

THE FIRST CHOICE

When techie Ajith Jain decided to buy his first car he chose the Toyota Liva. His impressions on his new prized possession...

AJITH PRASAD JAIN works as a Tech Lead at Wipro Technologies in Bangalore. And he is now the proud and happy owner of a new Toyota Liva.

When Ajith decided to buy his first car, he was very clear in his mind that the two most important criteria were interior space and mileage. After checking out the

cars in the market, he decided that the car that fit the bill was the newly launched Toyota Liva. Adding to the appeal was Toyota's reputation for cars that require very low maintenance, which sealed the deal for Ajith. Now, after clocking up more than



2300km on the odo, he feels that he's made the best choice possible.

As Ajith puts it, driving the Toyota Liva in the city is "hassle-free" and the Liva's tight turning radius is a definitive advantage on our congested city roads. During the week, he uses the car occasionally to drive to office. But it's mostly on the weekend that the car is used for trips, usually to his hometown, which is about 90km from Bangalore. On such trips, the car is packed with his parents, sister, brother-in-law and luggage – despite the long drive, everyone is very comfortable. His mother and sister usually suffer from car sickness, but that's never been a complaint whenever they are in the Liva. On the highway too he finds the Toyota a fantastic performer. Having driven around 550km on a single trip to a place near Bandipur, he has had a chance to exhaustively gauge the car's performance, and his verdict is that on the highway the Liva is a "very stable car". And when it comes to ride comfort he gives it a thumbs-up, saying that the "suspension is very good". He has a special word of appreciation for the Liva's very effective air-conditioning system, which goes a long way in making the long trips more comfortable.

One of Ajith's main criteria was a good mileage, and the Liva has not disappointed him. He is very happy with the fact that the Liva takes him 15km for



'Till now the only money I have spent on my Toyota Liva has been on fuel.'

every litre of petrol. That's a great boon in these times of spiraling fuel prices. Adding to his satisfaction is the fact that his Liva is living up to Toyota's reputation of making reliable and trouble-free cars. As Ajith says, "Till now I have spent money only for fuel." And considering the mileage his Liva delivers, it's not been a big dent on Ajith's wallet.

The best advertisement for any car is a satisfied and happy customer, which

in turn leads to good word of mouth. When asked if he was happy with the purchase of his Toyota Liva, Ajith had a definitive "yes" as an answer. And is the Toyota Liva a car he would recommend to other people? Again, the answer was a definitive yes.

Ajith Prasad Jain chose the Toyota Liva as his first car. What's going to be his next car? Something tells us it's going to be a Toyota for sure.

