

 TOYOTA
believe

We believe a better tomorrow starts today

issue eight
2013

TOYOTA FINANCE 86 CHAMPIONSHIP!



**TOYOTA AMERICA'S CUP
HOMECOMING DVD ENCLOSED**

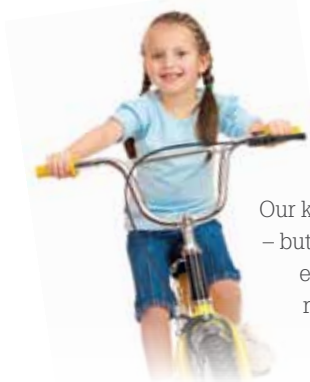
12 THINGS TO DO BEFORE YOU'RE 12



08

A young man's dream... the story of Toyota

Toyota has been around since 1937 and itself has a story of its evolution from loom works to the world's largest automobile manufacturer. This is the start of a series in Believe where we take a look back into our history from where Toyota came.



10

12 things to do before you are 12

Our kids are growing up in a technology-rich world – but nothing will replace the traditional childhood experiences that encourage independence and resilience. Here's 12 things to do picked by the Parenting Place. Why not start this summer?



14

Toyota 86 hits 365

It's one year since Toyota 86 made its debut in New Zealand – bringing the fun back into driving.



16

Track Attack

While the ultimate driver's sports coupe continues to grow in popularity, it was only a matter of time before a one-make 86 race series launched. Cameron Officer takes a look at the Toyota Finance 86 Championship - one to watch this summer.



28

Getting in Touch

Toyota's dealer network have new tablet computers on purpose-built kiosks within the showroom providing customers with easy access to every car in the Toyota range. In terms of colours, specifications price for both new and used vehicles.



40

Young at Heart

72 year old Jocelyn Northcott from New Plymouth purchased a Toyota 86 she's a real enthusiast, and having a blast!

42

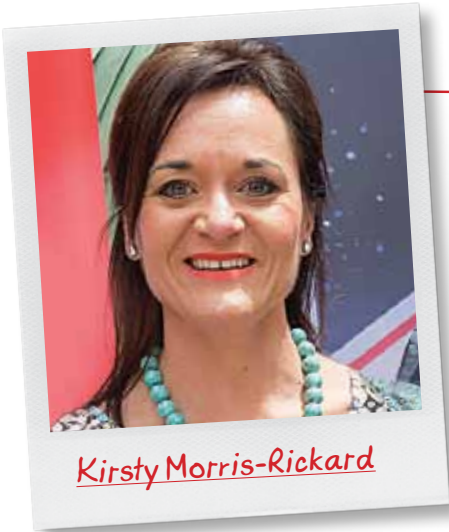
Into the Archives

Toyota dealers have been around for decades, longer than the start of Toyota in New Zealand. In this issue of Believe we take a look at Cooke Howlison Toyota and some of their history from Otago's motoring archives.



Cover Shot: TR 86 Photography by Bruce Jenkins Photography.

Disclaimer: Toyota NZ has made every endeavour to ensure text details and specification information contained in this issue of Believe are accurate as at 1 December 2013. Toyota NZ Limited reserves the right at any time to introduce any changes deemed necessary to improve the vehicles shown or for any other reason. For further information contact 0800TOYOTA.



Kirsty Morris-Rickard

from the editor

A better tomorrow starts today is one of Toyota's core beliefs and a saying we can claim as our own as when we look to improve our future.

Welcome to Believe's eighth issue, our second this year and wraps up 2013.

In this issue we look around to provide a snapshot of what is happening in our world today and we also take the opportunity to begin a series reflecting on our roots. How Toyota started from a loom works to become the world's largest automobile manufacturer.

This series will carry on over the next few issues to piece together what makes Toyota the successful company it is today, honouring its founding members. It was their determination and persistence against adversity that formed the groundwork for the company.

Another reflective piece from the motoring archives in Otago acknowledges that our Toyota dealers have their own rich history and stories to tell. Cooke Howlison Toyota has clocked up over a century, in fact is into its 113th year of business.

Our dealerships have recently deployed new tablet computers on purpose-built kiosks within their showrooms. Customers have easy access to every car in the Toyota range for colours, specifications and price information at the touch of a portable screen. This reflects the explosion in tablet and smart phone use in the past few years. Once customers have found their desired car they can evaluate the differences between the model variants and then email to themselves for future reference.

Despite our kids growing up in a technology-rich world, nothing can replace the traditional childhood experiences that encourage independence and resilience. The Parenting Place have selected 12 things to do before you are 12 – a challenge for parents and kids for the holiday season ahead.

In our What's Hot section there's some goodies with a summer flavour. Hop in your new Prado and pack a picnic – but don't forget the all-important insect repellent over the summer months!

We are enormously proud of Emirates Team New Zealand who represented us well in San Fransico. We have enclosed a copy of a DVD (inside back cover) for you to enjoy over the summer months.

Whatever inspires you, we trust that something within this issue of Believe will strike a chord with you. There are many more stories in this issue where we celebrate with real Kiwis what makes New Zealand such a great place.

We are proud of the many activities everyday New Zealanders are involved in that inspire us along the way.



Cameron Officer

Contributor - Cameron Officer

Prior to forming his own company in late 2012, Cameron was editor of TopGear New Zealand magazine for seven years. Among other highlights, he was the first motoring writer in New Zealand to sample the Toyota 86. Now as a freelance editorial feature writer and communications consultant, Cameron divides his time between

writing about cars, construction, forestry and all manner of electronic gadgetry for a number of consumer and trade magazines, and providing communications support to a variety of commercial enterprises. He even gets to write the occasional travel story, although he admits still hasn't perfected the art of packing lightly.



We believe a
better tomorrow
starts today.



One of Toyota's eight Believe statements is "We believe a better tomorrow starts today". While we can be rightly proud of how well our team did against a very strong competitor, the real focus should be on looking forward to the future.

Sport dominates the Kiwi psyche. We love our sports – whether it is participating or just watching our local or national heroes, New Zealanders are enthusiastically sports mad. We love taking part in individual sports like golf (nearly half a million Kiwis play golf at least once a year, making it the sport with the highest participation rate).

However, it is team sports where we really excel: rugby, netball, rugby league, cricket and sailing. There are about 130,000 registered rugby players in the country and a similar number of netballers. There are more than 100 yacht clubs dotted around New Zealand's 15,000 kilometres of coastline (the 10th longest in the world), boasting a membership of over 30,000 sailors. Given that New Zealand has 450,000 pleasure craft it is probably fair to say that at least 100,000 Kiwis go sailing on a regular basis.

Of course sailing has been in the news this year with Emirates Team New Zealand's brave attempt to win back the America's Cup, 10 years after we lost it to Alinghi. This regatta was yacht racing at its most spectacular, with both the stunning San Francisco backdrop and the sheer power and excitement of the catamarans dancing across the top of the water, almost flying with their giant wings. But the ebb and flow of the contest also captured

imagination, and although New Zealand eventually lost 8-9 to Oracle Team USA, it was the absorbing battle that had Kiwis glued to their televisions, computers and iPads each morning for several weeks in September. The warmth of goodwill towards the team was seen in the homecoming, with thousands turning out to cheer their team.

Toyota has been a sponsor of New Zealand's efforts to win the America's Cup for more than two decades; we have had some successes and some failures, but in every event the team has represented New Zealand well, and has won the hearts of its four million supporters.

This year, along with Television New Zealand, Toyota was involved in bringing the event to New Zealanders with a national tour of the dagger boards (or foils) that proved so crucial in the event, in the "Lean with Us" campaign, and in providing great media coverage to watching New Zealanders.



For our Toyota customers a commemorative DVD is included with this magazine; it contains the song written by James Reid of The Feelers to celebrate the team, "A better tomorrow starts today".

One of Toyota's eight Believe statements is "We believe a better tomorrow starts today". While we can be rightly proud of how well our team did against a very strong competitor, the real focus should be on looking forward to the future.

As the old adage (variously attributed to General Custer and Vince Lombardi) goes, "It does not matter how many times you get knocked down, but how many times you get back up". So we celebrate the success of Emirates Team New Zealand, but we also look forward to the next challenge for the America's Cup and for the next generation of sailors who *"believe that if you can dream it you can do it"*.

Cheers,
Alistair

THINGS TO DO,



With a proven appeal stretching from New Zealand's boardrooms to its back roads, Toyota's comprehensive Land Cruiser Prado range has been rejuvenated for 2014.



A perennial favourite with active families, adventurers and business users alike, the 2014 Prado model range features a choice of turbo diesel and petrol V6 engines, a refreshed exterior design and significant equipment upgrades, as well as an entirely new addition to the line-up in the Prado VX 4.0 litre V6 petrol.

Since its New Zealand debut, Prado has offered its diverse and loyal audience a unique blend of the practical, go-anywhere performance indicative of the Land Cruiser nameplate, with the added prestige of a premium-quality, supremely comfortable interior: hallmarks

PLACES TO GO



that have been continually improved on through four successive generations.

Prado arrived as a sub-model under the legendary Land Cruiser name in 1990. Derived from the Portuguese word for "meadow", the initial J70 series Prado was built until 1996, then replaced with the J90 series. Like its predecessor, the J90 was available in both short and long wheelbase iterations.

Departing from much of what went before, the following J120 series debuted many of the design elements recognisable as Prado hallmarks even today, including its vertical grille arrangement and rugged, colour coded lower body panels. This third generation Prado continued in production for seven years from 2002, until the arrival of the J150 series in 2009.

Toyota New Zealand General Manager of Sales and Operations,

Steve Prangnell says, "Prado enjoys a proven heritage within the SUV segment here, with more than 11,500 Prado models sold in New Zealand.

"Since its arrival in 2009, we've sold 2440 of the current Prado, suggesting that the appeal of a rugged, highly competent four wheel drive vehicle that offers seven seats within a spacious, premium quality interior and a host of fantastic technologies as standard remains incredibly strong for Kiwi SUV buyers."

In addition to Land Cruiser Prado's highly competent four-wheel drive system (which features a TORSEN® type LSD centre differential with centre differential lock, Hill-start Assist Control, Downhill Assist Control and Active Traction Control as standard), further upgrades are now included on Prado VX and VX Limited.

While VX-grade vehicles benefit from the Kinetic Dynamic Suspension

System, which aids performance both on and off road, Prado VX Limited adds rear air suspension, Adaptive Variable Suspension, Multi-Terrain ABS, an electric rear differential lock, Multi-terrain Select and CRAWL Control.

Reinforcing Prado's traditional mix of on and off road performance with practical safety, the 2014 model also introduces Trailer Sway Control software, which assists the driver in retaining control if the system senses a dangerous situation occurring when towing. An Emergency Stop Signal system – which flashes the brake lights under hard braking to alert following traffic of a potential incident – is also included as standard.


Prado's unique design heritage has been developed further for the 2014 line-up, with an evolution of the classic Prado grille accentuating the SUV's rugged appearance. Daytime Running Lights now feature on all models, along with new tail light clusters at the rear.

In line with other iterations in the range, the spare wheel on the entry-level Prado GX has been moved from the rear door to under the boot floor, and while all models feature a reversing camera as before, VX and VX Limited now boast a four camera Multi-terrain Monitor system. VX Limited also receives a Blind Spot Monitor system as standard.

Building on the idea of a robust lifestyle vehicle that also offers passengers premium level interior refinement, Prado's specification has been enhanced in all grades, with new switchgear and instrumentation featured, along with new fabrics and interior colour schemes.

The option of upgrading to a SUNA Live Traffic Management GPS enabled JBL Premium Audio and Navigation package in VX specification models underlines Prado's ability to provide world-class, premium technology to match its sure footed performance capabilities. The JBL Premium Audio and Navigation package is standard with range topping Prado VX Limited.

