comes first.

[§] With the exception of batteries, corrosion of exhaust and damage or wear to the interior. Please refer to our Terms and Conditions for full details.

[°] Except on non-Toyota vehicles.

Flexible Finance from Toyota Financial Services

When choosing your new car you will make sure you choose the right model, the right specification and the right colour to suit you. Choosing how you finance your car is just as important.

Our range of finance plans has been designed with simplicity in mind to make funding your car as easy as driving it. All our plans offer easy budgeting and peace of mind and **AccessToyota** brings these and other benefits together in one flexible package.

AccessToyota is a finance plan that puts you in control. You don't have to worry about finding a large deposit as you agree the amount of deposit that you want to pay and choose your repayment term from 2 to 3 years.

What makes **AccessToyota** different is that Toyota Financial Services (TFS) give your vehicle the security of a guaranteed future value (GFV) which is your optional final payment, deferred to the end of the agreement. Affordable monthly payments are yours to enjoy as your repayments are based on the vehicle selling price less your deposit and the GFV/optional final payment, plus the cost of borrowing.

In addition, you can have reassurance against the risk of a fall in used car prices, knowing the minimum amount your Toyota will be worth at the end of your agreement is guaranteed at TFS.

Then when your agreement comes to an end you have three flexible choices:

- Part exchange your vehicle for a brand new Toyota
- Pay your final payment (the GFV) and take full ownership of the car*
- Simply hand the car back with nothing more to pay[§]

Ask your Toyota Centre to show you how **AccessToyota** could be the best choice for you.

Flexible Finance for all Toyota customers

Whatever your needs, to complement **AccessToyota**, TFS has a full range of finance options to offer. From traditional Hire Purchase to Contract Hire and Leasing. Whether you're a private motorist with a fixed monthly budget in mind or a business customer looking for VAT-efficient funding options, just discuss your individual requirements with your Toyota Centre. They will be pleased to show you how convenient and competitive Toyota Financial Services can be.

Toyota Financial Services, Great Burgh, Burgh Heath, Epsom, Surrey, KT18 5UZ.

Finance subject to status to over 18s only. Indemnities may be required. Terms and conditions apply. Toyota Financial Services is authorised and regulated by the Financial Services Authority. Toyota Financial Services, Great Burgh, Burgh Heath, Epsom, Surrey, KT18 5UZ.

* On payment of the option-to-purchase fee.

[§] Subject to mileage and fair wear and tear conditions being met. TFS is authorised and regulated by the Financial Services Authority.

If you would like to experience the unique iQ, or for more information, please contact your local Toyota Centre or visit our website

toyota.co.uk/iq



ALWAYS A
BETTER WAY

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