
**THE ALL-NEW
LAND CRUISER
PRADO
FIRST EDITION**



TRULY MASTERFUL



THE ORIGINAL LUXURY OFF-ROADER



Introducing the all-new Land Cruiser Prado 2.8 VX-R First Edition, a whole new way to experience the wild. Whether you're an off-road purist or an urban warrior, the Land Cruiser Prado strikes the perfect balance between rugged functionality and classic style.

The Prado First Edition takes everything you love about Land Cruiser Prado vehicles and combines that with exceptional performance, on and off-road competence and technology, as well as bigger, bolder styling inside and out. Paying homage to its historic roots of over 33 years, this next-generation, limited edition model is destined to continue the icon's epic journey with its remarkable capabilities and legendary reliability, all wrapped up in a refreshingly minimalist design that makes an art of adventure.



SAND
5C8

SAND BI-TONE
2ZC

PLATINUM
WHITE PEARL
089

AVANT-GARDE
BRONZE METALLIC
4V8

Celebrating the debut of the new Prado, a limited run of VX-R-trimmed First Edition models, boasting a number of distinctive features, will be made available for a limited period.

MODEL SHOWN: Land Cruiser Prado First Edition 2.8 VX-R

TRULY MASTERFUL PERFORMANCE

The First Edition Land Cruiser Prado now features a 2,790mm wheelbase, while riding on the rugged yet sophisticated TNGA-F ladder-frame chassis, it is 50 percent more rigid than the previous generation Land Cruiser Prado. This contributes to an overall vehicle rigidity increase of 30 percent, allowing for improved suspension operation with greater wheel articulation over challenging terrain, as well as a more polished on-road performance.

Wheel articulation is further improved with Toyota's brand-new stabiliser bar control system called SDM (Stabiliser Disconnecting Mechanism). This system allows the front stabiliser bar to be disconnected, thereby elongating the suspension to expand ground coverage and increase wheel articulation. Once the vehicle reaches a certain speed, signalling smoother onward travel, the stabiliser will automatically lock to maximise on-road stability.

The double-wishbone front suspension and four-link, rigid-axle, coil-spring rear suspension – using new lightweight, high-strength materials – have been completely redesigned to improve off-road controllability and enhance reliability, while ultimately reducing fuel consumption.

A full-time All-Wheel Drive (AWD) system is employed to provide high-traction off-road performance in combination with confidence-inspiring tarmac cruising. Torsen LSDs have been adopted for the centre and rear differentials. Refined functionality for the Multi-Terrain Select (MTS) and Multi-Terrain Monitor systems help the Land Cruiser Prado go even further when you venture off the beaten track and into the wild.

All-new electric power steering provides a crisper steering feel and enhanced low-speed manoeuvrability on-road, with perfected off-road control, while facilitating compatibility with active safety systems such as Lane Trace Assist (LTA).



MODEL SHOWN: Land Cruiser Prado First Edition 2.8 VX-R



The 2.8ℓ turbo-charged diesel engine powering the Land Cruiser Prado

PEDIGREE MEETS POWER

The all-new Land Cruiser Prado 2.8 VX-R First Edition features a bespoke, re-tuned version of Toyota's acclaimed 2.8ℓ 1GD-FTV direct-injection turbo diesel engine; one of the most thermally efficient units in existence. With outputs of 150kW and 500Nm (between 1600 and 2800rpm), and renowned for its reliability, it raises the bar for fuel efficiency, power and stillness.



150 kW



2.8ℓ Engine



1600 – 2800rpm



Eight-speed auto transmission

The efficiency of the variable nozzle turbocharger has been dialled up, giving the Land Cruiser Prado improved off-road performance and a superior acceleration response. It is now matched with a newly developed eight-speed automatic gearbox with full-time four-wheel drive.

The new transmission's deeply satisfying shifts are rooted in its unmistakable ability to combine speed and smoothness, regardless of the conditions. Closer gear ratios and more precise control will further reward you when you need to fill up at the pumps. Supporting customers' ever-growing power needs, the output of the alternator has also been increased.

The wild awaits and the Land Cruiser Prado First Edition is equipped with everything you need to take you there.