The 2014 Toyota Land Cruiser Prado range has been in showrooms since 1 October 2013, with recommended selling prices starting at \$84,195.



a young man's dream...

the story of Toyota

TOYOTA GLOBALLY HAS BEEN AROUND SINCE 1937 AND ITSELF HAS A STORY TO TELL OF HOW IT HAS EVOLVED FROM THE ORIGINAL LOOM WORKS TO THE SUCCESSFUL BUSINESS IT IS TODAY AS THE WORLD'S LARGEST AUTOMOBILE MANUFACTURER. THIS BEGINS THE START OF A SERIES IN BELIEVE WHERE WE TAKE A LOOK BACK INTO OUR HISTORY – FROM WHERE TOYOTA CAME.

A story of a young man's dream, a story of incredible achievement by dedicated men who overcame enormous odds – this is the story of Toyota.

It is an inspirational story of a company created by people with great vision, unshakable character and courage. The story of Toyota is very much a family saga steeped in tradition. How did Toyota transform a small Japanese loom company into an international corporation?

The journey began with a young carpenter apprentice, Sakichi Toyoda, and his desire to fulfil his dreams.

His father was a carpenter by trade and his mother wove clothes to supplement the family's income. As was the Japanese tradition, he was expected to follow in his father's

footsteps, but deep down he yearned for something more to be an inventor.

In the West the industrial revolution was erupting. It was a time of innovation and invention. For Japan to compete, it had to join the revolution or be left behind. So when Japan put the call out for inventors, Sakichi Toyoda was quick to respond.

It started with the desire to invent a better loom. Against his father's wishes, in his spare time he sketched his ideas and built test looms, leaving little time for carpentry. His hard work paid off and in 1891 at the age of 24 he patented his first invention: a wooden, manually operated loom. For three years he kept working, making little improvements along the way. By 1894 he'd invented a machine that would wind yarn on to a reel. This invention led to a profitable company and three years later his hard work paid off again when he invented Japan's first automatic loom.

Sakichi Toyoda's unwavering commitment to spending vital funds on research and development was blamed for the company's poor financial performance during this time of economic recession in Japan. In 1910, Sakichi Toyoda was forced to resign from his own company. He lost his factory, his employees and the rights to many of the machines he had invented.



1936 AA Sedan



Kiichiro Toyoda, founder of the Toyota Motor Corporation, was born in 1894. His father, **Sakichi Toyoda** became famous as the inventor of the automatic loom. Inheriting the spirit of research and creation from his father, Kiichiro devoted his entire life to the manufacturing of cars, which was an unknown frontier at that time. After years of hard work, he finally succeeded in completing the A1 prototype vehicle in 1935. That was the beginning of the story of the Toyota Motor Corporation (founded in 1937).



Sakichi Toyoda



Kiichiro Toyoda

Unsure of his future, Sakichi Toyoda travelled to the United States and he was amazed at the industrial advances that he saw. Something that captured his attention, a dream, a new vision, was the automobile.

Sakichi Toyoda returned to Japan with renewed inspiration and began again. With hard work and determination he formed a new company, Toyoda Spinning and Weaving and this company sold the cloth it manufactured.

Sakichi began to perfect his fully automatic loom with the dream of building an automobile. Joining him was his son Kiichiro Toyoda, a young engineer fresh out of college. Kiichiro, like his father, was also a man of vision.

Sakichi's dream of building an automobile was one few thought would ever be reached. But that was about to change.

In 1929 Sakichi Toyoda sold the rights to his fully automatic loom for one million yen, which he offered to his son under one condition: to use it all on researching the production of the automobile.

Kiichiro Toyoda had his reservations. He put those aside, embraced his father's dream and took up the challenge; he visited the premier automobile

manufacturers in the US and came back to Japan convinced he could build an automobile.

In a small corner of the loom works, with reluctant family approval and funding, Kiichiro Toyoda and his newly assembled team of engineers rolled up their sleeves and began the difficult task of building Japan's first car for the masses.

Their spirits ran high, but fate was about to cast a shadow over the birth of Toyoda's dream. In October of that year Sakichi Toyoda passed away – Kiichiro was now more determined than ever to see the vision of his father fulfilled.

For the next three years they threw themselves into their work enthusiasm; more than making up for the lack of basic technology and experience. Both family and management were not supportive of their endeavours. Toyota automatic loom works established an automobile department in 1933 and by the following year Kiichiro Toyoda's team had developed Japan's first prototype automobile engine.

In 1935 they accomplished the almost impossible, the creation of Toyota's first



prototype automobile: the model A1, conceived, designed and built from scratch in just five years.

Toyota was once again on the road to success. This time, instead of looms making cloth, it was a factory manufacturing automobiles. It now had a new product and a new product name – Toyota.

Changing the name from Toyoda to Toyota in Japanese required fewer brushstrokes. And the Toyoda family liked the way it looked.

The following year marked the birth of Toyota Motor Corporation, which laid the foundation for decades of industry leadership.

... we will pick up from here in the next issue of Believe...



12

12

**THINGS TO DO
BEFORE YOU'RE**

Our kids are growing up in a world rich in technology, and there are many advantages in that. But nothing will replace the traditional childhood experiences that encourage independence and resilience. Here are 12 things to do before the arrival of the teenage years — picked by The Parenting Place and Parenting magazine. Summer is a great time to get started on the list!



1

LEARN TO RIDE A BIKE

Learning to ride a bike is a rite of passage. Teaching your child to ride a bike can be a daunting prospect, so here are some tips from Bike Wise, a national programme that aims to encourage Kiwis to give cycling a go while educating them on the importance of cycle safety.

- **How to hold the handlebars:**
Grip the handlebars firmly, but not too tightly, and place your fingers over the brakes, so that you are ready to apply them if you need to.
- **Stopping and braking:**
Most bicycles have two brakes, one at the front and the other at the back. The recommended way to stop is to apply both brakes firmly but not too quickly. Each of the brakes has a different effect, so you should practise braking so you get to know how the brakes work on your bicycle. Work out how much to squeeze the brakes to make the bicycle stop quickly, but without skidding. If you apply the brakes too firmly you may go over the handlebars.
- **Getting on your bike:**
 - Stand to the left of the bicycle.

- Hold the handlebars with both hands and pull the brake levers.
- Step your right leg over the seat. Leaning your bike towards you makes it easier to get on.
- Keep your left foot on the ground and put your right foot on the pedal.
- Move the right pedal backwards with your foot until it is slightly forward of its highest position.
- Keeping your left foot on the ground and the right foot on the pedal, sit on the seat. You will find it easier to keep stable in this position if your bicycle is leaning a little to the left.
- **Getting off your bike:**
 - Pull the brake levers and keep them on until you are off the bicycle.
 - When the bicycle is stationary, put your left foot on the ground then slide forward off the seat.
 - Swing your right leg over the bicycle seat or step over the bicycle.
- **Beginning to pedal:**
Before getting on the bicycle you should make sure it is in a low gear (if it has gears). To start pedalling you will need to release the brakes (but keep your fingers over the brakes), then push down on the pedal with your right foot.
- **Balance:**
Practise balance in a large, clear, flat area. Ideally a helper should hold the back of the bicycle for you. As you gain competence, the helper should loosen the hold on the bicycle and then gradually move their hand away altogether:
 - A couple of strong pushes on the pedals to start with will get the bicycle going and will help to make balancing easier.
 - Fix your eyes on a distant point.
 - If you start to tilt to the left, steer left slightly - if tilting to the right, steer right.



2

BUILD AN OUTDOOR FIRE, THEN TOAST SOME MARSHMALLOWS ON IT

Tinder, kindling, wood, matches. Obviously there still needs to be adult supervision, but toasting marshmallows on an outdoor fire is up there with the ultimate gourmet experiences.



3

CATCH SOMETHING AND EAT IT (OR GROW IT AND EAT IT)

There's no doubt that food tastes different when you have been involved in the hunting and gathering part of it. Whether it's cherry tomatoes grown in a terracotta pot on the deck or a tiny fish caught at the end of the wharf, there's satisfaction to be had from hunting and gathering. The lesson that food doesn't start out nicely packaged in the supermarket is a valuable one.

4

FIND THE SOUTHERN CROSS

It's great to get to know your own neighbourhood, and it's great to get to know your own patch of sky too. It's great to be able to spot the Southern Cross when you're out camping. We asked astronomy educator David Britten, from Auckland's Stardome Observatory and Planetarium, to help us out.

- **Southern Cross (Crux)**

In summer the Southern Cross is low in the south-southeast after sunset. If you don't know which direction is south, put a straight stick upright in the lawn and mark when the sun's

shadow is the shortest (about 1:30pm). The shadow will be pointing south.

Because the Southern Cross is near the horizon early in the evening, you may need to find a spot clear of any nearby hills, houses or trees that could block your view.

The cross will be almost upside down, like the hour hand of a clock at 7 o'clock. With each hour after sunset, as the Earth turns, the cross will slowly rise higher, moving in a clockwise arc.

The brightest star is at the top, and is named Alpha Crux. Each star is fainter moving clockwise around the cross to the right, bottom and up to the left.

The second brightest star in Crux, on the right, is called Mimosa. Close by this star is a beautiful cluster of stars knick-named the 'Jewel Box'. In a telescope, stars of different colours can be seen (red, orange, yellow, blue).

Between Mimosa and Alpha Crux is a dark area called the "Coal Sack". This is a huge cloud of dust that hides the stars lying beyond.

- **The Pointers**

Below and to the right of the Southern Cross are two bright stars called the "Pointers", because they point to the cross. The brighter of the two, on the right, is named Alpha Centauri. This is the brightest star in the constellation of the Centaur (a mythological creature that was half horse and half man).

A reasonable telescope will reveal not a single star but two stars close together. Alpha Centauri is a binary star, where the two stars orbit each other. The nearest extra solar planet was discovered recently orbiting one of these stars.

This is also the nearest star to the sun. But it is still very, very far away. It is over four light-years distant, and each light-year is about 9.5 trillion kilometres! It would take a rocket about 100,000 years to reach Alpha Centauri!

www.stardome.org.nz

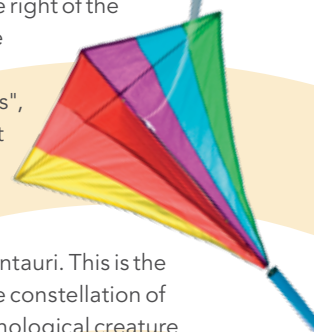
5

BE SAFE AND SECURE AROUND WATER

Nowhere in New Zealand is more than 128 kilometre from the ocean, so it makes sense to be totally at ease with the water. Learn to swim confidently as a child and you'll be set up for not only a safe future around water, but an incredibly entertaining one. We're a nation of sailors but there are plenty of other options. Think kayaking, snorkelling, paddle boarding, diving or surfing.

Talk to Brett Pritchard from NZ Boardstore and he'll tell you the positives are endless when it comes to teaching kids to surf.

"It gives kids a great understanding, knowledge and awareness of the ocean, including its good and bad sides. Also there's the physical side of it. Surfing uses every muscle in the body, so over the summer it's a great way to drag them away from the computer and have some wicked fun, while keeping fun in an amazing environment. Let's not forget that team sports aren't for everyone."





6

CLIMB A TREE

The trick with tree climbing is often not so much about the child doing the climbing, but the parent waiting underneath. Teach your children the safety basics, then trust them. Try not to be a helicopter parent. Pohutukawa's are definitely favourite starter tree for new climbers.

7

FLOAT DOWN A RIVER ON SOME TYRE TUBES

It's quite likely the teenage years will see you white-water rafting on a school camp, or something equally adventurous. A trip on a tyre tube down a river with a gentle current is great preparation.

8

MAKE AND FLY A KITE

Building and flying a kite isn't just about understanding the laws of aerodynamics (although that's very helpful), it's about the joy of making something that actually works. A kite can be a very simple contraption, or it can be a complicated work of art. Either way, nothing beats seeing it take to the skies for the very first time.

9

PUT UP A TENT AND CAMP OUT

The great thing about camping is it takes us away from everyday distractions and simplifies life. Working together as a family on the basics such as setting up camp and food preparation is great for togetherness and communication. But you don't have to be in each other's pockets all the time. When the time is right, reward your child's maturity by letting them sleep in a tent of their own. That brings extra responsibilities though, so encourage kids to learn to put their tents themselves and keep tidy.



