

OVERDRIVE

India's Largest Auto Media

THE BEST

**THE TOYOTA INNOVA HAS BEEN
INDIA'S FAVOURITE MPV FOR 15 YEARS.
IT'S NOT DIFFICULT TO SEE WHY**



SUCCESS STORY

THE INNOVA'S SUCCESS HAS MADE IT SYNONYMOUS WITH THE TOYOTA BRAND IN INDIA

Sakichi Toyoda set down five principles that he expected everyone who worked for the car company he founded, to follow. One of these asked for people to make sure that they always stayed ahead of the times and another one asked them to be practical. The engineers and designers who have worked on the Toyota Innova seem to have taken this bit of advice quite seriously, considering how much of these values shine through in their creation.

But then, the Innova has been no ordinary car. It's been the best. And not just for a year or two years, it's been a market leader for 15 years now. When Toyota launched the Innova here in February 2005, the idea was to do something that had never been done before in the country. Create an offering that would give buyers all the creature comforts and luxury of a sedan, with all the practicality and space of an MPV.

The secret to this flexibility, and eventually success, has been the Innova's IMV platform. This structure

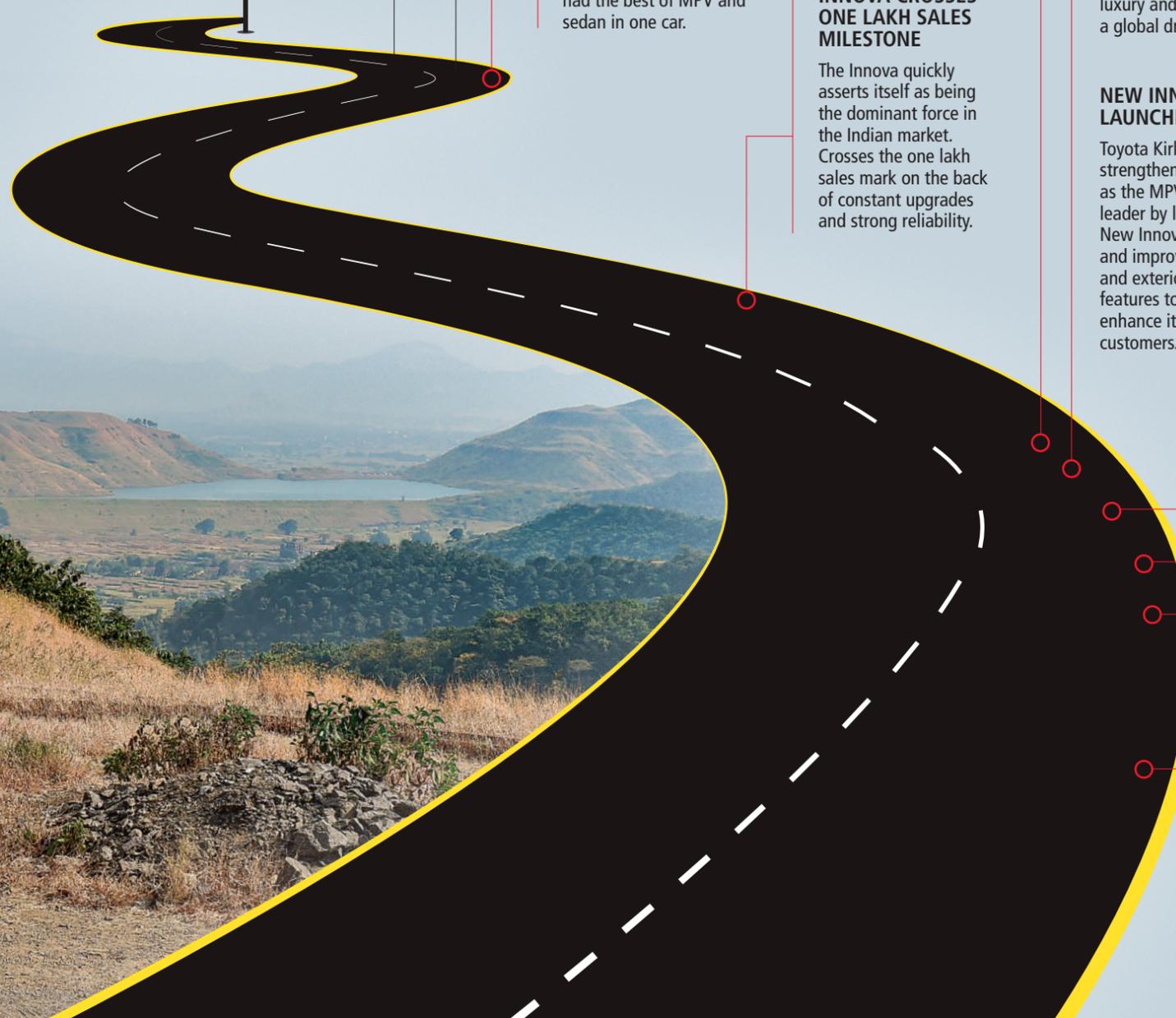
has been an exceptionally robust and technically advanced base on which Toyota has developed its other iconic products, like the Hilux pickup and the Fortuner SUV. The Innova has further gained from Toyota's obsessive focus on quality, durability and reliability, where every step of the car's manufacturing process focusses on making sure only the best reaches the customers. The Innova has also gained from the experience that Toyota gained from the Qualis. That car was the first premium MPV in India and the Innova improved on its already strong head start.

