

May 12, 2008

Toyota 'Alphard' Minivan Reborn with 'Vellfire' Companion

Tokyo — TOYOTA MOTOR CORPORATION (TMC) announced today the nationwide launch^{*1} in Japan of the completely redesigned Alphard as two different vehicle series, the "Alphard" and the "Vellfire"^{*2}.

Taking as their theme "stately presence—the ultimate minivan", the new models represent a further decisive evolution in all aspects of product performance. The exterior of the Alphard emphasizes "elegance" and "refinement", while that of the Vellfire accentuates "power" and "innovation," thus creating two vehicles with individual identities.



Alphard 350G "L Package"
(front-wheel drive, with options)



Vellfire 3.5Z "G Edition"
(front-wheel drive, with options)

A new platform allows for an innovative package, providing further expansion of the interior space and improved ingress and egress. Additionally, an extensive range of equipment—including Executive Power Seats for the second row and indirect LED interior lighting—is aimed at creating a supremely welcoming environment. A revamped powertrain, along with enhanced aerodynamics and lightweight technology, allows the new models to achieve ample dynamic performance together with high levels of environmental performance, including, in particular, substantially improved fuel efficiency. The new models also offer outstanding handling and cruising stability, as well as class-leading^{*2} levels of safety performance, contributing to their status as Toyota flagship minivans.

^{*1} 4WD models with a 2.4-liter engine are scheduled for an August 1 sales launch.

^{*2} Coined from "velvet" and "fire" to emphasize the vehicle's "cool" and "passionate" characteristics.

^{*3} Compared to vehicles of similar engine displacement

Monthly Sales Targets in Japan:

Alphard: 3,000 units

Vellfire: 3,000 units

Assembly Plant:

Inabe Plant, Toyota Auto Body Co., Ltd.

Manufacturer's Suggested Retail Prices

(Prices in Hokkaido and Okinawa differ; unit: yen)

Vehicle name	Grade	Seating	Engine	Transmission	Powertrain	Price ^{*1} (including consumption tax)
	240X	8	2AZ-FE (2.4 liter)	Super CVT-i ^{*6}	Front-engine, front-wheel drive ^{*2}	3,000,000
	"Welcab Side Lift-up Seat model"	7			Front-engine, front-wheel drive ^{*3}	3,175,000
	240S	8			Front-engine, front-wheel drive ^{*2}	3,300,000
		7			3,340,000	
	240G	8			Front-engine, front-wheel drive ^{*4}	3,560,000

Alphard		7				3,600,000
	350X	8			Front-engine, front-wheel drive*4	3,380,000
	350S	8			Front-engine, front-wheel drive*2	3,680,000
		7				3,720,000
	"Welcab Side Lift-up Seat model"	7			Front-engine, front-wheel drive*3	3,822,000
	"C Package"	7	2GR-FE (3.5 liter)	6 Super ECT*7	Front-engine, front-wheel drive*2	4,160,000
	350G	8			Front-engine, front-wheel drive*4	3,940,000
		7				3,980,000
	"Welcab Side Lift-up Seat model"	7			Front-engine, front-wheel drive*5	4,070,000
	"L Package"	7			Front-engine, front-wheel drive*4	4,500,000

*1. Prices listed do not include recycling fees.

*2. 210,000 yen higher for four-wheel drive vehicles

*3. Not subject to consumption tax. 200,000 yen higher for four-wheel-drive vehicles.

*4. 189,000 yen higher for four-wheel drive vehicles

*5. Not subject to consumption tax. 180,000 yen higher for four-wheel-drive vehicles.

*6. Super Continuously Variable Transmission-intelligent

*7. Super Intelligent, Electronically-controlled, Six-speed Automatic Transmission

Vehicle name	Grade	Seating	Engine	Transmission	Powertrain	Price*1 (including consumption tax)
Vellfire	2.4X	8	2AZ-FE (2.4 liter)	Super CVT-i*6	Front-engine, front-wheel drive*2	3,000,000
	"Welcab Side Lift-up Seat model"	7			Front-engine, front-wheel drive*3	3,175,000
	2.4Z	8			Front-engine, front-wheel drive*2	3,300,000
		7				3,340,000
	2.4V	8			Front-engine, front-wheel drive*4	3,560,000
		7				3,600,000
	3.5X	8	2GR-FE (3.5 liter)	6 Super ECT*7	Front-engine, front-wheel drive*4	3,380,000
	3.5Z	8			Front-engine, front-wheel drive*2	3,680,000
		7				3,720,000
	"Welcab Side Lift-up Seat model"	7			Front-engine, front-wheel drive*3	3,822,000
	"G Edition"	7			Front-engine, front-wheel drive*2	4,160,000
	3.5V	8			Front-engine, front-wheel drive*4	3,940,000
		7				3,980,000
	"Welcab Side Lift-up Seat model"	7			Front-engine, front-wheel drive*5	4,070,000