1GD-FTV direct-injection turbo diesel engine

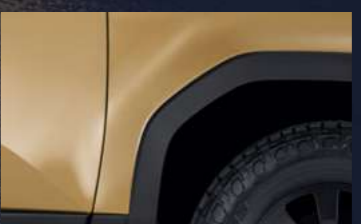


MODEL SHOWN: Land Cruiser Prado First Edition 2.8 VX-R

THE LAND CRUISER PRADO FIRST EDITION



Exclusive round heritage LED headlights



Trapezoidal wheel arches



First Edition badging

MASTER ANY TERRAIN IN STYLE

Inspired by the heritage of generations of Land Cruisers, while incorporating the latest in technology, the Land Cruiser Prado First Edition 2.8 VX-R is Truly Masterful.

The vehicle brings on the charm with exclusive retro circular headlights – which are exclusive to this limited edition vehicle – and a bold front grille, while a strong, squared-off silhouette and bonnet featuring a scooped-out centre, prioritises functionality by making it easier to recognise the vehicle's dimensions (a must when traversing challenging terrain) and aiding road surface visibility. The angular design, amplified by chamfered body corners, means that, even at first glance, you know that the new Land Cruiser Prado means business.

MODEL SHOWN: Land Cruiser Prado First Edition 2.8 VX-R



Mud flaps made exclusively for the Land Cruiser Prado First Edition

Aggressive styling from every angle

The Land Cruiser Prado First Edition has been designed to look masterful wherever you choose to take it.

In profile, the Land Cruiser Prado First Edition exhibits a purposeful stance courtesy of the lowered beltline and muscular trapezoidal wheel arches. Form follows function here as well, with the beltline facilitating deeper side windows, while the square shape of the wheel arches assists with mud drainage. The door panel indentation creates visual contrast to the body's boxy lines and, in addition, helps mitigate damage caused by flying debris when off-roading.

Moving to the rear, it has been similarly updated to incorporate visual elements which align with the legacy design direction, but with a healthy dash of simple modernity and component efficiency. The spare wheel carrier, for example, has been moved to below the vehicle for easier access. This allows the rear window glass to double as a hatch for more accessibility. ***Befitting its limited edition status, the Land Cruiser Prado First Edition gets the unique round heritage LED headlamps, roof rails, as well as a bi-tone exterior paint finish option.***

MODEL SHOWN: LAND CRUISER PRADO FIRST EDITION 2.8 VX-R



Rear window accessibility



Spare wheel carrier below vehicle

ON-ROAD OR OFF-ROAD – COMFORT ASSURED

Measuring 4,925mm long, 1,980mm wide and 1,935mm tall, the all-new Land Cruiser Prado First Edition is 95mm longer and wider, and 10mm taller than before, maximising cabin space to make it the ideal seven-seater SUV. As with the exterior, the interior is underscored by the strength and functionality of an authentic off-roader.

This is evidenced in details, such as the horizontally arranged 12.3" touchscreen infotainment system and switches that are ergonomically placed and shaped for easy operation – even when driving on the wild side. Other enhanced features for rough trail driving include a palm rest, for more control when using the centre touchscreen, and side knee pads for extra driver and passenger comfort.

MODEL SHOWN: Land Cruiser Prado First Edition 2.8 VX-R



12.3" touchscreen infotainment system

You're sure to feel comfortable and in control inside the Land Cruiser Prado, no matter how wild the conditions are outside.

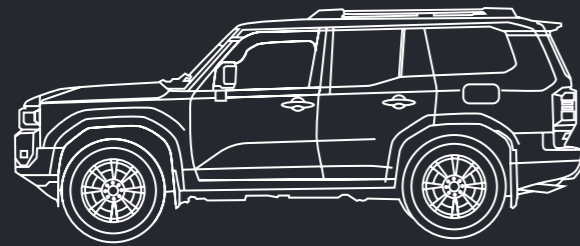
Visual support when driving off-road is provided by the Multi-Terrain Monitor and Multi-Terrain Select system. Using high-resolution cameras and a dashboard display, the Monitor gives the driver a clear view of the area immediately around and beneath the vehicle. This is all made possible by the centrally mounted 12,3" touchscreen infotainment system that supports wireless **Apple CarPlay and Android Auto, which pairs with ten speakers to give you an incredible in-car experience.**

This Land Cruiser Prado First Edition is exclusively available with leather-trimmed seats featuring unique piping and adornments on the front seat trim as well as First Edition logos embossed on the door panels. Further differentiation comes in the form of titanium trim accents.

It goes without saying that the list of standard equipment comes with everything that opens and shuts, including such niceties as Heads up display, paddle shifts (a First Edition exclusive), seat heating and ventilation for the front and middle-row seats, a heated steering wheel, power folding seats and a wireless charger. Another convenience item worth mentioning, is the Auto Headlamp Levelling system – a boon when driving over uneven terrain – as well as the Auto High Beam System (AHS) which makes 'light' work of night driving.



