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OCTOBER 1993



AERODYNAMITE!

THE CAR IN FRONT IS A  TOYOTA

LONDON MOTOR SHOW 1993

October 21st - 31st

This year, Toyota will be making a huge impact at the London Motor Show. They will do this with the launch of five exciting new models and the largest number of model refinements ever, together with increased safety features and a publicity campaign that literally stands out from the crowd.

STANDING OUT FROM THE CROWD

The Cromwell Road display site in London's Earls Court is the UK's prime poster site offering a chance to be creative and do something really special. Naturally for the car in front, Toyota had some outstanding ideas.

For the 150,000 motorists that drive down the Cromwell Road daily, the big question in August was what was concealed under the mysterious wraps on the poster supersite?

When the covers finally came off on August 24th, it was to reveal a new supercar. Not a picture, but the car itself, the all-new Supra, perhaps the most breathtaking sports car of the decade.

Having staked this prestigious site as their own, located as it is close to the London Motor Show, Toyota are following up their exciting Supra launch by displaying a series of exciting cars on the site - the spacious Previa, the smart and stylish MR2 and, in October, the remarkable new Lexus GS 300.

LAUNCHING THE 'STARS OF THE SHOW'

The amazing new supercar from Toyota will also be at Motor Show and will surely be the 'star'. The new Supra has already caused quite a stir amongst ardent motoring fans and journalists alike. Sleek, powerful and aerodynamic the Supra is the ultimate car in front, topping the widest and most advanced range of cars in the world.

Not content with launching a luxury car that has become a world beater in just a few years,



Lexus have now bought out a stablemate for the LS400. The new GS300 is a smaller, luxury saloon that gives discerning drivers the best of both worlds - unparalleled luxury and driving excitement. If the success of the Lexus LS400 is anything to go by, this new model will become a favourite choice for company directors in no time.

Toyota's Landcruiser range dominates the world's 4WD market. The new 4Runner now joins the fleet, offering an exciting choice for the motorist who wants off-road capability with executive style and comfort.

Big families and people who need load carrying capacity have already made the stylish Previa their preferred choice. Now there is the new GX derivative which benefits from automatic transmission, cruise control, air conditioning, driver's airbag, alloy wheels and a middle row of captain seats,

while ABS is now standard on the Previa range.

And at the entry level to Toyota driving, there are now two new Starlets. The 1.3 XLi 3-door hatchback and the 1.3 GLi 5-door hatchback brings new levels of quality, refinement and value to the supermini sector. The base model XLi 3-door will be priced at £7,957 and the higher spec GLi 5-door version at £10,051.

When it comes to show-stoppers at the London Motor Show, no other manufacturer can beat Toyota - and the same exciting range will be on display at the Scottish Motor Show at Glasgow on November 12th to 20th.

REFINEMENT THE TOYOTA WAY

The top-selling Carina E continues to go from strength to strength, but Toyota are continually refining their models still further. The Xi and XLi Carinas now have tachometers (to maximise lean-burn economy), the 1.6 XLi estate has been given a useful tonneau cover, the 2.0 GLi and 2.0i Executive benefit from new Michelin 185/65HR14 tyres and both the 2.0





"Three litres, two turbochargers and a possible 155 mph adds up to a lot of car, especially when put together in one of the most handsome shapes to be seen in a long time. Toyota's new Supra sportscar is something special on the street, and when we took it to the track, it proved to be incredible.

The reason for taking the Supra to Brands Hatch wasn't just to let Toyota's British Touring Car Championship racing driver Will Hoy test the top speed



about it at all. When you get behind the wheel it feels light and nimble. There's a nice feel to the steering and there is a phenomenal amount of traction which is very important for a car with this sort of performance. The other good point is that the power doesn't just surge in; it is delivered really evenly across the whole range.

A thunderstorm and two heavy showers later, Will Hoy was still impressed. 'It handled well in the wet. If you lift off in a corner you can feel the traction

AERODYNAMITE PERFORMANCE!

Toyota Today magazine took Will Hoy and one of the amazing new Supras to Brands Hatch for the day to find out, just how super is the Supra ?

of the Supra legally - it was also because the Supra is so new, the car we tested hadn't been registered for use on British roads yet.

The Supra is, of course, one of the most talked about modern cars for some time. A superbly conceived car, it is new in every department and bristles with advanced technology and, as Will Hoy was to find out, it's an exhilarating ride but also a safe one - benefitting from a level of safety unprecedented in its class.