10

READ A CLASSIC

You can't over-talk the benefits of developing a love of reading in your kids. Reading is the perfect exercise for young minds. Books teach children about the world and the people around them, foster a healthy imagination and encourage empathy and creativity.

Obviously fantastic books for kids are written every year, but we still have a soft spot for the classics. They give kids a concept of history and an understanding of how our society has evolved, while making it clear that some issues will never change. We're thinking Anne of Green Gables, The Silver Sword, The Little Princess, The Adventures of Huckleberry Finn, Little House in the Big Woods – there's plenty of inspiration at your library.



11

COOK A MEAL FOR YOUR FAMILY ALL BY YOURSELF

Signature dishes aren't just for top chefs at busy restaurants. If your child learns to cook a couple of basic dishes before they start their teenage years, they'll be set for life.

They need to be able to make them from scratch – no packets allowed. We suggest spaghetti bolognese, some kind of meat and veges on rice served with a satay sauce, frittata, homemade burgers or pizza. Destitute Gourmet Sophie Gray's books are a great source of inspiration.



12

CONTRIBUTE TO YOUR COMMUNITY

By the time you're 12 we reckon you should have done something to make your community a better place. That could mean anything from joining a tree planting day at a local reserve to singing with the school choir at a rest home.

Wherever you are on your parenting journey, The Parenting Place has ideas and suggestions to help and encourage. Find out more at www.theparentingplace.com



Toyota New Zealand are long term partners with The Parenting Place.

TOYOTA 86

HITS

365!



It's one year on since Toyota 86 made its debut in New Zealand – bringing the fun back into driving.



Toyota's re-entry to the sports car market has earned the great looking 86 coupe the title of 2012 New Zealand Car of the Year, topping the 10 finalists assessed by the New Zealand Motoring Writers' Guild, partnering with the Automobile Association. 86 also picked up the Sports/Performance award. Huge accolades and interest followed the launch of the much anticipated 86, and since then the 86 has been a multiple award winner both in New Zealand and overseas.



This year, a customisable version of the Toyota 86, the 86 RC (Race Competition), based on the popular 86 and GT86 coupe and priced from \$33,986 - became available to purchase online. It gives buyers the chance to personalise the car, adding accessories from Toyota Racing Development (TRD) including a front spoiler, a side skirt rear bumper spoiler and a high response muffler. Buyers can head to www.the86.co.nz and they can accessorise their 86 RC at the virtual showroom.

The base model comes with the standard 2 litre, flat boxer four cylinder petrol engine (147kW of power and 205Nm of torque) paired with a six-speed manual transmission.

Once you've added all the extras and put in your order, you have three working days to head to your Toyota dealership to sign a Vehicle Offer and Sale Agreement. It then takes three to six weeks to build your personalised 86 RC.

Additionally this year sees the inaugural Toyota Finance 86 Championship series begin.

The seven round televised series began in spectacular style, at Highlands Motorsport Park in Cromwell

on 8-10 November and concludes with a three hour, two driver endurance race at Pukekohe on 17-18 May 2014.

Drivers will compete in one of three categories: 86 Elite, 86 Amateur and 86 Masters, as well as racing for overall series honours. (See the "Track attack" story for more about the series).

Customers are the 86's biggest endorsements; none more so than Palmerston North's Peter Sullivan, who loves the 86 so much that he now owns two – a GT 86 he uses as his "everyday car" and a limited edition TRD 86. He is a passionate 86 owner who marked the first birthday of the 86 in New Zealand by presenting a cake to Toyota New Zealand.

More than 100 fanatics have joined the 86 Owners' Club, where track days and club forums are all part of the experience.

86 has certainly brought the fun back into driving!



GT86



86 RC



TR 86



TRACK ATTACK!

While the ultimate driver's sports coupe continues to grow in popularity, it was only a matter of time before a one-make 86 race series launched. Well, that time is now and the Toyota Finance 86 Championship promises to be one to watch this summer.



With the given number of grinning faces in every direction on this bright and sunny spring morning at Manfeild Circuit in Manawatu, you'd be forgiven for thinking a race championship must have just been won. Where's the champagne and silverware? Someone must have completed a season in style.

But actually, we're at the opposite end of a race season here – this is the start of something big for motorsport in New Zealand. And even though wheels have yet to turn in anger, the aforementioned grins aren't at all misplaced.

One grin belongs to Toyota Racing New Zealand's Barrie Thomlinson, who has worked long and hard to get to this point. Another belongs to Toyota

New Zealand General Manager of Product Planning, Neeraj Lala, who has been a keen supporter of this event since the idea was first mooted. But mostly, the big smiles are firmly affixed to the faces of drivers and owners of cars on the grid for the inaugural Toyota Finance 86 Championship.

It has been a while in the planning, but Motorsport New Zealand has granted the series full championship status from year one.

What's more there's full television coverage of the championship from kick off at Cromwell's new Highlands Motorsport Park circuit and – if you want any further proof that the Toyota Finance 86 Championship looks set to be a winner – there are already some big names in Kiwi motorsport backing

series cars; the likes of veteran ace Ken Smith, NZV8 battler Angus Fogg and rally maestro Neil Allport (whose Neil Allport Motorsports also helped with chassis prep and component supply for the TR86 programme) are all here at Manfeild to claim their keys and commence shakedown testing.

With its celebrated recipe of near perfect weight distribution, rear wheel drive set up and an engaging, back to basics driver experience, the 86 sports coupe has been feted as the ideal template for a one make series race car almost from the day it was unveiled.

As Barrie Thomlinson attests, the Kiwi race cars have seen a fair bit of testing but still remain close in spirit to the performance coupe seen on the country's roads.



TR 86 SPECS FOR SPEED

So what comes as standard with your race spec TR 86? Everything you need for speed, of course.

CAR:	Toyota TR 86
ROLL CAGE:	FIA approved six point
ENGINE:	2000cc four-cylinder-boxer
GEARBOX:	Six-speed factory manual
DIFFERENTIAL:	Torsen Limited Slip
SEATS:	86-branded Sparco sports seats
ECU:	Factory standard
SHOCKS:	MCA adjustable
BRAKE KIT:	Custom 86 race package
WHEEL RIMS:	18" Speedline Competition wheels
TYRES:	Michelin slick and wet tyre package
WEIGHT:	1190kg with full tank (approx)
FUEL:	95 octane
DATA:	MoTeC C125 Colour Display/Logger

"The Toyota Finance 86 Championship is very much a driver's formula, not an engineering formula," Thomlinson tells me as we stand beside the pit wall at Manfeild watching young drivers like Cullum Quinn, Matt Gibson and Tom Alexander stretch their cars' legs as they bed in brand-new brakes.

"Make no mistake, the cars have been subjected to an intensive testing programme – the benchmark car was finalised in November last year and March, April and May this year were all spent testing.

"But aside from key differences like a full FIA approved roll cage, custom brakes and a few other items [see sidebar], the 86 on track is very much like the 86 anyone can buy in a Toyota dealership. That's the beauty of this series," adds Thomlinson.

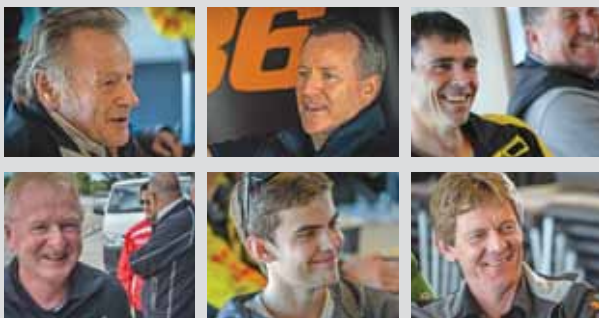
The TR 86 race car's similarity to its Toyota 86 and GT86 siblings is a major factor creating smiles among another group of people who already know the model inside and out – members of the 86 Owners' Club who have been invited along for this inaugural team test day.

With nearly 100 members already, the club sports some fanatical owners. Palmerston North based Peter Sullivan even has two 86s in his garage – a GT86 that is his "everyday car" and a limited edition TRD 86.

"The TRD 86 is actually the first one registered in New Zealand – it's badged #01," says Sullivan, who only takes this second 86 out for track days and the like.

Adds fellow 86 Owners' Club member Paul Pettit, "That's what is so exciting about the 86; it'll go around a circuit all day long and then you drive it home at the end of the day. I think the advent of the Toyota Finance 86 Championship is brilliant; it'll really speak volumes about not only the driveability of these cars, but the bulletproof reliability too."

Neeraj Lala is also excited by the prospect of the new race series, citing it as a further example – alongside the well established TRS Series – of Toyota New Zealand's absolute commitment to motorsport.



**"MAKE NO MISTAKE,
THE CARS HAVE BEEN
SUBJECTED TO AN INTENSIVE
TESTING PROGRAMME"**



"We know the new Toyota Finance 86 Championship is set to deliver a new level of excitement and close competition racing. If the initial enthusiasm for this series is anything to go by, we're supremely confident the series is going to grow in support and popularity even further in the months ahead.

"The 86 range of cars – and by extension the Toyota Finance 86 Championship series – enables Kiwis' from all walks of life to develop their passion for driving and, perhaps even more importantly, to just get out there and enjoy the drive," said Lala.

The seven national rounds of the Toyota Finance 86 Championship kicked off in November.

TOYOTA FINANCE

86
CHAMPIONSHIP

2013/2014 CALENDAR

So what comes as standard with your race spec TR 86? Everything you need for speed, of course.

ROUND 1 > 08-10 November 2013 @ Highlands Motorsport Park, Cromwell

ROUND 2 > 29 November - 01 December 2013 @ Pukekohe Park Raceway, Pukekohe

ROUND 3 > 31 January - 02 February 2014 @ Hampton Downs, Auckland

ROUND 4 > 07-09 February 2014 @ Manfeild, Feilding (New Zealand Grand Prix)

ROUND 5 > 07-09 March 2014 @ Taupo Motorsport Park, Taupo

ROUND 6 > 02-04 May 2014 @ Hampton Downs, Auckland

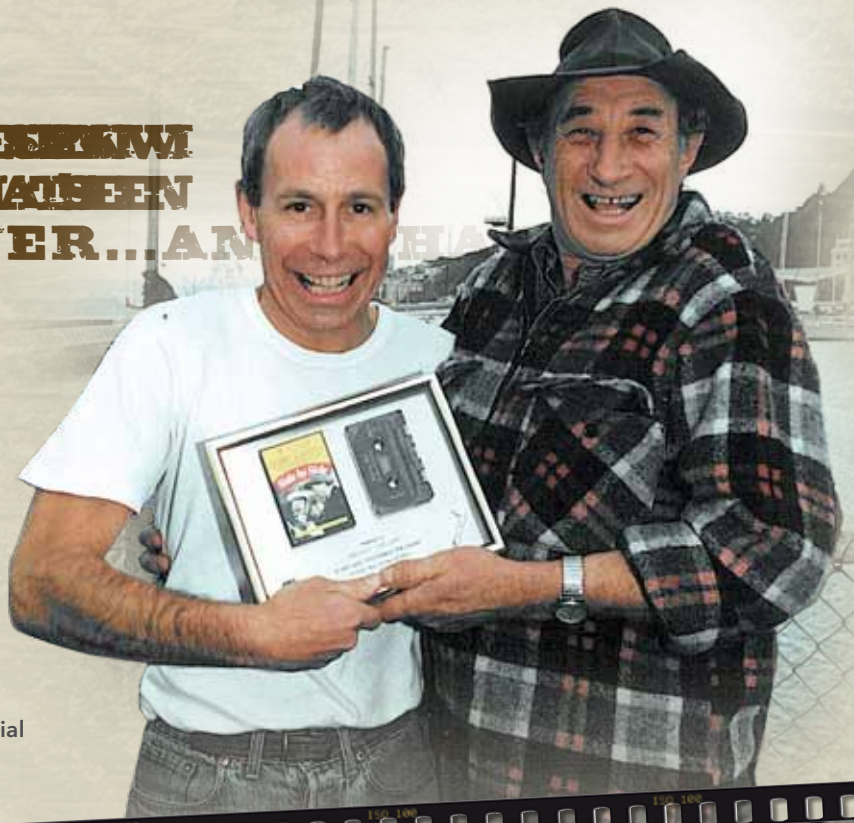
ROUND 7 > 17-18 May 2014 @ Pukekohe Park Raceway, Pukekohe, three hour endurance





HILUX - YOU'RE A

THEY'RE HILUX IN OURS KIWIS MINUTE TO HOUR TO BE HILUX AROUND FOREVER... AN



In fact Kiwis, whether they are farmers, tradies or television commercial watchers, have preferred Hilux to any other ute for the past three decades. Hilux has become a great Kiwi icon through the numerous successful and sometimes controversial marketing campaigns Toyota New Zealand and its advertising agencies have deployed.



