

ALSAYER AND TOYOTA LAUNCHES NEW PRADO 2018

Experience the New Prado with its powerfully enhanced drive, advanced technological specifications and highly developed safety systems

Reach the Unreachable: Prado Continues Being the Strongest

Refined exterior design and more dynamic off-road performance



- The new model exhibits a more dynamic, modern and robust styling
- Sophisticated and intuitive interior delivers greater convenience and passenger experience
- Prado's latest offering goes the extra mile with superior driving dynamics
- Cutting-edge safety technology makes Prado the families' favored 4x4 option



Mohamed Naser ALSAYER & Sons (MNSS), a company of ALSAYER Holding has unveiled the new 2018 Prado – toughest and most reliable regular 4x4. The press conference which was recently held at ALSAYER Ballroom at Ardiya was attended by Bengt Schultz Chief Operating Officer, Johan Heislitz Senior Business Director MNSS, Scott McNicol General Manager Sales, Hamad Al-Fouzan Product Planning Manager, Takayuki Yoshitsugu Chief Representative Toyota Middle East along with distinguished members of the press and media.

Commenting on the heritage of Prado Scott McNicol said "Prado is not just an ordinary SUV. It's a historic SUV – Personal or Business. Thanks to loyal customers. With inherited DNA from Land Cruiser - the king of SUV's, evolution of technology and a revolution of performance it is one of the most successful SUV's of all times. Our recent research has shown that Prado is rated highest preferred in regular 4x4 segment: they said it's the best choice for the Gulf conditions, it's a name they trust, great interiors, superb driver comfort with most of the options available inside and it offers the great value for money."

Building on an enviable heritage of offering a powerful four-wheel drive performance, a new and improved Prado has been unveiled for its ever-growing fan base in the GCC. Available in more than 190 countries worldwide, the most of all existing Toyota models, the Prado's unrivaled off-road abilities have earned it a rock-solid reputation as one of the world's toughest and most reliable 4x4s.

The new Prado further enhances this reputation with new, more modern and robust exterior styling, more sophisticated, comfortable and higher quality interior design, improvements to its dynamic abilities and user-friendliness, both on- and off-road.

Takayuki Yoshitsugu, Chief Representative, Middle East and North Africa Representative Office, Toyota Motor Corporation, said, "The

GCC countries have always had a loyal and growing customer base for Toyota vehicles, and today, we are excited to unveil the new Prado. It strikes a balance between a refined design, both in its exterior and interior, and superior driving dynamics that bring greater agility and efficiency in driving performance.

He added: "Over the years, Prado has proven its tough, lasting and reliable qualities across different terrains and extreme environments, and this new Prado builds on this legacy to exceed the expectations of our valued customers in the region. I am confident that it will tick all the boxes of consumer interest owing to its outstanding quality, durability and reliability with unrivaled off-road performance and ever-greater levels of comfort and ownership prestige. Furthermore, engineers have strengthened the car's safety and comfort features, and these critical enhancements will contribute towards making the new Prado one of the leading choices amongst families in the region and beyond. I thank the loyal fans for their continued support, and look forward to their reviews and reactions to the new Prado."

Featuring ergonomically optimized and functionally grouped switchgear, a new dashboard design incorporates the large, 8-inch multimedia system, Optitron driver's meters, a power steering wheel and switchgear-controlled 4.2" Multi-information Display.

Helping even unskilled drivers maximize the vehicle's off-road performance, the Prado's all-terrain support systems make it one of the most technically advanced, safe, pleasurable and easy-to-use four-wheel drive vehicles in the region.

More Dynamic, Modern and Robust Styling

The exterior design of successive Prado generations has always combined the stylish aesthetics of a vehicle entirely at home in any environment with the robust image of durability and power expected from a genuine four-wheel drive machine.

The new Prado builds on this proven, trusted formula with a unique design which is visually more agile and dynamic, yet maintains three core strengths essential to the vehicle's renowned go-anywhere credentials, namely, 'Total Practicality' – with headlamps and cooling openings positioned to maximize both protection and wading depth; 'Total Durability' – with the powertrain and all functional parts well protected and 'Total Capability' – with the tight turning circle and generous ground clearance essential for even the most demanding off-road driving.

With the newly designed bonnet, radiator grille, headlamps, front bumper and fenders, the front of the Prado draws on several structural elements from its unique design heritage. The bonnet has been shaped to enhance downward visibility at the center, incorporating integral fog lamps, the lower part of the bumper corners kick upwards, and the center section has been shaped like a skid plate to enhance off-road maneuverability.

Organized into a powerful, single graphic form, the radiator grille and headlamps have been placed high for greater off-road functionality. The grille openings are as large as possible to allow for optimum engine cooling performance, while the headlamp main beams are positioned inboard to avoid damage from obstacles during off-road driving.

In keeping with Prado heritage, the grille features broad vertical bars with slit-shaped cooling openings finished in chrome. Integrating high and low beams, a front turn signal lamp and Daytime Running Lights (DRL) within a distinctive casing, the headlamp clusters may be equipped with either halogen or LED/halogen headlamps, the latter incorporating LED DRL.

The vehicle profile is further enhanced by a choice of six-spoke 17" alloys, or a high gloss painted 18" alloy wheel. A set of side stripes, flowing from the front to the rear, are developed exclusively for customers in the Middle East in recognition of the popularity of the

Land Cruiser Prado in the region.

The new Prado is available in ten exterior colors, including two new colors: Blackish Ageha Glass Flake and Avant-Garde Bronze Metallic.

Sophisticated and Intuitive Interior

The interior of the new Prado features revised dashboard styling that incorporates new designs for the driver's instrument binnacle and center console. It combines improved operability with the refined finish appropriate for a premium quality all-terrain vehicle.

The top of the new center console tower has been lowered for a sleeker appearance and improved front visibility when driving off-road. It carries the finishing touches of a 'Silver Hairline' texture that creates the appearance of sculpted metal and is cushioned between soft pads that support the occupants' knees. The center console incorporates a new, larger 8" full-color multimedia screen, a flush-surface air-conditioning control panel, and the drive-train-related instrument cluster.

A high-definition 8-inch full-color multimedia screen enables centralized control of navigation and audiovisual systems which complements the rearview monitor to guide the driver while backing up the car. In addition to AM/FM radio and a DVD player, the JBL system optimally positions 14 speakers through the cabin, creating a quality sound space. The amplifier is compatible with Clari-Fi™, a compressed audio restoration technology that helps play the music as close to its original audio quality by recreating the high-range and low-range sounds, as well as sounds of the natural vocal and stereo feelings that are usually suppressed when saving files in the MP3 format.

The system also features Bluetooth support and has USB and mini-jack inputs offering external audio input, enabling the driver and passengers to easily connect playback devices to enjoy their favorite music. Rear seat passengers can also enjoy video from DVDs, Blu-ray discs and other sources on the large, retract-