

Astra Toyota AGYA

Versatile Compact Car with Toyota Global Standard Quality

JAKARTA: After being introduced in IIMS 2012 Special Preview on last September, Astra Toyota AGYA is officially launched to the customers as Toyota responds to government regulations and also completes the Toyota product line up in compact car segment with a 1.000 cc. Vehicle.

“We feel grateful that we can fulfill our customers’ demands to experience the joy of owning and driving Astra Toyota AGYA. We are also very grateful for the patience of our loyal customers to wait for Astra Toyota AGYA’s launch,” said Johnny Darmawan, President Director PT. Toyota Astra Motor.

Mr Darmawan said that through Astra Toyota AGYA, Indonesia would experience further product localization, supplier network development, investment and new job opportunities.

By presenting three grade options, namely (E), (G), and (TRD S), Mr Darmawan is sure that Astra Toyota AGYA will provide customer satisfaction. Designed according to global standards in its class, the Astra Toyota AGYA promises to be a value for money car that sits well alongside the Toyota line up.

According to Mr Darmawan, PT. Toyota Astra Motor’s launch of the TRD S variant will appeal to car lovers who are sporty as well as casual and trendy. This sporty and trendy looks is reflected in the aerokit on the front, side, and rear, as well as the TRD S emblem and sticker.

Meanwhile, High Grade variant (G), reflects a strong and dynamic appearance for Astra Toyota AGYA being equipped with a chrome lower grille, side protection molding and outside door handle. The High Grade exterior is also enhanced by a rear spoiler.

Overall for the exterior look, Astra Toyota AGYA is equipped with uniquely designed rear lights and bumper that makes it look even more attractive.

For the interior, Astra Toyota AGYA has a stylish and functional design with spacious luggage capacity and cabin. In addition, Astra Toyota AGYA is equipped with air conditioning, power windows with auto-down for the driver, central locking, comfortable seats with fabric material and headrests, and seatbelts for the second row seats.

Specially for the High Grade (G) and TRD S models, the Astra Toyota AGYA is equipped with chrome A/C register, chrome list combination meter, 2 Din Audio CD/MP3/USB/Aux, chrome parking brake knob and chrome shift lever knob. The High Grade (G) and TRD S are also equipped with electric outer mirrors, door outside handle, side protective moulding chromed design, 6 spoke alloy wheels 175/65 R14, and headlamps and foglamps with chrome accessories. While variants of the Medium Grade (E) are equipped with speedometer and 1 Din Audio CD/MP3/USB/Aux features.

Use of 1 KR 1.000 cc engine makes Astra Toyota AGYA's performance not only powerful and fuel efficient, but also environmental friendly. All variant Astra Toyota AGYA are equipped with power steering and Dual SRS Airbags.

In addition to all these features, Astra Toyota AGYA is supported by Toyota Quality and widest official aftersales network with Toyota standard.

To give variety to the customers, Astra Toyota AGYA also comes in 6 colours; white, silver metallic, black, gray metallic, light blue and blue metallic.

The introduction of the Astra Toyota AGYA is expected to further strengthen the compact car segment in the national automotive market. In 2007, the total compact car market had reached 44,888 units, but by 2012 this market increased almost three times to 118,244 units. While in January to July in 2013, the total market of compact car segment reached 81,098 units, a 25% increase over 2012.

"We hope Astra Toyota AGYA that has been long awaited by Indonesian customers can be well received," Mr Darmawan concluded.

For more information, please contact:

Dimas/Dwi/Aryo/Suci

Media Relation

Corporate Planning & Public Relation

PT Toyota Astra Motor

Phone: (021) 6515551 ext. 2280/2266 Fax: (021) 6515231

Dimas / Dwi / Aryo / Suci

Email:

dimas.aska@toyota.astra.co.id;

dwi.astuti@toyota.astra.co.id;

aryo.yudhias@toyota.astra.co.id;

suci.rahmadhany@toyota.astra.co.id