Take the Crumpy and Scotty series of the 1990s... that vehicle went through tunnels the wrong way, traversed up seemingly impossible gradients and splashed through pools of mud – other vehicles wouldn't have had a show of surviving.

Then internationally, Top Gear put Hilux through its paces. The result was Hilux that simply wouldn't die – even after it was fully submerged in the sea, crushed and set alight. Then Toyota New Zealand, through another famous ad using humour and animals (bulls), changed the Kiwi vernacular, making the once unacceptable word 'bugger' part of everyday Kiwi speech.

More recently, the iconic Hilux merged with another iconic Kiwi flavour, hokey pokey, when chimp and the Hilux met via volcanoes, boars and streams to give us the present-day Hilux ad. Throughout the journey of the Hilux evolution many kiwis have embraced this vehicle in a number of ways.



The next few pages give you a glimpse of just some of the ways that Kiwis have embraced Hilux in the past 30-plus years.

The neat thing in more recent years is that every Hilux can be customisable into many differing looks. See pages 24-25 for some of the hot new accessory options available or visit your local dealer to check out the new hot looks for Hilux this summer.

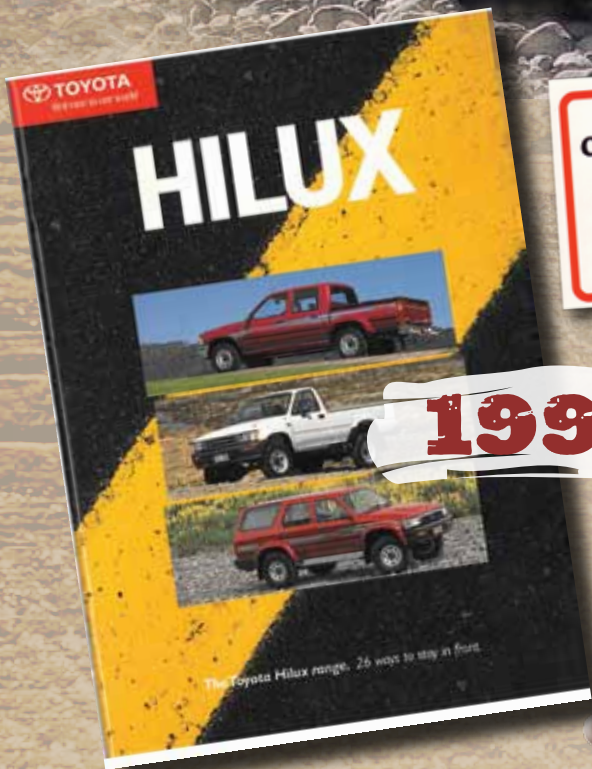
Hilux is a mainstay of heartland New Zealand, with more than 91,950 sold here since 1976. It's fitting to say customers think the Hilux is a real Kiwi legend.

LEGEND!





1992



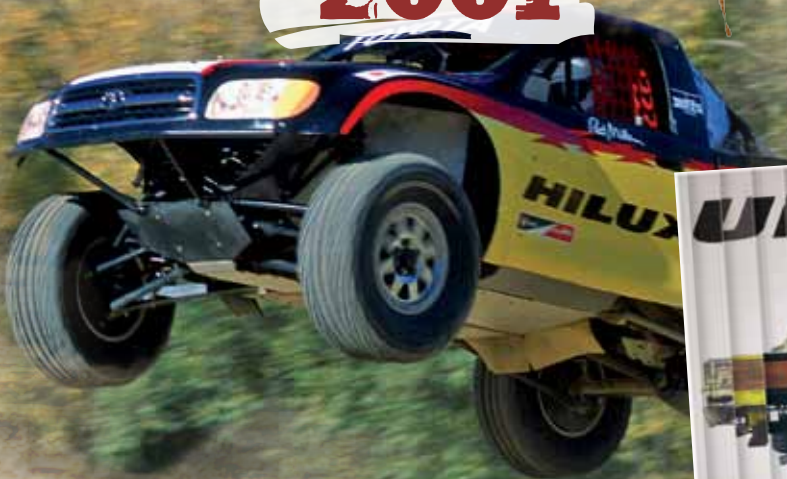
1993



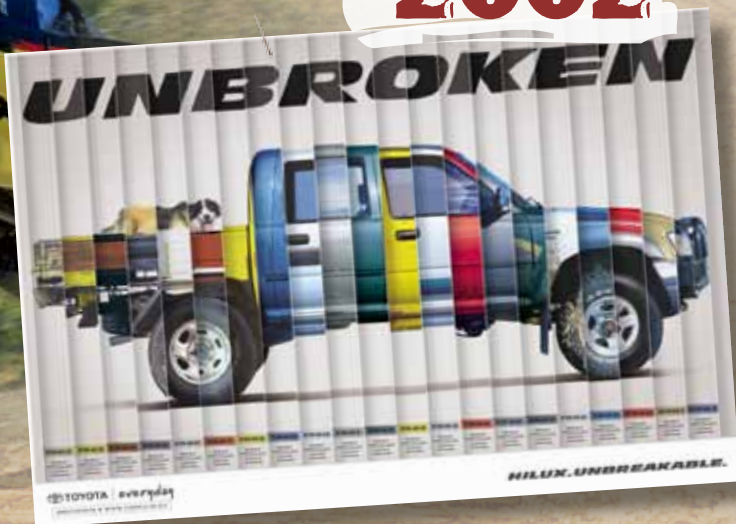
1999



2001



2002





2003



2005



2010



2011



2013

HARDEN UP YOUR HILUX

**TOYOTA GENUINE ACCESSORIES
AND T CUSTOM ACCESSORIES ARE
DEVELOPED AND MANUFACTURED
USING TOYOTA'S WORLD
RENOWNED ENGINEERING AND
QUALITY CONTROL PROCESSES**

Toyota Genuine and T Custom Accessories offer customers the assurance of a manufacturer backed, 3 year or 100,000 kilometre* warranty when the accessory is fitted at the time of new vehicle purchase. (*whichever occurs first under normal operating conditions.)

Customer safety is paramount at Toyota. Therefore we will not bring to market any product that may affect the operation of the vehicles SRS airbag systems, without extensive vehicle testing. Two categories of main product lines are affected are the front mounted Bull Bar and Nudge Bar products, and the Seat Cover product line.

BULL BAR/NUDGE BAR TESTING

Front mounted bull bars and nudge bars can affect the crash performance of the vehicle in a head on impact. To ensure performance is of a satisfactory level the Bull Bars or Nudge Bars are extensively computer simulated, then tested in the crash laboratory. Using a myriad of sensors, data recorders and high speed film, Toyota engineers find out exactly what happens at the moment of impact. Then with thousands of kilometres of on and off road testing are conducted over a wide and varied test conditions. Real world performance in the real world. This is the Toyota way.



TINT-A-CAR WINDOW FILMS

Block out damaging UV rays, reduce heat build up and minimise glare in your Toyota this summer with Tint-A-Car professionally applied Guardian Window Film.

This high quality product has a lifetime warranty and is available in Clear, 5% or 35% tint to suit most applications-for UV protection, comfort or privacy. Window tinting blocks out 99% of UV rays and help your interior stay cool, it also makes your Toyota look cool too.

See your local authorised Toyota Dealer and enquire about the Tint-A-Car options available for your Toyota.





CANOPIES FIBREGLASS AND PLASTIC

All Toyota plastic canopies are designed and manufactured in New Zealand from high density strong and durable ABS plastic using world-class forming techniques.

Supplied colour matched, with keys, these canopies are available in various heights and finishes, with a long list of accessories.

All Toyota fibreglass canopies are tested in local conditions and New Zealand made using traditional fibre reinforced plastic, these canopies are hard wearing and well specified. Supplied colour matched with lockable latches. Available with a wide range of accessories and optional upgrades.



TOWBARS AND TOWING ACCESSORIES

Whether you tow a boat, caravan or trailer with your Toyota this summer make sure your load stays safe and secure with Toyota Genuine and T-Custom towbars, trailer wiring harnesses and towing accessories. Only Toyota approved towbars have gone through stringent durability testing to ensure safe and reliable towing.

The towbars and trailer wiring harnesses are designed to integrate with the vehicle using the manufacturers engineering and design data and made to the highest standards. Toyota Genuine and T-Custom towbars have a 3-year/100,000km warranty when fitted by a Toyota dealer at the time of the new vehicle purchase.

Contact your local authorised Toyota Dealer for the towbar, trailer wiring harness and towing accessory applicability for most Toyotas.



EASY STREET



ACCESS HOMEHEALTH IS TAKING ITS SERVICE TO NEW HEIGHTS TO HELP CLIENTS, NEGOTIATING THE STEEP INCLINES OF THE REGION THANKS TO A NEW FLEET OF COROLLAS FROM TOYOTA NEW ZEALAND.



The steep, winding roads into the Rimutaka Ranges had made reaching some clients a challenge, but the gift of 25 Toyota Corollas for a year is helping Access Homehealth provide care across the region. Access's Wellington-based community nurse Tineke Snow says the Corollas have made a big difference to the services provided.

"Our clients rely on us being there to help when they need us and we work very hard to make sure they can do just that. While our old vehicles have worked hard for the organisation for a number of years, some are not as well suited to take on the more challenging roads," she says.

"That is where the new Corollas really make a big difference to both client and carer, providing reassurance that we can respond whenever and wherever we are needed. We don't have to worry about whether the car can handle the journey, the Corolla makes even the hairiest roads seem like a nice, easy drive."

Working with clients spanning from Upper Hutt to the bottom of the Rimutakas and into rural Wainuiomata,

"While we usually don't transport our clients, knowing the Corolla would give him a safe, comfortable ride to the clinic gave me the peace of mind to help."

Tineke has put more than 10,000km of road behind her new Corolla, and in the process has helped hundreds of clients to enjoy a better quality of life.

"The added comfort isn't just great for me on the long drives. I recently met with a client who urgently needed to see a doctor but had nobody to take him. While we usually don't transport our clients, knowing the Corolla would give him a safe, comfortable ride to the clinic gave me the peace of mind to help."

The new fleet has also seen savings for the organisation, which relies on funding from local DHBs, ACC and the Ministry of Health, thanks to fuel efficiencies. The exceptional economy of the Corolla means Access is able to put more money towards "the important stuff", says Tineke, such as continued improvements to the service its clients receive.

Alongside long-term partnerships with organisations like The Parenting Place and GrassRoots Rugby, Toyota

helps partially or fully self-funded community organisations deliver their services into local communities – often by providing the use of new vehicles.

Toyota New Zealand General Manager of Sales and Operations Steve Prangnell says this is recognition of the number of organisations doing great work in Kiwi communities.

"New Zealand is full of great charities and not for profits like Access that devote their time to improving quality of life for many Kiwis. Unfortunately, these organisations don't always have the resources they need, so we're doing our part to lend a hand by providing cars that make their job easier."

Access provides in home care to around 14,000 sick, disabled, palliative and injured New Zealanders each year. In a job with few perks, small improvements matter and are the things that can make or break a working day," says Tineke.

