

Press Release

29th April, 2010

All New Toyota Noah, Japan Domestic Version, Arrives in Hong Kong **The First to be Equipped with “VALVEMATIC” Engine**

The All-New Toyota Noah has long been awaited by the Hong Kong buyers and has finally arrived. Reservation is also ready! The Noah comes equipped with a host of superb features, loaded with practical, user-friendly automotive value, creating a truly wonderful on-road experience for both the driver and passengers. Besides this, the new Noah is adorned with a new and stylish exterior, known as the ‘**Aero-Body**’ Sports Body kit*. This includes newly designed front and rear bumpers, front grille, rear spoiler and side mudguards; shaped to further strengthen the uniqueness of aerodynamic specifications.

「**The Strong Gets Stronger**」

「**Strong**」 – Noah was Hong Kong’s Best Selling MPV in 2009

「**Stronger**」 – With its new features, such as ‘VALVEMATIC’ engine, and ‘Aero-Body’ sports body kit, Noah’s market leader position will surely be reinforced.

The All New Toyota Noah Launch Party was held at the Toyota Kowloon Bay Showroom today, attracting hundreds of media and guests. Our guests of honor, Mr. Patrick Lee, the Managing Director of Crown Motors Ltd and Mr. Hideki Mizuma, the Chief Engineer of Noah from Japan, gave a speech to the guests followed by an unveiling ceremony.

The New Noah also comes equipped with the latest **VALVEMATIC** technology; a continuously variable valve lift mechanism adopted to significantly realize fuel economy and engine performance. The updated engine and driving train allows for **better fuel economy**, making the Noah even more environmentally friendly, entitling it to the **Tax Incentive Program**.

A **7-speed Sport Sequential Shift-matic** is appointed to enable manual-like shifting operation, with +/- mode, improving the efficiency of fuel control, and creating a more smooth and powerful ride at high speeds. Thus, the Toyota Noah was not only designed to suit the actual needs of everyone in your family, but also for increased driving pleasure. Get behind the wheel and immediately experience remarkable, enjoyable driving.

CROWN MOTORS LTD.

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Modern and Energetic Exterior:

- ❖ 'Aero-Body' Sports Body Kit*
- ❖ Remote Control Power Sliding Doors with Auto-closure Function and Jam Protection
- ❖ Power Adjustable and Retractable Door Mirrors
- ❖ Auto On/Off HID Headlamps with Levelling* (NEW)
- ❖ Front Fog Lamps
- ❖ Rear Spoiler*
- ❖ Twin Moonroofs*
- ❖ 16" Alloy Wheels* (NEW)

Excellent Performance:

- ❖ Engine Type: L4 DOHC 16-valve Valvematic Engine
- ❖ Displacement: 1,987 cc
- ❖ Max. Output: 116kW (158PS) / 6,200rpm
- ❖ Max. Torque: 196Nm (20.0kg-m) / 4,400rpm
- ❖ Transmission Type: 7-Speed Super CVT-i Transmission with +/- mode

Practical and Spacious Interior:

The New Noah's ergonomically engineered features and settings give you easy fingertip control. The New 7-Seater has 2nd row captain seats, keeping the side entry function which has been so popular among families.

- ❖ Smart Entry & Push Start System
- ❖ Optitron Meter with Illumination Control and Multi-information Display Optitron
- ❖ ECO Driving Indicator
- ❖ Woodgrain Leather Steering Wheel and Shift Lever*
- ❖ Plasmacluster Ions Generator and Negative-Ion Generator* (NEW)
- ❖ Dual Zone Automatic Climate Control with Pollen Filter
- ❖ Rear Air-conditioning System Control Switch and Register
- ❖ Leather Seat*
- ❖ Rear view mirror with Heater function (NEW)
- ❖ Sliding mechanism for 2nd Row Seats
- ❖ 60/40 Split Second Row Seats with Tip-up Function[#] (NEW)
- ❖ 40/40 Split Captain Seat Side Entry Function and 180 degree Rotating Ability for 2nd Row Seats* (NEW)
- ❖ "Easy Stow" 3rd Row Seats
- ❖ Wide-angle Interior Mirror
- ❖ Theatre-style Inclined Floor Design
- ❖ CD/MP3 Audio System with 6 Speakers (Incl. 2 Cabin Ceiling Actuators)

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Sterling Safety Facilities:

Safety and comfort are paramount on the Toyota Noah, providing comprehensive protection for all:

- ❖ LED Brake Lamp and High Mount Brake Lamp LED
- ❖ Fender and Front Corner Mirrors
- ❖ Rear Parking Sensor and Camera*
- ❖ Vehicle Stability Control System VSC & Traction Control System TRC
- ❖ Anti-lock Braking System ABS
- ❖ Electronic Brake Force Distribution EBD
- ❖ Brake Assist System BA
- ❖ Hill Start Assist Control HAC
- ❖ 2nd Row Seats with ISOFIX Child Restraint System
- ❖ 3-Point ELR Seatbelts for All Seats (NEW)
- ❖ Engine Immobilizer System

*For Noah Luxury only

#For Noah Advantage only



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The Special Price of All new Toyota Noah:

7-Seater Luxury Sports (Left) : \$279,870

8-Seater Advantage (Right) : \$233,892



For more information, please visit Crown Motors Ltd. website (<http://www.crown-motors.com/>) or contact our Toyota sales representatives.

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