

Press Release



2014 Toyota Geneva Motor Show: New AYGO - Creating Your Very Own: Clever Customisation

With a comprehensive range of simple, affordable and readily available customisation choices, new AYGO customers can tailor their car to their personal taste.

Geneva, Switzerland - "This was particularly important to me," says Chief Engineer Terai. "Firstly, because customers have become used to a wide variety of choice in colour and execution for most of their purchases, and it's time for the automotive industry to catch up. And, secondly, because the ability to have very much your own AYGO is key to achieving the desirability that I wanted. Knowing that your car is somehow unique will make it all the more special to you."

Interchangeable parts on the exterior (the X-shaped front grille, rear bumper insert, front fender garnish and alloy wheels) and the interior (the instrument panel, centre console, air vents, shift knob and gear lever surround) can easily be changed within a limited amount of time, even after several years of ownership.

Concept

The challenge was to ensure that customer choice remained as clear and simply structured as possible. To accomplish this, customisation was built on 4 pillars: Diversity, Simplicity, Affordability and Availability.

Thanks to a straightforward range of 3 grades, 3 special edition vehicles (which will be renewed on a regular basis), and 2 exterior and interior packs, customers will have a clear understanding of the many possibilities this simple customisation structure gives them to create the car of their choice.

Via this structured approach, delivery of new AYGO can be ensured within a short lead time, regardless of the customer's personal, exterior and interior customisation preferences.

Grades

Standard equipment on new AYGO is generous. All cars feature an AM/FM audio system with USB and AUX connections, LED Daytime Running Lights (DRL), Vehicle Stability Control (VSC) and Hill Start Assist, fitted as standard.

'x-play' lies at the heart of the new AYGO grade strategy. This version is the basis for all customisation, and also forms the foundation for the special editions 'x-cite', 'x-clusiv' and 'x-pure'. Standard exterior finishes feature a piano black x-shaped front grille and a set of 15 inch steel wheels. On board, standard equipment includes audio system control switches mounted on the leather steering wheel, a height adjustable driver's seat and a speed limiter.

Equipped with a large canvas top and 15 inch silver alloys, the stylish 'x-wave' sits at the top of the new AYGO grade ladder. The interior features body-coloured inserts and partial leather seats. The standard AYGO audio-system is upgraded to the x-touch multimedia system, with a touch-screen, rear view camera and MirrorLink smartphone connectivity.

The grade offer is completed with the 'x' entry grade. With a matt black front grille treatment, it features all the standard new AYGO equipment, and rides on 14 inch steel wheels.

Packs

Customers wanting to give their new AYGO that extra touch without resorting to piece-by-piece personalisation can opt for one of the Exterior and Interior Packs.

One pack allows customers to change the colour of the x-shaped front grille and the rear bumper insert. The other consists of stickers to highlight the lower portion of the car, at the front, rear and sides.

With the interior packs it's possible to change the colour of the air vents and gear lever surround or alter the finish of the instrument panel, centre console and gear lever surround.

A COMPELLING PACKAGE

Whether through its design, equipment, potential for personalisation or efficient powertrain, new AYGO has the power once again to make its mark on the A-segment. When sales commence in the summer of 2014, it will add an interesting new perspective for customers looking for clever packaging, style and, above all, fun.

Special Editions

With its Pop Orange body colour, piano black details and 15 inch bi-spoke glossy black alloys, 'x-cite' is the enfant-terrible of the new AYGO range. The most extrovert variant, it adds a sporty touch to the range.

'x-clusiv' brings an additional level of sophistication to new AYGO through the combination of a Midnight Black body colour and Super Chrome detailing.

'x-pure' comes in Cool White with Super Chrome exterior detailing, for a stylish and minimalist execution.

Endless skies

New AYGO 'x-wave' is fitted with a large, power-operated canvas top with a generous 785mm x 730mm opening; just one example of the additional equipment designed to suit a more demanding A-segment customer.

x-touch – The world at your fingertips

Taking affordable multimedia systems into the next decade, Toyota x-touch offers new AYGO owners an unprecedented combination of on-board multimedia and smartphone connectivity.

x-touch uses a 7" full-colour touch screen fully integrated within the instrument panel. It is the first system in the segment to have a rear view camera fitted as standard.

The Toyota x-touch main menu has a simple, 5 icon structure, offering at-a-glance identification of all functions for an intuitive user experience.

The 'Audio Source' menu groups together AM/FM radio, optional DAB reception, music streaming via Bluetooth, and audio via AUX and USB, with the facility to display album cover art.

When Audio is turned off, a large digital clock featuring retro, 'flip-over' numerals is displayed, adding a playful touch to the system design.

Via the 'Phone' function, the driver can access contacts, make phone calls and use an on-screen send/receive

function for text messages.

A new MirrorLink function can be activated through the 'Connect' menu. Once a compatible smartphone is connected, MirrorLink will replicate the phone's screen and compatible apps on the x-touch display. Smartphone functions can then be easily accessed via the system touch-screen itself.

'Car Information' groups together all on-board vehicle information, with trip computer displays including remaining fuel range, instant and average fuel consumption, elapsed journey time and past journey records.

Finally, a wide selection of compatible apps allows the driver to access navigation and social media channels.

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