"That's the work car sorted - now if only I could get something as nice for my use at home!" she says.



These "silent salesmen" were designed to give customers easy access to information about every car in the Toyota range – colours, specifications and prices for both new and used vehicles.



getting in touch

Toyota has improved its accessibility to information within its dealership showrooms for customers via new portable tablets.

The latest version of these devices provides an insight into just how fast technology is moving in this area; the wall mounted flat screens have gone and have been replaced by small tablet computers on purpose built kiosks within the showroom. It becomes more portable for customers who are invited to explore the range, also allowing sales staff to take

the information to wherever customers are in the dealership, and are unaffected by the bright sunlight often present in showrooms. Images and videos load a lot quicker and more efficiently than their wall mounted predecessors - an advantage of the new hardware architecture.

With the explosion in tablet and smart phone use in the last three years, users



explore >



experience >



enjoy >

are very familiar with the technology and have no hesitation in immediately navigating to the vehicle they are interested in. Once you find your car of choice you can view it in every colour and evaluate the differences between the model variants. You can then email the car to yourself for future reference.

Based on feedback so far more features are planned for future versions of the application – with an accessories section planned to be introduced at

the next development phase.

Essentially, these 'electronic brochures' may replace their paper counterparts in the future, helping reduce the overall carbon footprint of a typical dealer.

Toyota first embraced interactive showroom technology with large 42" plasma screens attached to the walls within dealerships, operating with an infrared touch screen overlay connected to a computer and connected to the internet via a cable modem.

These 'silent salesmen' were designed to give customers easy access to information about every car in the Toyota range – colours, specifications, price for both new and used vehicles. While Toyota was an early adopter of this tool once installed, there were initial issues caused by the bright and inviting showrooms interfering with the infrared touchscreen and causing on-screen cars to spin on their own and pages to open and close at will.



GOING GREEN

Going green has paid off for former Blues assistant coach Bryce Woodward, with his Northland Toyota dealership recently gaining Enviro-Mark Gold status. In fact Northland Toyota had Enviro-Mark Gold status at its former site, but had to have its new site certified after moving in in August this year.



The newly built Porowini Avenue dealership was built under the guidance of its CEO and former Blues assistant coach Bryce Woodward, who, along with his architects, had no hesitation in going green from the outset of the project.

"Toyota has a strong commitment to environmental initiatives at all levels, which makes good business sense. We've embraced that in the new building with some simple features, common sense and good modern design," Woodward says. "The architects were very conscious of taking advantage of any opportunities to include green design features in the building from the start and that has flowed through to the finished dealership."

The new Northland Toyota dealership was built in just 19 weeks after the lease end date on its former premises was brought forward.

An approach to rival Mitsubishi to lease space from them fell on deaf ears and Northland Toyota took the plunge and purchased a new 1.53-hectare site on which to develop arguably the country's most environmentally advanced dealership.

With an immovable and very tight deadline to work to, Woodward was able to draw on his land development and surveying background to get the project moving. His 20-year relationship with Whangarei District Council was also useful in gaining council support for the development.

"We then needed a speedy build, so we got quotes from two builders who had built other dealerships in Whangarei, and A-Line Builders got the job," Woodward says.

Less than five months later the new Northland Toyota was complete, with environmental features that set it apart from other dealerships in New Zealand

and are guaranteed to result in an energy efficient operation, with major savings in the use of water and electricity.

"We have four 25,000-litre rainwater tanks, which give us 100,000 litres of water to use for the car wash and workshop," Woodward says. "We've also installed a recycling unit in the car wash, which means 80% of the water it uses can be recycled and reused through the car wash, which is where we use most of our water."

That's minimised the dealership's need for council supplied water, reducing the costs of water supply and enabling further savings in development contributions to the council. The large tanks provide sufficient quantities of readily available water to avoid the need to include a costly fire hydrant on the dealership site.

"The only council supplied water required is for drinking and bathrooms."

When it comes to electricity conservation, the new Northland Toyota has incorporated energy efficient LED and fluorescent lighting in the showroom and yard. Its workshop features lux meters that automatically adjust electric lighting depending on the natural light available at any given time. Sensors throughout the dealership turn lights on automatically when someone enters a room and switch them off again once a room has been vacant for a period of time.

State of the art air conditioning uses 'Eagle Eye' technology to adjust heating and cooling outputs depending on where people are in the dealership, with natural ventilation adding to the building's comfort levels for staff and customers.

"Windows that open at the top of the showroom get rid of the hot air in the heat of summer, which is great for staff and customer comfort and cuts down our air-conditioning needs."

Woodward is quick to acknowledge the support of Toyota New Zealand in providing financial support for some of the dealership's key green features.

"It's very much part of the Toyota way. We are committed to going green at Northland Toyota as is Toyota New Zealand and Toyota Motor Corporation globally."

One of the key benefits of green buildings around the world is happier and more productive staff, the importance of which is not lost on Woodward.

"Our business is all about customer service, and having a happy, enthusiastic team to meet and exceed

"We've also installed a recycling unit in the car wash, which means 80% of the water it uses can be recycled and reused through the car wash, which is where we use most of our water."



customers' expectations is essential. The staff are very excited and have had a spring in their steps since we moved into the new premises."

Customers have also been impressed, and Woodward says thanks to the support of Toyota New Zealand, the green building and Enviro-Mark initiatives are great things to be able to do.

"We are well ahead of the game compared with other dealerships in Whangarei. We are the only one with water tanks and a recycling unit. We can stand tall and encourage others to step up to the plate."

Woodward says he's keen to spread the environmental message and will look at putting a large banner on his water tanks to let everybody know that "Northland Toyota is looking after the environment for tomorrow".

Speaking of water tanks, they are something on which Woodward says the council could look to take a harder line.

"In places like Brisbane it is compulsory to put in rainwater tanks as part of new developments to conserve municipal water supply and build the city's overall capacity. We could do with more thinking like that here."



hot stuff

01

BRAD NOVAK EYE CHART FOR AOTEAROA

Dimensions of Lighbox version version: 400mm wide by 600mm high, 120mm deep. (plug into electrical socket).

In his new limited edition artwork "Eye Chart for Aotearoa 1.1" Brad Novak has successfully harmonised both sides of his working life, as a professional artist and a practising medical doctor. He has based this intriguing screen print on the Snellen eye charts that doctors and optometrists (and driver's licence assessors!) use to measure eyesight. But in an interesting twist, Novak has utilised imagery from his own oeuvre, from Aotearoa and from memories of childhood summer holidays at the beach.

"This artwork is a natural progression for me. Initially I thought being a doctor might hinder me in navigating the art world - but the reality has proven to be the exact opposite. It tends to make people take a second look at both my work and me, which is a very good thing! I hope they can then see how much I love what I do."

Price: \$595.00 NZ

To find a supplier near you, contact www.cleverbastards.co.nz



02

BEACH TOWEL SAN REMO

SunnyLIFE is designed in Australia to reflect the long summers and outdoor lifestyles in that part of the world. Cotton Jacquard Towel 90 x 175 cm

Price: \$89.99 NZ

To find a supplier near you, contact info@sagelifestyle.co.nz





03

FOUR PERSON PICNIC BASKET GREEN

Satara produces a range of high-end products with a focus on quality and functionality.

Price: \$226.00 NZ

Contents include:

- Four glasses
- Four ceramic plates
- Four cutlery sets in Velcro cutlery pack
- Four napkins
- Bottle opener
- Insulated cooler compartment with ice freezer pack
- Carry strap and reinforced carry handle

To find a supplier near you, contact info@sagelifestyle.co.nz



04

APPLE & BEE ECO LUNCH SACHEL

Organic and environmentally friendly product, manufactured in Australia. Jute with Bio-Degradable Lining 185 x 240mm

Price: \$29.99 NZ

To find a supplier near you, contact info@sagelifestyle.co.nz



05

ZOËS KAWAKAWA BALM

A 100% natural insect repellent that is also effective for healing skin problems including rashes, chaffing, burns, nappy rash and insect bites.

The kawakawa balm was developed as part of Zoë's Glentworth's award-winning science project with the assistance of Lynn Kirkland from THE HERB FARM.

Price: \$19.50 NZ

Available from: www.herbfarm.co.nz



WOF AND LISTEN

WOF changes and what you need to know

Often an expiring warrant of fitness, or WOF, is a catalyst for getting our vehicles serviced but the WOF regime is about to change. Here we take a look at the pending changes and offer advice on how best to handle them.

The current WOF regime has been in place for more than 70 years, and following a recent review the NZ Transport Agency (NZTA) has opted for a more relaxed regime that recognises cars are a whole lot more reliable and robust than they were back in the 1930s.

Ab What has changed?

The frequency of WOF inspections is being extended for new light vehicles (cars, utes and motorcycles) as well as some vehicles already in service. New vehicles will now require initial inspections and then none for another three years, when they will require annual inspections.

The change to vehicles already in service is based on the age of the vehicles, determined by the date of first registration in New Zealand. Currently vehicles up to the age of six years require annual inspections whilst vehicles over that age require six monthly inspections. With this new regime the point at which annual inspections change to six monthly will be extended beyond the current six year period.

Ab When does this happen?

The change for new vehicles occurs on 1 January 2014. For vehicles already in service the change occurs in two steps:

1. From 1 January 2014 vehicles first registered in New Zealand in 2004 and onwards will change to annual inspections.
2. From 1 July 2014 vehicles first registered in New Zealand in 2000 and onwards will change to annual inspections.

Ab Why are there two steps?

The NZTA decided to implement this change in two steps to give repair workshops time to adjust to this change.

Ab Does this amount to a relaxation in the WOF scheme?

Yes, in terms of the time period between each inspection however, it remains your responsibility to maintain a car that is in a roadworthy state. If you are involved in a crash and your car is not roadworthy you may be liable and your insurance cover may be affected.

It's also worth noting that the NZTA and Ministry of Transport (MOT) have both stated that there will be heightened enforcement activity following this change.

Ab What should I do?

If your vehicle is currently on a six month inspection cycle and your WOF expires after 1 January 2014 you will still need to get a new WOF. At that point the frequency may change to annual inspections.

Ab Does this mean I don't have to service my car as frequently?

Your car needs to be serviced for a number of sound reasons. First and foremost it needs to be safe for you and your family, or employees, to drive and operate in conjunction with other road users. Secondly, and almost as importantly, servicing keeps your car reliable and prevents breakdowns that may leave you stranded or in danger by breaking down in traffic or in the middle of nowhere. Thirdly you'll want to protect your investment. Cars that are serviced regularly and in accordance with the manufacturers' recommendations last longer and have a better resale value.

Ab What's the difference between a WOF & a COF?

Most light vehicles need a WOF. However, where public safety is more at risk some vehicles need more thorough inspections, these are called Certificates of Fitness, or COFs. Examples of vehicles requiring COF include heavy trucks, taxis, buses and rental vehicles.

Ab Where is the best place to get a WOF carried out?

Your Toyota dealer or service agent is a great option for WOF work because they know your Toyota better than anyone else and they have faster access to Toyota Genuine Parts than anyone else. In many cases the WOF is free if you have a service plan or if the dealer has a free WOF for life programmes as some do.

With the extended WOF intervals your Toyota dealer will also advise you about what might need repair or replacement before the next inspection is due. The extended period may also mean it's easier to forget when your WOF is due, so you'll be asked if you would like a reminder a month before the expiry. How convenient is that?

Some WOF providers inspect and repair while others just inspect. The latter claim that their separation from the repair process means they are less likely to find faults because they don't stand to benefit from the repairs. This is possible; however, it's not very convenient and to suggest that they are honest whilst others aren't is a questionable practice in itself.





From our homes we tune in each week to the next reality television fix. But what actually goes on behind the scenes – how do we end up with this entertainment that hooks us episode after episode?



Another season of New Zealand's Got Talent has rolled around and Toyota proudly partners with the television programme that last year blew the viewership stats out of the water. From the thousands of hopefuls, judges whittle the talent down to a pool of 30 semi-finalists, and that's when the voting public kick in to choose the 12 final acts.