The Innova has been such a success that it is now almost synonymous with the Toyota brand in India. The growth of the Innova has mirrored Toyota's progress as a major force in the Indian auto industry. Toyota is a brand known for its premiumness and quality, an image that the Innova has strengthened.

In its current iteration as the Toyota Innova Crysta, things have only moved forward. The Innova Crysta is a genuinely premium product, that aside from the values already mentioned, also cocoons passengers in a level

of luxury previously unseen in this segment. The Crysta's strong safety proposition and extensive feature list only add to its position as the leader in its segment. The sales figures are the ultimate proof of this. The Innova Crysta has been the sales leader in its segment for most of its 15-year tenure.

INNOVA OVER THE YEARS



TIMELESS ACHIEVEMENTS

RIGHT FROM ITS DEBUT IN 2005, THE INNOVA HAS BEEN SETTING NEW BENCHMARKS

2005 TOYOTA INNOVA LAUNCHED IN INDIA

Toyota Kirloskar Motor (TKM) creates the premium MPV segment in India by launching a product that had the best of MPV and sedan in one car.

2008 INNOVA CROSSES ONE LAKH SALES MILESTONE

The Innova quickly asserts itself as being the dominant force in the Indian market. Crosses the one lakh sales mark on the back of constant upgrades and strong reliability.

2010 TKM SETS SALES RECORD

Toyota Kirloskar Motor records a massive 107 per cent jump in sales in December. This is driven by the Innova which accounts for 77 per cent of all Toyotas sold that year.

2012 INNOVA PLATFORM SALES CROSS 50 LAKH MARK GLOBALLY

Toyota Motor Corporation, Japan, announced that sales of vehicles based on the Innova's IMV platform crossed 50 lakh units globally, proving that the Innova's mix of style, luxury and robustness is a global draw.

NEW INNOVA LAUNCHED

Toyota Kirloskar Motor strengthens its position as the MPV segment leader by launching the New Innova with new and improved interior and exterior luxury features to further enhance its appeal to customers.

2016 TOYOTA INNOVA CRYSTA LAUNCHED IN INDIA

After ruling the MPV segment for over 11 years with style, space, safety and comfort, the new second generation Innova Crysta redefines 'Power and Luxury'. Is completely new from the ground up with even more luxury features and more refined and powerful engines.

2017 INNOVA TOURING SPORT LAUNCHED

TKM takes the Innova to even higher reaches, launches the Innova Touring Sport. This version is aimed at a blend of dynamic exterior design, sporty interiors along with superior safety and performance features.

2018 RECORDS HIGHEST-EVER IMV SALES

The company achieves the milestone of recording the highest ever IMV sales in 2017 (73,000 units of Innova and 24,000 units of Fortuner – total IMV sales = 97,000) in India.

2020 LAUNCHES BSVI COMPLIANT INNOVA CRYSTA

Strengthening its commitment to a green and sustainable environment, Toyota Kirloskar Motor opens bookings for the BSVI compliant version of its flagship MPV, Innova Crysta, in both petrol and diesel options.



“EXPERT SPEAK”

OVER THE LAST 15 YEARS,
CRITICS HAVE SHOWERED HIGH
PRAISE ON THE INNOVA



2005

PHOENIX RISING!

That the Innova is a big leap forward in the Indian automotive industry would be an understatement. It is not only changing the rules of engagement but also bridging the divide between cars and MPVs and MUVs. All the people who were buying cars like Chevrolet Optra, Hyundai Elantra and the Skoda Octavia can now rethink their priorities. Because suddenly along with nearly the same comfort that these saloons provide, the Innova gives more space and flexibility as well.

2005

CAN THE TOYOTA INNOVA TEAR INTO THE ENTRY-LEVEL LUXURY CAR SCENE?

Everything about the Innova has been planned and replanned and then some more. Very obviously where she scores highly over any and every car is the versatility of space she offers. She can seat seven or eight very comfortably. In the seven-seater option mid-row, passengers get cushy bucket seats that can be adjusted laterally and are reclinable with a wide passageway that gives access to

the last row. Even the last bench is reclinable, a passenger convenience feature never before seen in any car in India, leave alone any MUV. And there is still enough space behind the last row to accommodate luggage for a weekend trip.

2006

TOYOTA'S BRILLIANT MPV INNOVA-TION

Jargon and terminology aside, the new Toyota Innova is a vehicle which is so simple in its layout yet so painstakingly crafted and put together that it is light years ahead of even some premium C – and D – segment cars!