1,980mm wide



4,925mm long



1,935mm tall

MODEL SHOWN: Land Cruiser Prado First Edition 2.8 VX-R



Stylish interior

INTERIOR

SAFE AND SECURE SO YOU CAN GO ANYWHERE

The Land Cruiser Prado First Edition is equipped with the enhanced Toyota Safety Sense 3.0 (TSS3), a suite of active safety and convenience features that use a sophisticated system of sensors with the most advanced detection capabilities. This suite of features includes a, Lane Keeping System, Adaptive All Speed Cruise Control, Adaptive High-beam System.

In addition to TSS 3.0, other standard features include Blind Spot Monitor (BSM), a Pre-crash System for added peace of mind, and Hill Assist Control (HAC).

A pioneering safety kit in the guise of Safe Exit Assist (SEA) is another noteworthy standard feature. Working in conjunction with the Blind Spot Monitor, it alerts exiting occupants of the possibility of a collision due to vehicles approaching from the rear.

On the security front, for complete peace of mind, UWB (Ultra-Wide Band) technology constantly measures the distance of a straight line between the key and the car and consequently prevents the car's engine from

starting if the key isn't physically within the vehicle.

The only thing to worry about in the Land Cruiser Prado First Edition is where you're heading on your next adventure.



Curtain, driver, passenger, driver and passenger knee, front side and front centre airbags



Reverse camera with guidelines



Blind Spot Monitor (BSM)

TOYOTA ENVIRONMENTAL CHALLENGE 2050

At Toyota, creating technologically advanced vehicles isn't our only priority; we're committed to lowering our environmental impact throughout our entire production process. How? By setting ourselves six challenges that will see us reach a truly world-changing goal: a positive environmental impact by 2050.



ZERO CO₂

CHALLENGE 1

NEW VEHICLE ZERO CO₂ EMISSIONS CHALLENGE

By owning a Toyota you would be contributing to the reduction of vehicle CO₂ emissions by 90% in 2050 as opposed to 2010. You will help us promote the development of next-generation vehicles and further accelerate the spread of these vehicles.



ZERO CO₂

CHALLENGE 3

PLANT ZERO CO₂ EMISSIONS CHALLENGE

You uphold the two main pillars of our strategy to achieve zero CO₂ emissions at our plants which are:

1. Developing and introducing low-CO₂ technologies with ongoing kaizen.
2. Adopting renewable energy sources and utilizing hydrogen energy.



CHALLENGE 5

CHALLENGE OF ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEMS

You have contributed to our 40 years on the challenge of resource recycling. Going forward, by rolling out to the world the technology and systems evolved in Japan, we will all continue working on the challenge of establishing a recycling-based society.

The message is clear – Toyota Motor Corporation (TMC) wholeheartedly supports the Paris Agreement and accepts the challenge to achieve carbon neutrality by 2050. The Paris Agreement is a legally-binding international treaty on climate change and is aimed at reducing the emission of gases that contribute to global warming. While this treaty was only adopted in 2015, Toyota has been innovating and investing in technology to reduce emissions and achieve carbon neutrality for well over 30 years. Toyota has also led the way with more electrified vehicles on the road than any other automaker.



THE TOYOTA LAND CRUISER PRADO SERIES HAS BEEN MANUFACTURED TO MINIMISE ITS CARBON FOOTPRINT.

Guided by the goals of the Toyota Environmental Challenge 2050, as little impact as possible is made on the environment during each step of the process. From design to manufacturing, to end-of-life recycling programmes, our planet always comes first. This is because the ultimate long-term goal for Toyota is to make all our vehicles as environmentally friendly as possible. With this in mind, the entire Land Cruiser Prado Series has been designed to have very low CO₂ emissions.



ZERO CO₂

CHALLENGE 2

LIFE CYCLE ZERO CO₂ EMISSIONS CHALLENGE

You are lending a helping hand to Toyota's efforts to reduce to zero not only CO₂ emissions produced in travelling and manufacturing, but all CO₂ emissions including the process of materials production, disposal and recycling of vehicles.



CHALLENGE 4

CHALLENGE OF MINIMISING AND OPTIMISING WATER USAGE

In automobile manufacturing, we use water in painting, forging and other processes. Therefore, even a small reduction of its impact on the water environments is important. We have two measures to achieve this, comprehensive reduction of the amount of water used and comprehensive purification of the water and returning it to the earth.