Filming for the show takes place just a couple of days prior to the on screen showing, in the North Shore suburb Browns Bay at City Impact Church. Impactful it is – the perfect location with hundreds of carparks and seating for around 1800. Between 40 and 70 TVNZ and Imagination TV crew/contractors are scattered around 'the sanctuary' (the official name the main church auditorium) dealing with lighting, sound, sets, contestants, back-up bands and supporting acts.

The day before filming is a day for rehearsals and walk-throughs for the contestants. It's another chance to hone their on screen acts and become familiar with lighting, stage and sound. Vocal coaching is offered for singers by New Zealand singer come vocal coach Suzanne Lynch and dance coaching by dancer Aaron Gilmore.

Both offer advice to vocalists and dancers to help them get the most out of their performances from the camera's point of view. Aaron says watching the live performance versus what ends up on our screens can leave quite different impressions. So it is his job to assist dancers with what the cameras will pick up.

Outside is the OB – the Outside Broadcasting truck with monitors set up to see what is happening inside.

Downstairs are the holding rooms for contestants waiting for their call ups. If the nerves get too much Tip Top (another sponsor) has a freezer full of ice creams for the contestants.

You'd think that the judges would be schooled up with bios on the contestants prior to their reveal – but just as it is for the audience it is a journey of discovery. They're kept in the dark until the contestants walk on stage on the night of filming.

For the viewing public at home it is hard sometimes to not judge a book by its cover, and while judge Jason Kerrison admits this is sometimes hard for him too, he alludes to his fellow judge Cris Judd as having an amazing ability to keep a poker face and not give anything away.





Some of the acts have blown both judges and audiences away. Take James Lee - the Korean chef who has never received any formal singing training – he moved everyone to their feet. “There was the bizarre element, and the surprise that out of his mouth, came such strength,” Jason says.

Whatever their impression of single acts, both Cris and Jason say it takes some courage to get up on stage.

‘The sanctuary’ is dressed up for the event with the three judges’ names bearing crosses underneath, the row of desks and the red buzzers. The rear of the stage is framed up with hundreds of LED screens, which show the amazing graphics and become the screens that split apart when the contestants come on stage.

The talent scout moves around making the contestants feel comfortable – the Tip Top fridge is well stocked with as many Tip Top ice creams as they can consume. Ethan Scharneck (the 11-year-old Michael Jackson dancer) stopped jiggling enough to announce that he’d already eaten two.

It was as if Ethan had a couple of Eveready batteries inserted in his back. He couldn’t stand still. His mother said that the self-taught dancer had from the age of two watched the Michael Jackson videos, rewinding and going over and over the moves until he had them mastered. “I just watch the Michael Jackson moves on video until I get it right.” His mum said she had him in dance classes but he just enjoyed doing his own thing – and found dancing with kids his own age “too boring”.

Around the room there are contestants pacing – even though it’s only the rehearsal day. Regardless of rehearsal or the real deal, all have high expectations and want to do their best.

Christchurch couple Kate and Lei’ataua Limulua prepare mentally

for their dance. The pair make up the dancing duet – Silhouette, and have a high-energy, gruelling dance ahead, so limit their practise times. Kate is a perfectionist, and her nerves are heightened even at rehearsal. The routine is so physically intense – they could only perform it once as what Kate contorts her body to do is nothing short of incredible. Lei’ataua reckons the workout he gets from some of the dance moves is more intense than any of his rugby training. Kate is a dance teacher who did a stint with the Royal New Zealand Ballet until a motorcycle accident forced her to give up. She admits to being an adrenalin junkie, and Lei’ataua works as a courier while also playing rugby for North Otago. He’s buff. When Kate needed to find an adagio partner who could lift her, he didn’t want to trust it to anyone else! “I’m not going to eat too much because he’s got to lift me,” she says as someone asks Kate to help herself to ice creams. Since their initial audition Kate talks about her new-found fame, to which she was quite oblivious. “All of a sudden I am getting noticed.”

Siuleo Vitale, a father of three, impressed everyone with the power of his vocals in his performance of the Tom Jones’ song, ‘Delilah’. He’d just had his rehearsal of his rendition of Tom Jones’ ‘She’s a Lady’ when he had a few minutes to spare as he was getting ready to leave. He said his reason for entering the contest was to share his talent with New Zealand,





and realise his dream of performing on stage and recording music. Siuleo works as a greeter at Bunnings Warehouse, and moved to New Zealand from Samoa in 2008 with his wife and three children, to provide a better education for them and to pursue a career in music. "New Zealand's Got Talent is a time for me to share and show people that I have talent... I am doing this for my young ones in the hope that it gives us a better life". Siuleo draws strongly on his Christian faith and wants "to do it for the Lord".

While the judges can make their comments and suggestions from here, ultimately it is the New Zealand voting public who will decide on the winner. Whoever wins the competition, there seems to be a general acceptance that the public will vote on the ability of the performer to engage the audience, whether it is by storytelling through dance or the audience connecting through the lyrics of a song.

In terms of delivering their feedback to the contestants, the judges say they like to provide constructive criticism as they appreciate it is daunting getting on stage and fronting up for

the whole of New Zealand to see.

They agree it's a journey for the contestants and as judges they are not out there to crush dreams. It is after all, as they affirmed, a talent-based fun show.

While they're not prepared to divulge any judging secret code (if there is any) they appreciate that the three of them represent different disciplines and they admit to cross-pollinating of their ideas. "Each of us provides a mirror and insight into the other." Apart from the odd interruption from one of the judges throwing them off their train of thought, Cris says they are three minds and sometimes will see things from differing perspectives – but generally agree that they are on the same page.

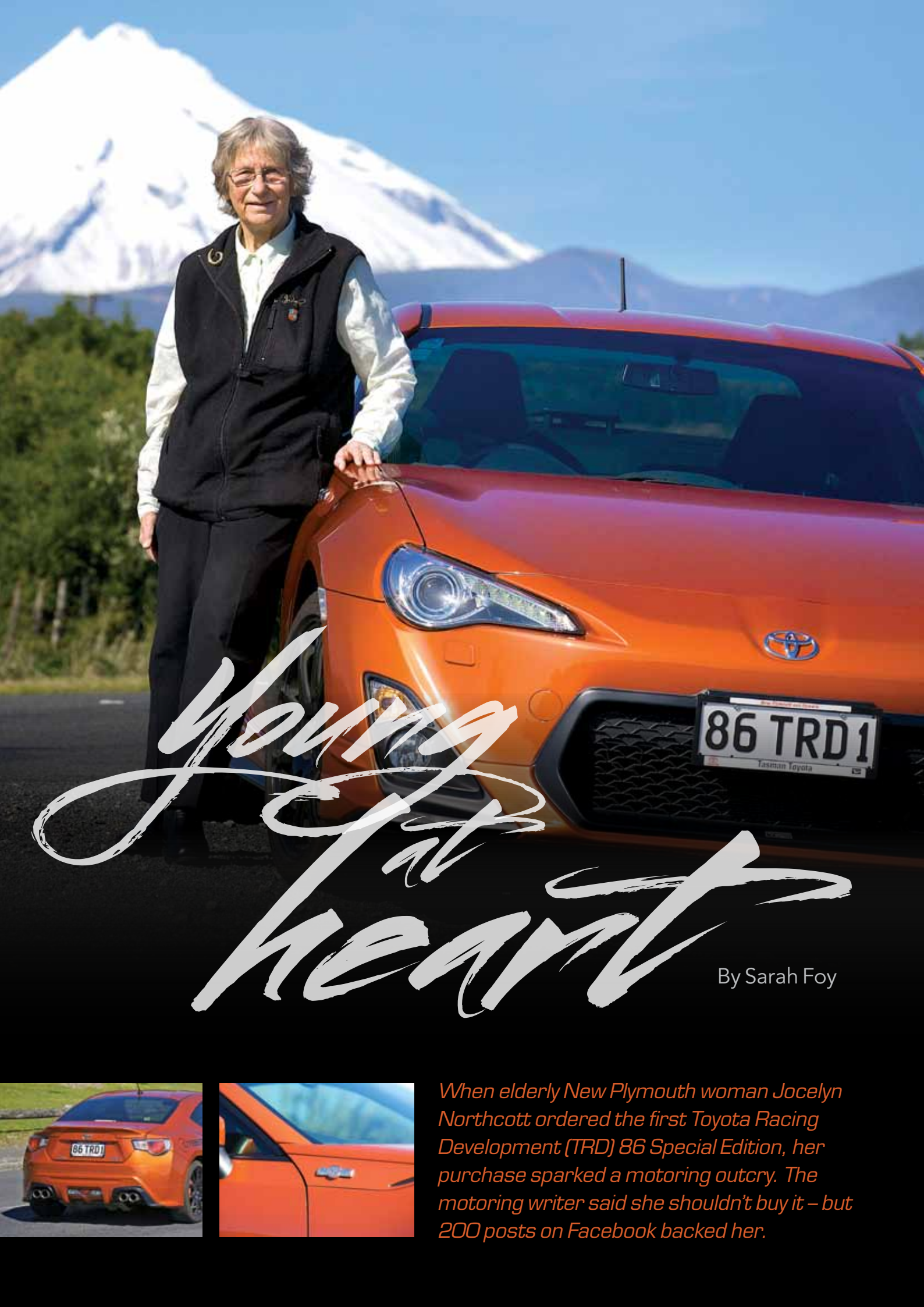
Jason Kerrison is amazed that from last year to this, the talent on the show just keeps on coming. He says it's great for the arts in New Zealand and sees a real trend for people to get out there and give it a go. He says New Zealand's Got Talent is like a platform for young and old to practise and prepare themselves for the stage – whatever their genre. He has seen an explosion of talent in New

Zealand since the talent search has been on – which in itself has been an inspiration and a catalyst for him to hone his own acoustic guitar skills.

He refers to a young virtuoso last year with a ukulele who inspired him to become better at an instrument – "if these guys can do it so can I", he says and tells us about a new daily routine of playing scales and YouTubeing for a couple of hours to gain some guitar-playing tips and techniques.

For Cris, this competition is about contestants entertaining the audience with new things and seeing some of the not-so-popular dance genres like ballroom dancing being popularised through the show, and all of a sudden becoming cool type of dances. He refers to the previous week's contestants Brian and Sarah, who from each performance elevated and stepped up their performance. He says is an important part for their dance contestants to draw the audience in – give them a reason to connect.

But ultimately, despite what the judges may think – the audience will decide and the New Zealand voting public will have the last say.



Young at Heart

By Sarah Foy



When elderly New Plymouth woman Jocelyn Northcott ordered the first Toyota Racing Development (TRD) 86 Special Edition, her purchase sparked a motoring outcry. The motoring writer said she shouldn't buy it – but 200 posts on Facebook backed her.

"Without it [the kit], it would be like going to a wedding in your old clothes."

Choosing the colour was part of the deal: she opted for burnt orange and modified the racing stripes. "I designed my own and people have commented on them ever since. The look is unique to my car."

Jocelyn collected her coupe in January this year and promptly attracted the attention of police on traffic duty. Three times diligent officers tailed her and each time they pulled back, presumably after checking the number plate and the colour of the driver's hair. She accepted the attention good-naturedly. "I guess while they are following me they are giving the lads some peace."

Owning her TRD 86 has opened up a new era in her life. She's joined the Egmont Sports Car Club, and regularly tours the countryside with members. Friend Josie Berras joins her as the navigator; together they pack bags, lunches and picnic chairs and head off.

Next February they will join the club for a tour of the South Island. "I've met new people and I'm doing something different."

As for the car, it has "plenty of get up and go". Its features are numerous, she says. Among them is a smart key, which allows her to pop the key in her pocket, walk out the door and start the car. No key in ignition needed.

The boot is roomy and Jocelyn has no problems fitting everything in it. She's thrilled with the quick response of the accelerator and feels safe when stopping due to the excellent braking system.