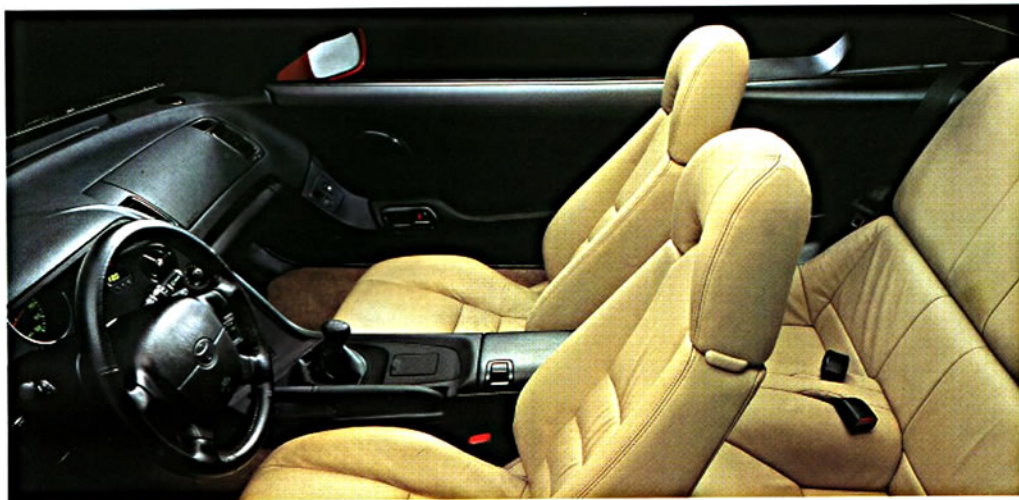
Two major advances fitted as standard are a traction control system, similar to that used on Formula 1 race cars, which eliminates wheelspin during acceleration, and a new ABS system with lateral G-sensing which detects loss of grip in sideways as well as forward motion. So how does it feel on the road?

'It's very easy to drive', was Will Hoy's first reaction after a trial circuit or two, 'although it's a big car, there's nothing heavy

control working to take over and help the car safely through. In most cars with this sort of performance, if you lift off when cornering, as many people do, you can get into a lot of trouble - particularly in the wet. Not with this car. And that's very encouraging. It is a very fast, safe car'.

As a racing driver, he also like the low slung driving position and the instrument layout. 'It's very comfortable. The cockpit is ergonomically designed so you can





reach the switches more easily than on the old model and see the instruments easily'. He found too that the all round visibility was good and was particularly pleased with the rear view. 'It's clear and unobstructed because that rear wing neatly fits round the shape of the back window'.

What gives the Supra its charging performance is the all-new 2JZ GTE engine, an inline six cylinder, 24-valve DOHC with two way twin turbos providing power of 326 bhp at 5600rpm to the rear wheels and 325 lbf torque at 4800 rpm. One turbocharger operates in the low revolution range, the second idling in the mid range and coming on to full boost at high revs. This power is delivered through either a six-speed manual transmission or four-speed automatic.

Handling, as Will Hoy noted, is superb. The sport-tuned double wishbone suspension front and rear with a lower centre of gravity gives better anti-dive, anti-lift characteristics; and suspension and steering rigidity have been increased. The Supra also has an active front spoiler which emerges when speed exceeds 75 mph or stays at 56 mph for more than five seconds and retracts below 44 mph. It can also be raised and low-



ered by a cockpit switch.

By lowering the Supra's weight through the adoption of aluminium components as well as a plastic fuel tank. Toyota have made the Supra's handling beyond criticism. 'There's not a lot of body roll', Will commented, 'which is excellent because that's a classic case with large, fast sports cars when you're carrying a lot of weight around especially with a big 3.0 litre engine like this. But there was no violent weight transfer on corners with the Supra. It's a really well-balanced car'.

Overall, as the test revealed, the Toyota Supra is a tremendous leap forward in sports car creation, not specifically in terms of

raw performance, though this is in the premier league (0-60 mph in 4.9 seconds). Its real claim to future fame lies in its carefully designed ability to combine acceleration, speed and excitement, with stability, superb handling and a technology which offers a high level of safety on the road. This is a car for the Nineties and beyond."

To get into the same driving seat as Will Hoy will cost you £37,500* for both manual and auto. It seems a reasonable price for such advanced thinking and extreme driver excitement.

Vehicles shown are US specifications.
*Price includes seat belts and VAT, but exclude number plates, road fund licence and a delivery charge of £370.13. Excludes N.I.