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The All-new Toyota Alphard and Vellfire Make Their Stunning Debut
A Reflection of Supreme Luxury with Dynamic Charisma

Crown Motors Limited has established its leading position in the domestic market for over 20 years and has been dedicated to meet market demands by importing a variety of excellent models. In line with the growing popularity of hybrid cars on the market today, Crown Motors Ltd. has closely collaborated with the manufacturer to firstly introduce the luxurious Toyota Alphard Hybrid version to the Hong Kong domestic market.

The All-new Toyota Alphard Hybrid, Alphard and Vellfire Launch Ceremony was held today at the Kowloon Bay showroom, attracting hundreds of media and VIP guests. Crown Motors Ltd. was delighted to have invited the Chief Engineer of the Toyota Alphard and Vellfire series, Mr. Satoru Maruyamano who came all the way from Japan to attend this event. The guests of honour included Mr. Hiroyuki Shimominami, Managing Director of Toyota Tsusho (HK) Corp. Ltd., Mr. Franco Ngo, General Manager for Toyota Sales of Crown Motors Ltd. and Mr. Ronald Wong, Marketing General Manager of Crown Motors Ltd., officiated at the unveiling of the all-new Toyota Alphard Hybrid and Vellfire.

Toyota Alphard Hybrid

The Toyota Alphard has earned for itself a coveted engineering reputation. Synchronising the ultra performance of the hybrid system with pure elegance and charisma, the Alphard Hybrid was born to deliver the ultimate luxury experience. That's why driver and passengers enjoy the moment in a car equipped with a hybrid engine that delivers high fuel-efficiency and low emissions. At the same time, when it is stationary or decelerating, the engine will automatically be turned off which creates a quiet ambience for you on the road. The luxurious and meticulous interior, the first class cabin seating plus aesthetic features indeed contribute to provide passengers with a peaceful journey. With the advanced technology of the Toyota hybrid system, even when the engine is switched off, the electric motor provides ample power to ensure normal functioning of the air-conditioner, passengers can still sit and wait in a comfortable manner. The Toyota Alphard Hybrid is equipped with an Electronic 4WD System (E-Four) which can optimize the allocation of power according to the road conditions. By consolidating all these advantages, it further uplifts the maneuverability and fuel efficiency.



Toyota Alphard 350 and Alphard 240

The All-new Toyota Alphard gasoline version offers two options: Alphard 350 and Alphard 240. The Toyota Alphard 350 inherited its superb features from the former Alphard, and comes with an Ottoman seat in the middle row of the cabin. The adjustable seat-back and leg-support make passengers feel as if they are seated exclusively in a pure comfort zone. The 3.5-litre Dual VVT-i engine powers up to 274PS horsepower, enabling unmatched performance on the road. On the other hand, the Alphard 240 has a compact capacity engine with a focus on offering elegant yet practical MPVs. The additional ECO driving mode further paves the way to a greener future and has contributed Alphard Hybrid to be approved by the Government as environment-friendly vehicles and enjoy special tax incentives.

Toyota Vellfire 350

With its stunning appearance combined with extraordinary cabin amenities, the Vellfire 350 has been widely hailed by fans of Toyota. The all-new Vellfire 350 is bold yet elegant. It comes with contemporary body design featuring stylish headlamps, its roomy cabin give passengers an extraordinary and remarkable sense of space. Also equipped is a magnificent interior that helps create an opulent and full luxury experience. Resemble the all-new Toyota Alphard 350, the all-new Toyota Vellfire 350 has the same engine design of 3.5-litre dual VVT-i, injecting even more driving performance.



Luxurious Exterior Design:

- ❖ Overall Length : 4,870mm (Alphard Hybrid)
4,875mm (Alphard 350)
4,885mm (Vellfire 350 & Alphard 240)
- ❖ Overall Width : 1,830mm (Alphard Hybrid & Alphard 350)
1,840mm (Vellfire 350 & Alphard 240)
- ❖ Overall Height : 1,905mm
- ❖ Windshield Wiper with Rain Sensor
(Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Auto ON/OFF HID Headlamps and Auto-leveling (Alphard 240) with Intelligent Adaptive Front-lighting System (Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Power Adjustable and Retractable Door Mirrors (Alphard 240) with memory functions
(Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)

Excellent Performance:

Alphard Hybrid:

- ❖ Engine Type : L4 DOHC 16-valve VVT-i Engine
- ❖ Displacement : 2,362cc
- ❖ Max. Output : 110kW (150PS)/6,000rpm
- ❖ Max. Torque : 190Nm (19.4kg-m)/4,000rpm
- ❖ Transmission Type : Electronically Controlled CVT
- ❖ Electric Motor : Synchronous Alternating Current Motor (Permanent Magnet Type) Battery
 - Max. Output :
Front : 105kW (143PS)
Rear : 50kW (68PS)
 - Max. Torque :
Front : 270Nm (27.5kg-m)
Rear : 130Nm (13.3kg-m)
- ❖ Total System Output : 140kW (190PS)
- ❖ Tyre & Wheel : 215/65 R16 Alloy Wheel





Alphard 350 and Vellfire 350:

- ❖ Engine Type : V6 Four Cam 24-valve Dual VVT-i Engine
- ❖ Displacement : 3,456cc
- ❖ Max. Output : 202kW (274PS)/6,200rpm
- ❖ Max. Torque : 340Nm (34.6kg-m)/4,700rpm
- ❖ Transmission Type : 6-speed Automatic Super Electronic Control Transaxle with Artificial Intelligence and +/- mode
- ❖ Tyre & Wheel : 215/60 R17 Alloy Wheel

Alphard 240:

- ❖ Engine Type : L4 DOHC 16-valve VVT-i Engine
- ❖ Displacement : 2,362cc
- ❖ Max. Output : 125kW (170PS)/6,000rpm
- ❖ Max. Torque : 224Nm (22.8kg-m)/4,000rpm
- ❖ Transmission Type : 7-speed Super CVT-i Transmission
- ❖ Tyre & Wheel : 215/60 R17 Alloy Wheel

Spacious Interior Design:

- ❖ Smart Entry & Push Start System
- ❖ Woodgrain Leather Steering Wheel and Shift Lever
- ❖ Woodgrain and Silver Finish Instrument Panel with Multi-information Display
- ❖ LED Cabin Ceiling Illumination (Exclusive for Alphard Hybrid, Vellfire 350 & Alphard 240) with Front Seat Footwell Lighting (Exclusive for Alphard 350)
- ❖ ECO Drive Mode and ECO Driving Indicator
- ❖ Triple Zone Automatic Climate Control with Pollen Filter
- ❖ Nanoe™ Air Purifying Function
- ❖ 7-inch Touch Screen Audio System with 8 Speakers (include 2 Ceiling Actuators) (Exclusive for Alphard Hybrid and Vellfire 350)
- ❖ Rear Rooftop 10-inch LCD Monitor (Exclusive for Alphard Hybrid*, Alphard 350 & Vellfire 350)



- ❖ Dual Remote Control Power Sliding Doors with Auto-closure and Jam Protection
- ❖ Remote Control Power Back Door with Jam Protection
(Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Power Adjustable Front Passenger Seat with Power Ottoman and Angle-adjustable Armrest
(Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Power Adjustable Driver Seat with Three Preset Memory Function and Angle-adjustable Armrest (Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Second-row Captain Seats with Power Adjustable Seatbacks and Ottoman Setting; Footrest and Multi-support Headrest (Exclusive for Alphard Hybrid & Alphard 350)
- ❖ Second-row Seat with Ottoman and Footrest (Exclusive for Vellfire 350)
- ❖ Third-row Seats with Easy Stow Function
- ❖ Second-row Right Seat with Side Table (Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Leather Seats (Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ 60/40 Split Foldable Second Row Seatbacks and Tip-up Cushions
(Exclusive for Alphard 240)
- ❖ Cruise Control System (Exclusive for Alphard Hybrid, Alphard 350 & Vellfire 350)
- ❖ Twin Moonroofs

Safety Facilities:

- ❖ Anti-lock Braking System
- ❖ Electronic Brake Force Distribution
- ❖ Brake Assist System
- ❖ Steering-assisted Vehicle Stability Control
- ❖ Traction Control System
- ❖ Vehicle Dynamics Integrated Management System (Exclusive for Alphard Hybrid)
- ❖ 11 SRS Airbags (Dual Front, Front Side, Front/Middle/Rear Curtain and Driver's Knee Airbags)
- ❖ Active Headrests on Front Seats
- ❖ Second-row Seats with ISOFIX Child Restraint System
- ❖ LED Brake Lamps
- ❖ Rear Spoiler with High Mount LED Brake Lamp



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- ❖ Engine Immobilizer System
- ❖ Front Fender and Rear Under View Mirror (Exclusive for Alphard 350, Vellfire 350 & Alphard 240)
- ❖ Front & Rear Parking Sensor
- ❖ Front Parking Camera (Exclusive for Alphard 350)
- ❖ Rear Parking Camera

*Optional item



**All-new Toyota Alphard & Vellfire Price:**

	New Car Launch Price
Alphard Hybrid	To be announced
Alphard 350	HK\$738,000
Alphard 240	HK\$564,200 (After deduction of the Government's tax incentive for Environment-friendly Private Vehicle)
Vellfire 350	HK\$687,150

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

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Photo Caption:



Our guests of honor (from left to right), Mr. Ronald Wong, Marketing General Manager, Crown Motors Ltd., Mr. Hiroyuki Shimominami, Managing Director, Toyota Tsusho (HK) Corp Ltd., Mr. Satoru Maruyamano, Chief Engineer, Toyota Motor Corporation and Mr. Franco Ngo, General Manager – Toyota Sales, Crown Motors Ltd. presided over a toasting ceremony.



Mr. Satoru Maruyamano, Chief Engineer, Toyota Motor Corporation, is very confident of the all-new Toyota Alphard Hybrid.



Ms. Rabeea Yeung, the M.C. of the all-new Toyota Alphard Hybrid, Alphard and Vellfire launch ceremony, experienced a premium comfort offered by the Toyota Alphard Hybrid.



Ms. Rabeea Yeung was deeply impressed by the all-new Toyota Alphard & Vellfire featuring with supreme luxury with dynamic charisma.