The backing camera is a "godsend" and the ability to switch between manual and automatic, as well as sit in cruise control, makes touring the countryside a breeze.

Shouldn't be allowed, opined Richard Bosselman, the New Zealand motoring editor of the Yahoo! Autos website. A purchase by an old lady might threaten the vehicle's sporty image, he claimed.

Jocelyn (72), who's trained racehorses and driven her own HT truck, wasn't the least bit perturbed.

The uproar probably strengthened her resolve. In her home on the outskirts of New Plymouth, the newspaper clippings and pages of Facebook posts detailing the drama are pinned to a noticeboard.

The saga began in winter 2012.

Jocelyn, a matter-of-fact woman with warmth and wit, was driving a Yaris.

"I wasn't happy with it." It's hard to explain why, says the former primary schoolteacher. "I guess it wasn't me. It didn't really suit me."

She visited her local Toyota dealer and enquired about something more upbeat.

"I asked if he had Celica or something like that and he showed me the 86 TRD sports car they were bringing into New Zealand. I said, 'Yes, that will do.'"

The dealer didn't seem surprised that this senior citizen had opted for a two-door sporty coupe of which only 20 were being made available.

Discussions continued and Jocelyn spied the top-of-the-line Special Edition on a computer screen.

As she tells it, there was no hesitation. "That's what I would like, thank you very much," she told them, instantly upgrading to a model that costs over \$80,000.

The next day she phoned back. Actually, she'd like the GT kit that included leather seats and the other "bells and whistles".



The VSC sport is great when cornering as the braking sensors kick in, ensuring there's no sliding. And it's low, lean shape makes it easy to clean. "I can reach right across with the hose."

Jocelyn reckons the car is "just me".

"I certainly wouldn't swap this car for quids. It's given me so much pleasure."

The attention amuses her but she's happy to challenge stereotypes. She learnt to ride horses soon after she could walk, and talks of riding an ex-racehorse over the sticks [jumping races] as well as racing her hunter along Awakino Beach. "I've always driven fast."

She and her late husband Reg trained four racehorses, including three winners of notable events. She didn't receive her trainer's licence until she was 59, and used to work her first horse, Prince De Val, around the couple's 16-hectare property.

These days she maintains a lush garden, keeps up a rigorous round of card-playing and indoor bowls and whips round the region in her TRD 86.

"My friend Josie reckons I have an extra spring in my step," she says.





A TRIED & TRUE HERITAGE



Mr F. A. Cooke

SOME OF OUR TOYOTA DEALERS HAVE BEEN AROUND FOR DECADES, LONGER THAN THE TOYOTA IN NEW ZEALAND. IN THIS ISSUE OF BELIEVE WE TAKE A LOOK AT COOKE HOWLISON TOYOTA AND SOME OF THE HISTORY ENTRENCHED IN OTAGO'S MOTORING ARCHIVES.

In 1895 Cooke Howlison and Co. began trading. Founded by Frederick Cooke and Edward Howlison, Cooke Howlison began as a small bicycle shop, manufacturing its own brand of bicycles from imported parts. It was bikes without motors that were first sold - then with their combined expertise (Cooke - a skilled engineer and Howlison - a champion cyclist at the time) set about building their own brand of bicycle - the 'Record'.

A few years later in 1903, they took the next step to motorise the 'Record' - which was popular until about 1906 when more advanced imports such as Humbers, Abingdon King Dicks and Nortons began to dominate sales.

In 1907 the company focus changed. Cooke Howlison then became a leading motor car dealer, now importing and selling new and used vehicles and offering full petrol, parts and repair services. By 1930, the company ceased selling motorcycles to concentrate on the car business. From a single cylinder, 8 horse power Rover - the first car sold, and then later in 1907 the first Buick in Otago was sold. From 1907 to 1926 Cooke Howlison was a direct importer of Buicks from the USA, and in 1926 when General Motors New Zealand Limited (GM) opened their assembly plant in Petone, Cooke Howlison became a distributor for GM, for locally assembled Buicks and Chevrolets.

1969 saw the last new Chevrolets to be offered to the New Zealand motoring public - the devaluation of the New Zealand dollar was partially to blame. Additionally, Cooke Howlison has had a long association with Holden, dating back to November 1954 when the first Holden FJ was sold. They continue today to have a strong market share.



Mr. J. Edmond's Warehouse.

The Toyota connection

Toyota's association in historic terms is relatively recent when sifting through Cooke Howlison's history books, but significant all the same.

The first Toyota sold in Dunedin was in 1967 – just the year after Toyota was introduced to New Zealand. In '67, Wrightcars assumed the local franchise, and in '77 Cooke Howlison acquired the Vauxhall and Bedford franchises from Wrightcars.

In 1989 Cooke Howlison purchased Wrightcars Toyota and this is where the History of Cooke Howlison Toyota was born. Today, the company can boast being the largest motor vehicle dealership in Otago.

Amongst the 115 staff employed by the Cooke Howlison group (which includes the Holden, Hyundai and BMW franchises at separate sites) there is a team of loyal Cooke Howlison Toyota staff – many who have been there from its beginnings.



father Graeme has been involved since he and his brother Eric bought the business from the Cooke family in 1963. Graeme is easing into retirement but is still often seen at the dealership.

The stability of the company goes back to its roots with no real ownership changes since the Marsh takeover in 1963 and this legacy is set to continue.

"While we are a very old company, we like to think we are pretty progressive with our thinking... while it is nice to have our heritage behind us we prefer to look forward more than backwards in time," said John Marsh.

It is clear though that staff feel looked after, not only through their loyalty, but it's the little things like the Christmas hams, social functions and the health insurance cover provided. Staff welfare is important to the company and the motivating factor behind attaining ACC's Workplace Safety Management Practices Tertiary level qualification, the highest level for Health and Safety possible. While different franchises operate under the Cooke Howlison umbrella, apart from a shared administration function they are run as separate businesses.

It's been evident through its leadership Cooke Howlison is an equal opportunity employer with two extremely capable women running the Toyota dealership for the past 18 years. First, Heather Dickson, was CEO from 1995 until she lost her battle with cancer in 2007, when current CEO Adrienne Ensor was appointed the top job. Both women have been awarded the coveted Toyota Dealer of the Year Award. Adrienne has 30 years industry experience and thrives on the responsibility of motivating her loyal and dedicated team to reach their targets and retain the high standards that Cooke Howlison Toyota is well known for. Adrienne also highlights another enjoyable part of her role as being the interaction with the growing Toyota family of happy customers.



While John Marsh is not involved hands on in the running of the Toyota franchise, he is the Managing Director and Chairman of Cooke Howlison and has been involved in the family business since 1984. He also oversees Blackwells Holden and Canterbury Mazda in Christchurch. His



She is also adamant that her job is made easier by the support from her staff, all of whom play a part in the achievements that Cooke Howlison Toyota get recognised for.

When not at work Adrienne can be seen on the netball courts umpiring at a senior level for Dunedin club netball. She's been involved in netball from a very young age as a player, then coach and now an umpire and board member. She is on the Netball South Zone board responsible for netball in Otago, Southland and the ANZ Championship franchise team, Southern Steel.

Adrienne is part of a large family (one of 11 children) and along with husband Graeme, spending time with family and friends is an important part of their lives. Family events and holidays she says are fun-filled with much laughter and there's usually something happening every month. The latest special event was celebrating the 1st



“While we are a very old company, we like to think we are pretty progressive with our thinking... while it is nice to have our heritage behind us we prefer to look forward more than backwards in time.”

JOHN MARSH

This is a business that has survived over a century and seems set to continue on for many more years to come.

birthday of their great, great nephew, the first of the next generation.

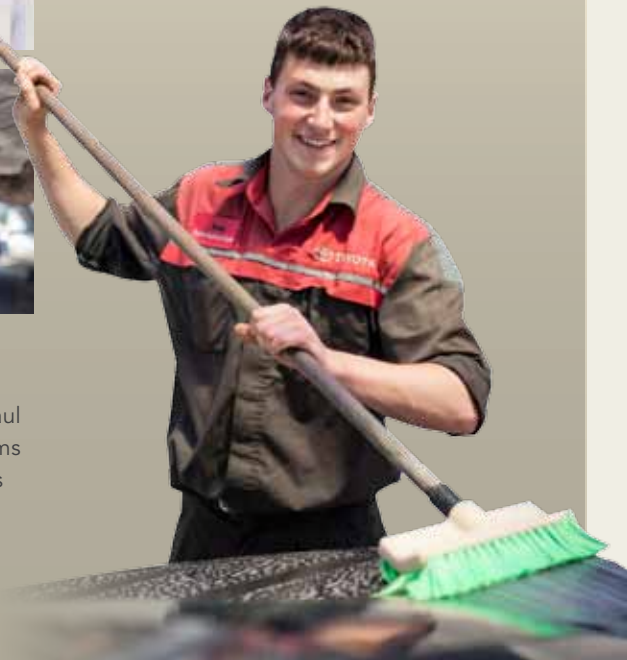
Cooke Howlison Toyota is also well known for the support it gives to the community through various organisations such as the Otago Community Hospice, Cancer Society of NZ Otago Southland Division, Alzheimers, Life Education Trust and Orokonui Ecosanctuary. Their Hiace Van courtesy coach is available free of charge to all schools, community groups, sports teams etc to use to transport people to events and always in high demand. The staff plays a big part in the annual Christmas Santa Parade through setting up the parade and driving the vehicles towing the floats, and are rewarded with seeing smiles on the faces of thousands of parade watching children lining Dunedin’s main street as they eagerly await the arrival of Santa.

Another rewarding staff event is the annual Christmas can appeal, where along with other organisations such as the fire service and police the team get out in Toyota Hilux’s and drive the streets of Dunedin collecting cans to top up the local food banks.

Some of the current long serving staff have a combined total of nearly 200 years of experience – staff such as Neil Steel (31 years) Fred Donaldson (31



years) Garry Ferguson (29 years) Steve Wilson (24 years) Adele Perkins (23 years) Frances Clearwater (20 years) Paul Drummond (17 years) and Colin Williams (16 years), and no one is short of stories and recollections of the good working times they have had throughout their history with Cooke Howlison Toyota.



47 AND STILL *Untouchable*

No manufacturer is better known for building stalwart, reliable cars than Toyota. And the car that built that reputation was the Corolla.



1978 Corolla Sedan

Toyota reached the milestone of 40 million Corollas sold globally over 11 generations in 2013 – in 47 years in New Zealand Toyota has gone from selling 14 passenger units in 1966 to a cumulative total of more than 230,000 units today.

Last year Toyota achieved 25 years of market leadership in New Zealand – and a lot of that success can be attributed to Corolla. Now Corolla is effectively 47 years old it can claim

to be the best-selling car in the world.

Three best-sellers since records began, the VW Golf has now sold 30 million over 39 years, followed by the VW Beetle's 21 million over 65 years and the Ford Model T's 15 million over 19 years. Incidentally Toyota's global total of all vehicles is a little over 200 million, and about one in five of that total is Corolla.

In Japan though, since its debut, Corolla has been the number one seller in 36 of the past 40 years.



2013 Levin ZR

1974 Corolla Sedan



1980 Corolla DX Sedan

1978 Corolla Sedan



The 47 year old Corolla series is sold in more than 150 markets and built in 16 countries, with cumulative global sales approaching 40 million units since its 1966 launch making it the most popular car line in history.

Let's face it, just about everyone seems to have had a Corolla in their past. Corollas have been practically ubiquitous – whether it was the car you learned to drive in or the

family car, it seems everyone has some connection with the trusty Corolla.

Repeated debates took place within Toyota's Product Planning Division as the team strove to come up with a name that would be suited to a model heading out to the world. The name Corolla, originating from the Latin term for 'crown of flowers', was chosen with hopes that this vehicle would bloom in the automotive market.



1988

I had one of the big 5 door liftback NZ GTs, 1986. Best car I have ever had BAR NONE!! Love that car!

Catherine via Toyota NZ Facebook

And that it has. Corolla is here to stay.