CHALLENGE 6

CHALLENGE OF ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

Here at Toyota we have engaged in planting trees at our plants and environmental conservation activities in our surrounding areas. To establish a society where humans and nature coexist in harmony, we are promoting several activities to connect regions, the world and the future.

My **TOYOTA**

IN-CAR WI-FI, ROADSIDE ASSISTANCE AND MUCH MORE

All Toyota vehicles can now be connected to the MyToyota App on your mobile phone, giving you more control of your driving experience and opening up a whole new world of personalised offerings and customisable features, so that you can enjoy:



IN-CAR WI-FI*

Connect to Wi-Fi



GPS LOCATOR

Always know your vehicle's GPS location



LOGBOOK

Have access to a digital logbook



DRIVER NOTIFICATIONS

Important reminders like licence renewal



BATTERY HEALTH CHECK

Check your battery health



SERVICE BOOKING

Manage your services



ROADSIDE ASSISTANCE

Get real-time roadside assistance



DRIVER RATING

Receive a driver rating



FLEET MANAGEMENT

Monitor your fleet



LICENCE RENEWAL

Renew from the App

AND MORE - The above features are not all; there are loads of other features available to further enhance driver and guest safety, convenience and comfort; and plenty more to come to make your drive experience better and better with every kilometre.



DOWNLOAD THE **MyTOYOTA** APP AND GET CONNECTED TODAY

FIND OUT MORE AT

www.toyota.co.za/services/my-toyota-app

*25GB FREE DATA ONCE-OFF UPON ACTIVATION. Ts & Cs APPLY. AVAILABLE IN SOUTH AFRICA ONLY.



Toyota vehicles are known for their Quality, Durability and Reliability. Keeping your Toyota Genuine means no compromises in terms of safety, performance and resale value. The range of Genuine Products and Approved Services will ensure complete peace of mind throughout the ownership journey and beyond. For more information on how to Keep Your Toyota Genuine visit www.toyota.co.za/owners/genuine-parts

TOYOTA GENUINE PRODUCTS

For guaranteed fit and function, **Genuine Parts** are essential in maintaining the safety and reliability of your vehicle. They also comply with all safety, regulatory and environmental requirements, making it the obvious choice. The same exacting precision applies to **Toyota Accessories**, developed by engineers with extensive knowledge on vehicle integration - you can enhance the appeal and functionality of your Land Cruiser Prado without compromising its safety features or warranty. Warranties are about peace of mind, and the **Genuine Unlimited Warranty** is designed to provide superior cover (up to 10 years, unlimited mileage) and a seamless claims process thanks to full integration with Toyota systems. The **Genuine Extended Service Plan** also enjoys exclusive approval by Toyota SA and provides flexible extension options up to 10 years or 300 000 km to suit your period of ownership. Paying today's rates for tomorrow's maintenance is a sensible way to protect the resale value of your Land Cruiser Prado by means of a full service history.

TOYOTA APPROVED SERVICES

Specialised vehicle maintenance requires first-class facilities, advanced equipment and expert knowledge. **Toyota Quality Service and Value Service** not only promise accurate diagnosis and repair, but also a philosophy of building trust through a genuine concern for the needs of our customers. To complement the extensive network of Toyota dealers, we have a vast number of **Accredited Body and Paint Repairers**, selected on stringent criteria to ensure outstanding workmanship and customer service. You can maintain your vehicle's pristine condition without compromising its warranty thanks to the exclusive use of Genuine Parts by our Accredited Repairers. Offering 24-hour access to a full complement of assistance and recovery benefits, **Toyota Roadside Assistance** provides the peace of mind that competent support is only a phone call away.

TOYOTA GENUINE MEANS

✓ UNCOMPROMISED SAFETY ✓ GUARANTEED QUALITY ✓ PEACE OF MIND



TOYOTA
FINANCIAL
SERVICES

TOYOTA FINANCIAL SERVICES

There is no 'one-size-fits-all' when it comes to vehicle finance and insurance, there is only you. With fast, flexible and convenient services we will structure the perfect Toyota Land Cruiser Prado deal for you.

At Toyota Financial Services, we believe that purchasing your Toyota should be as enjoyable as driving it. Toyota Financial Services is the fast, flexible and convenient means of financing your Toyota Land Cruiser Prado. We have created a range of finance products that suit both private and business customers, easily accessible through your local Toyota dealer. We take the hassle out of arranging finance.

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