2012

TOYOTA INNOVA FIRST DRIVE REVIEW

The Innova doesn't need an introduction. It went straight to the top of its class when it was launched six years ago and is still untouchable. In fact, this probably is a record of sorts – despite being on the market, essentially unchanged, it still commands a waiting list! Despite being the staple of taxi fleets all over the country, it still is very popular among private buyers. How then do you improve upon a MUV that is nearly close

to perfection? The last revision to the Innova was the mild facelift a couple of years ago and now it gets a second facelift. The Innova has always been a comfortable vehicle to travel in and has been the benchmark in its segment. The new upgrade hasn't changed the car drastically but makes it feel fresh. The prices are not yet confirmed but expect a marginal increase over the older model. The new Innova will be launched at the Delhi Auto Expo and expect the waiting period to only increase.

2016

TOYOTA INNOVA CRYSTA FIRST DRIVE REVIEW

The Innova is by far the most successful product to ever roll out of Toyota India, period. It's an MPV that never had any competition. It created a segment and has continued to dominate it for more than a decade. From large families to fleet operators, the Innova has changed the way Indians define travel. The Toyota Innova Crysta looks a lot more premium compared to the outgoing Innova. The styling is similar to the Toyota models available internationally. It follows the same sharp design theme. There are large headlamps that house projector headlights.

FOUR-PRONGED ADVANTAGE

THE TOYOTA INNOVA'S EXCEPTIONALLY STRONG POSITION IN THE INDIAN MARKET CAN BE PUT DOWN TO FOUR STRONG POINTS

PERFORMANCE

The Toyota Innova Crysta can be had with two powerful and fuel-efficient engines, both of which meet the latest BSVI emissions well before these standards become mandatory for Indian cars. The 2.4-litre GD-diesel engine is the most powerful in its class, with great low-end torque and efficiency. The 2.7-litre TR petrol engine has a relatively low weight that reduces fuel consumption. Toyota Dual Variable Valve Timing with Intelligence (Dual VVT-i) ensures a more efficient and smoother drive. This, in turn, reduces vibrations and noise inside the cabin, leading to a luxurious experience. Aside from an easy-to-use 5-speed manual gearbox, both engines can also be had with an efficient and responsive 6-speed automatic gearbox. Users can also tailor the driving experience to their needs with the two drive modes - Eco and Power.

STYLE

The Innova Crysta also does a good job of showing to the world that you've made it. It's sleek and yet attention-grabbing looks are a perfect representation of its class-leading packaging and reliability. The sharp, modern styling is enhanced by details like the elegant 3D trapezoidal grille design which melds into the innovative auto LED headlamps. There are sophisticated alloy wheels, chrome trim that makes a premium statement, unique rear lights with stabilising fins, a shark fin antenna, large electrically operated mirrors with puddle lights and an aerodynamic rear spoiler. All of these things combine to create a great road presence.

COMFORT

The interiors of the Innova Crysta are exceptionally well-appointed, befitting of the most demanding of buyers. The flowing, tech-laden dashboard adds a sense of occasion on the inside. This is complemented by the premium leather seats, available in either a seven or eight-seater combination, and the wood-finish panels all around. The



LEGENDARY QUALITY

THE TOYOTA QDR PHILOSOPHY IS THE CORNERSTONE FOR EVERY TOYOTA VEHICLE, INCLUDING THE INNOVA

With every step of the process, Toyota ensures that exceeding expectations of the customers is its first priority. This is based on a promise to the customer to provide complete Peace of Mind. At the core of this is the uncompromising and advanced levels of Quality, Durability and Reliability (QDR) that are in the DNA of Toyota. This is incorporated right from the early stages of the design process up until Toyota cars roll off the assembly line. Toyota spends USD 1 million per hour on R&D, globally. Every Toyota thus is made with an aim to make a failure-proof car. The trust that customers have placed in their Innova through its generations are testimony to this fact. This thought is so deeply ingrained in Toyota's culture that the QDR philosophy has been depicted in the company logo since 2014. This highlights Toyota's endeavour of making sure each component is built to the same standard.

driver's seat is eight-way adjustable, which also gets a leather-wrapped steering wheel and push-button start. Further highlights are the ambient lighting and the navigation-enabled touchscreen audio, and the crisp instrument cluster means that you're always in control. The cabin is also highly practical, thanks to the cooled gloveboxes, the one-touch tumble second-row seats, rear auto AC with vents for all rows and the easy sliding front passenger seats.

SAFETY

As comfortable and as striking a car might be, it also has to deliver the goods when it comes to keeping its occupants safe. Unsurprisingly, the Innova Crysta scores highly on this front as well. There are seven airbags so all occupants are equally protected in a crash. There's hill-start assist that automatically controls the brakes suppressing vehicle rollback when starting off on a slope. There are ABS and vehicle stability control that enables greater manoeuvrability and steering control and ensures vehicle stability. Finally, all of this is enclosed in a high-strength body structure that effectively absorbs impacts and distributes it evenly during unforeseen collisions, thereby reducing passenger and pedestrian injuries.

- 1 The Innova's interiors are steeped in lush materials and the latest technology
- 2 The ambience inside an Innova is befitting of its heritage, making for a soothing experience
- 3 The captain seats and spacious third row allow seven people to travel in absolute comfort



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