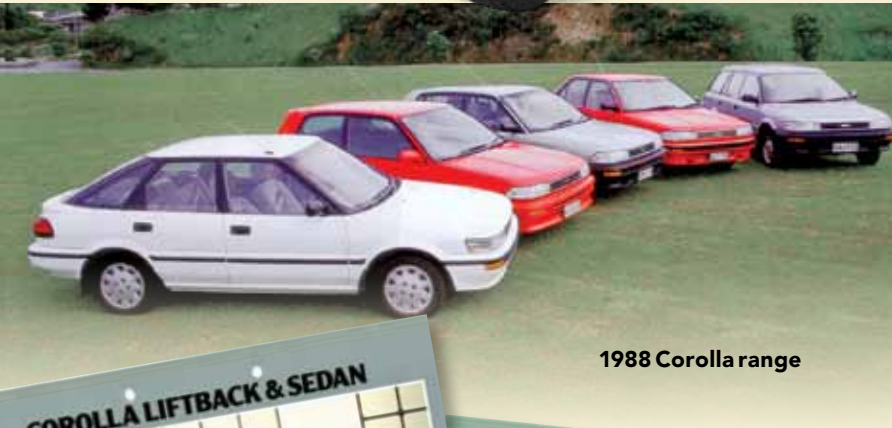
The initial marketing of the Corolla range in New Zealand was the launch in 1984 of the 'incredible' Corolla – Toyota's first front-wheel-drive Corolla. Within a year of its introduction to New Zealand it accounted for 74% of car sales. The new Corolla range incorporated the latest Japanese technology and European-type styling, making it one of the biggest model change advances ever achieved for a mass-produced vehicle. The launch of the 1988 Toyota Corolla range – one of the most comprehensive and significant vehicle launches ever seen in New Zealand – signalled the beginning of New Era II for Toyota New Zealand. Then later in 1988 the Corolla was named Car of the Year by the influential magazine at the time, New Zealand Car.

Customers too saw the benefits of the new era strategies introduced by Toyota New Zealand, with warranty cover increasing from 12 to 24 months and 20,000 kilometres to 40,000 kilometres on all power train components.

A well known actor at the time from the television series 'The Untouchables', Robert Stack featured in the television campaigns launching this vehicle to the New Zealand public.

The 1988 model was the most successful ever Corolla in the New Zealand market and helped power Toyota New Zealand to market leadership in 1988 for the first time. In 2013, Toyota New Zealand is in its 25th year of market leadership – a milestone that can be attributed to the ongoing support of the Corolla nameplate.

To put the early market share into context, in 1988 Corolla increased its share to 79% of Toyota's car sales, and with annual sales of close to 10,000 units it represented a 13.8% share of the total passenger car market.



1988 Corolla range



The 1990 Corolla GLX 1.6 liftback.



1993

1993 brought another success story for Toyota in New Zealand, with the introduction of the seventh-generation Corolla model. The success story demonstrated Toyota's growing dominance of the market.

The seventh-generation Corolla was the most successful yet; in fact if Corolla had been a franchise on its own (in 1993) it would have held the number three position with a 14.5% share of the market, behind Ford but well ahead of Mitsubishi, Nissan and General Motors.



Best work car ive ever had, 9th generation sport manual... Never missed a beat, was mine and my bosses preferred over the other 2 which were auto, and i really miss driving it now... especially since it just had its 500,000km birthday!

Libby via Toyota NZ Facebook

In 1998 local assembly ceased in New Zealand due to the tariff removal on vehicles completely built up – and the Thames assembly plant (where Corolla had up until then been assembled) was decommissioned. Corolla was now imported as a completely built-up vehicle from Japan. Sales were still strong and Corolla continued to be a favourite in New Zealand.

1998



I got my 7th Generation Corolla (wagon) in 1992 brand new and 244,000 kms later is has never missed a beat! It has just turned 20!

Faye via Toyota NZ Facebook



2003

2003 Corolla Hatchback



In 2003 the ninth generation of Corolla introduced the all-new aluminium 1.8-litre DOHC, 16-valve engine. This generation Corolla was known for its roominess and comfort. The theme song accompanying the television commercial was 'Please Release Me' by Engelbert Humperdinck. Owners of the parked cars in the ad were smitten and trying to get a glimpse of the new Corolla, when their vehicles jealously came to life and restricted them from looking any further.



2008

Five years on, in 2008 Toyota accompanied the next iteration of Corolla with the 'lost keys' ad, where the owner of a Corolla simply couldn't find his keys... the whole town, police and metal detectors were involved in trying to find the lost keys, all the while they were in the owner's pocket! This was the introduction of the 10th-generation Corolla – a vehicle that was inspired by European design with features like a bridge-style centre console and more sporty seating.



2012

We are now into our 11th-generation Corolla with the infamous cat that will do anything to get inside the Corolla. This generation Corolla revolutionises what has gone before in terms of a more sporty design, more aerodynamic profile and sharper on-road agility and performance.

Kiwis will get the chance to experience the all-new Corolla sedan for themselves when the model range lands in local showrooms in early 2014.

Paired with the top-selling Corolla

hatch, the forthcoming sedan line-up will also offer high-quality, comfortable interiors wrapped in smart, newly redesigned, dynamic exteriors, all underlined with Corolla's perennial reputation for quality, reliability and value for money.

Offering more space and a greater level of luxury equipment than has ever been available in the Corolla sedan in New Zealand, the new model will look to broaden its appeal with both corporate

and private buyers alike.

The next-generation Corolla sedan features an all-new exterior design with clean lines and balanced proportions that impart a more sophisticated and contemporary look.

Throughout its introduction through the various generations in New Zealand, Corolla has touched the hearts and souls of many Kiwis.



GO WHERE YOU WILL.



THE 2014 LAND CRUISER PRADO

FROM **\$84,195***

The 2014 Prado can take you anywhere (just make sure you're ready) and with its new powerful looking front grille, new lamp styling and luxury leather interior, you'll look just as much at home on the city streets.

Book your test drive of the new Prado at toyota.co.nz or contact your local authorised Toyota dealer today.

 **TOYOTA** | *Believe*

*Recommended retail price including GST excluding on-road costs.



a hero's



It was an amazing end to a remarkable challenge for the America's Cup. New Zealand welcomed the Emirates Team New Zealand crew home – hailing them as their heroes. ★ The campaign galvanised the nation, consuming fans day after





welcome

day as the team went back on the water in their endeavour to win the cap. ★ The outpouring of support was incredible throughout the race – from messages to the team to those embracing the Lean With Us campaign and getting their lean on. ★ The nation's message to the team at their homecoming was one of pride; the ultimate prize may have eluded them, but they carried themselves with dignity, displayed good sportsmanship, and represented their country well. ★



Toyota believe -
you've seen the tv
commercials, but what
is Toyota believe all
about...Toyota's success
with customers and its own
people we attribute to the
core beliefs that flow from the
Toyota Way, in New Zealand
the Kiwi Way.

Toyota's actions are guided by eight **core beliefs** which are the differentiating point for customers, staff, in our products and in our service. Toyota in New Zealand expresses these beliefs in practical ways;





We believe everyday's an opportunity to improve

We strive for continuous improvement in everything we do. It's not a mission statement we hang on the wall. It's the way we do things. We believe there is no best – only better.



We believe if you dream it, you can do it

We will continue to set ourselves seemingly impossible goals and continue to strive to achieve them. For example, Prius came from a goal of trying to build a car that would set a new standard in energy and reuse. Another example is the innovative iQ, a smaller city car that doesn't compromise on interior space or safety. Our latest goal is to build a car that makes the air cleaner as it drives. Of course this may sound impossible, but none the less, our engineers are aspiring to do just that.



We believe a better tomorrow starts today

We must always think of the long term social and environmental consequences of our actions and constantly work towards a better tomorrow. We know that although motor vehicles can transform lives and communities for the better, they also can have a detrimental effect on natural resources, carbon emissions and quality of life. And, mere concern is not enough; we have to take responsibility and do lots of small and not-so-small things today, to help make a difference in the future.



We believe in respecting others

We listen to our customers, our dealers and New Zealanders as a whole to help determine our course. Internally we have many forums for discussion; externally we survey all customers at least twice during their ownership of a new or Signature Class vehicle. We welcome feedback to Toyota's unique Customer Dialogue Centre. We also endeavour to honour each other and our customers by acting with courtesy and integrity in all our dealings. We respect the time and priorities of others by being efficient and communicating as clearly and simply as possible; and treat our customers as guests and serve them in the manner they desire and deserve.



We believe in trying to make a difference

The core of Toyota's business is making vehicles that help people to lead better lives. Whether that's simply transport to get to work, school or to carry out a job, or simply a lifestyle vehicle that enriches a family's life, we try and make vehicles that make a difference. It also means we will support causes that make New Zealand a better place with Toyota NZ supporting organisations such as Parents Inc.



We believe good things stand the test of time

Every day, we build quality products. We expect our cars lives to be measured in decades and hundreds of thousands of kilometres of motoring. Because it's over that lifetime of use, that our customers experience the real value of a Toyota. In the event that something goes wrong, we stand behind our products with comprehensive warranties, a well-trained dealer network, a dedicated 24/7 Customer Dialogue Centre and a parts operation which will supply parts (from stock 95% of the time) for the life of each vehicle.



We believe in working together

The Toyota team satisfies its customers by working together – designers, engineers, production workers to Toyota New Zealand, Toyota Financial Services to dealer sales, service and parts – all are critical components to a successful outcome. With the underlying philosophy of respecting others, the entire Toyota team works on a basis of mutual trust and co-operation. For us, Team means: Together Everyone Achieves More.



We believe in going the extra mile

We will go the extra mile to deliver our customers an outstanding level of service that matches our outstanding product quality. Consequently we train our dealership staff with the technical skills and product knowledge to ensure they can do just that. And if something goes wrong, we provide a Customer Dialogue Centre to help resolve their issue. Ultimately we want to earn the loyalty and trust of our customers so they keep returning for a long-term business relationship with Toyota.

A better tomorrow starts today

Capturing the mood of the nation, the song A Better Tomorrow reflects Kiwis tremendous pride in Emirates Team New Zealand.

General manager marketing Neeraj Lala says the homecoming song is in the spirit of celebration.

"Despite the final result, the team put New Zealand on the world stage, and they did it with integrity. As well as showing how a truly world-class team handles adversity, they took New Zealand's innovation and technology and raced alongside the very best.

"In the words of the song, 'we built the machine, for the whole world to see'."

James Reid, who was commissioned to write the song with Media Blanco, says the lyrics summed up his amazement at the "machine" and his pride.

"What started as a celebration song for the potential winning of the cup, had a few lyric changes but the triumphant basis of the song is still there, if not more so, as we have so much to celebrate."

The Feelers frontman says the song – and the America's Cup - shows us that we can stay strong "in the face of it all".

"It's about Strength, Courage and Humility for the next generation to aspire to. Dream big for a better tomorrow."



A Better Tomorrow (We Built The Machines):

*Toyota America's Cup
Homecoming song*

*We built the machines
For the whole world to see
The strength of our character
Not just a challenger
We built the machines
I'm not waiting for the storm to pass
I'm out dancing in the rain
I've got your back
Another day we'll start again*

CHORUS

*A better tomorrow starts today
Standing on the shoulders of giants
We built the machines
With the freedom to dream
From great heights,
To fly on wings to carry me home.
From humble starts, to ever lasting memories
Battled the odds
Carving out greatness, in history
What an Odyssey*

CHORUS

*A better tomorrow starts today.
Standing on the shoulders of giants
We believe we believe.*



TOYOTA | *Believe*



This magazine was printed using mineral oil free ink (produced with a renewable resource, unlike traditional mineral oil based inks). The paper used to produce this catalogue is manufactured using Elemental Chlorine Free (ECF) pulp sourced from Well Managed and Legally Harvested Forests and is FSC Chain of Custody Certified. Novatech is produced at the Nordland Mill which has FSC Chain of Custody certification, ISO-14001, Eco-Management and Audit Scheme (EMAS) and also holds the EU Flower.