	"L Edition"	7			Front-engine, front-wheel drive*4	4,500,000
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Vehicle Outline

Alphard for Elegance and Refinement, Vellfire for Power and Innovation

- The Alphard and Vellfire share a common theme of delivering a commanding presence and imparting an impressive high-quality feel based on the Toyota vehicle design philosophy of "Vibrant Clarity". At the same time, while the Alphard pursues elegance and refinement in its design, the Vellfire emphasizes power and innovation, so that the two models strongly present separate, individual identities.

Alphard

- At the front, a "V"-shaped line stretching from the front pillars to the bumper adds dynamism to the front mask, while the elongated large headlights and the dynamic horizontal bar grille make for a high-quality feel.
- The side view of both the Alphard and the Vellfire presents a sleek monoform silhouette rising in a single sweep from the front fender.
- At the rear, a "V"-shaped-line running from the rear pillars imparts a sense of depth while the solid bumper gives the vehicle a firmly grounded aspect.

Vellfire

- The stepped headlights and a horizontally accentuated grille create a distinct impression, while the front mask, which emphasizes the lines flowing to the sides, expresses innovation.
- As with the Alphard, a "V"-shaped line running from the rear pillar imparts a sense of depth while the solid bumper gives the vehicle a firmly grounded aspect. The combination taillights adopt a stepped design using LEDs and clear lenses for a slick appearance.
- Both vehicles also feature Toyota's first-ever rear wipers that fold away into the roof spoiler for a clean look.
- On models with aerodynamic trim (S Grade on the Alphard; Z Grade on the Vellfire), the firm balance between the bumper and side cladding panels creates a sporty image. Meanwhile, 18-inch aluminum wheels create a "meant-to-be driven" look, while the combination taillights have a special smoked-effect coating that enhances their sophistication.

Superbly Welcoming Environment and Extensive Functional Amenities

Package

- The innovative package made possible by a new platform allows for a low overall height, even though interior cabin height has been increased by 10mm (compared to the previous Alphard) by lowering the floor 55mm. Cabin length has also been extended by 75mm, resulting in both expanded space and improved ingress and egress.
- Optimally distributed sound-absorbing and sound-blocking materials reduce road noise and engine noise to create an extremely quiet cabin.

Seating

- The front seat is fitted with a preset driving position system allowing the position of the driver's seat and door mirror to be adjusted to a preset position at the touch of a button. Meanwhile, comfortable heated seats, as well as a power footrest and 4-way power seat for the front passenger position, are among the features that contribute to passenger amenity and comfort.
- Executive Power Seats available for the second row enhance passenger comfort and relaxation by offering large footrests fitted to the back of the seats in front, power leg rests, as well as large headrests and armrests.
- Third-row seats feature an extra-space-creating mechanism that makes it substantially easier to fold away the seats.
- The long slide and reclining features of the rear seats make a wider variety of seat arrangements possible, while the second-row tip-up mechanism and the extra-space mechanism of the third row ensure ample luggage space.

Interior Atmospher

- Indirect interior LED lighting adjustable to four levels of brightness and extending back to the third row seats is standard on all vehicles and creates a smart interior environment with a high-quality ambience.
- A feeling of elegance and luxury emanates from the large wood-grain-motif panel in the center and from the center

console, which has a decorative metal finish that is applied for the first time on a Toyota vehicle using the sputtering technique*.

* A vacuum-based method of depositing atoms of silver-gray metal chromium

Equipment

- The fully automatic air conditioner with built-in humidity sensors features independent temperature control for the driver's seat, passenger seat and rear seats.
- The Toyota Premium Sound System, with a total of 18 speakers, ensures not only high-quality sound but also superb acoustics for a cabin of this size.
- For the first time on a car audio system, the diaphragms of the front speakers are made of a bamboo fiber material for clearer sound reproduction.
- Sliding door speakers improve rear-seat sound quality in a Toyota first.
- A total of six ceiling speakers ensure depth and breadth of sound.
- A rear-seat entertainment system, allowing independent sound control for the rear seats and also featuring a large 9-inch Video Graphics Array monitor screen activated by wireless remote control, provides a rich audiovisual environment.

Major Evolution in Vehicle Dynamic Performance

- The newly fitted V6 3.5-liter Dual VVT-i (Dual Variable Valve Timing-intelligent) engine, coupled with 6 Super ECT (Super Intelligent Electronically-controlled, Six-speed Automatic Transmission), and the 2.4-liter VVT-i engine with increased output, coupled with Super CVT-i (Continuously Variable Transmission-intelligent), both provide driving performance with power to spare.
- A six-speed Sequential Shiftmatic transmission on 3.5-liter models and a seven-speed Sports Sequential Shiftmatic transmission on 2.4-liter models allow the driver to enjoy a manual transmission-like sensation.
- Optimal shaping of the bumper and spoiler, under-floor parts and other elements improves aerodynamics, while redesign of individual parts has reduced weight.
- In addition to the revamping of the powertrain, improved aerodynamics and weight-reduction efforts mean that, although engine displacement compared to the previous models has been increased from 3.0-liters to 3.5-liter for front-wheel drive models, fuel efficiency has also improved substantially, by around 7%—and by around 20% on the 2.4-liter front-wheel drive models—delivering both generous dynamic performance and high levels of environmental performance.
- A package with a low vehicle and floor height results in a low center of gravity and, together with the wide track and long wheelbase, makes for excellent handling and cruising stability with limited roll and superior riding comfort.
- All vehicles adopt large 16-inch disk brakes on all four wheels, while optimal tuning further enhances brake performance.

Class-leading Environmental and Safety Performance

- Efforts were made to improve fuel efficiency to reduce CO₂ emissions. The 2.4-liter, front-wheel-drive models boast a fuel efficiency of 11.6km/l in the 10-15 test cycle outlined by the Japanese Ministry of Land, Infrastructure and Transport (MLIT) with CO₂ emissions under the test cycle just 200g/km, achieving fuel efficiency that exceeds by 25% the level called for by the Japanese 2010 standards*. Both NO_x (nitrogen oxides) and NMHC (non-methane hydrocarbons) have been reduced as well, meaning all vehicles have emissions levels 75% lower than the 2005 standards under the MLIT's Approval System for Low-emission Vehicles and qualify for incentives under the Japanese government's Green Taxation System.
- In addition to an Eco Driving Indicator light that indicates fuel-efficient driving, a new Eco Drive Indicator display shows in real time the degree to which the throttle is open and the range of opening the driver should observe for fuel-efficient driving. Together, these indicators aim to help raise the driver's awareness of environmentally considerate driving.
- Toyota employed Eco-VAS (Eco-Vehicle Assessment System), its original comprehensive environmental impact assessment system, to efficiently reduce overall environmental impact throughout the vehicle's lifecycle, from production and use to disposal. Environmental targets were set in the initial vehicle development stage and a life cycle assessment was carried out to help the vehicles achieve a reduction of CO₂ and air contaminants.
- A review of the materials, processing methods and adhesives used for interior parts resulted in a reduction in the amount of VOCs (volatile organic compounds) used, thereby also reducing the unpleasant odors emitted from such compounds and achieving the Japanese automobile industry's voluntary goals.
- The S-VSC (Steering-assisted Vehicle Stability Control) system, which is also a standard feature, optimally balances driving power, steering and braking in pursuit of stable driving regardless of road conditions.
- The Pre-crash Safety System uses millimeter-wave radar. When the radar detects a high risk of collision, the Pre-crash Seatbelts provide better initial restraint capabilities for passengers while the Pre-Crash Brake Assist system decelerates the vehicle to reduce the collision speed and contribute to less collision-caused damage.
- An advanced GOA (Global Outstanding Assessment) collision-safety body meets even stricter conditions by incorporating the concept of omni-directional compatibility. Through the use of a body that effectively absorbs collision impact by diffusing it throughout its structure, Toyota satisfied all independent targets for survival space and occupant injury.
- Improvements in the body structure further reduce the likelihood of pedestrian head injuries in an effort to achieve

one of the top levels of injury prevention in this vehicle class.

- Seven SRS (Supplemental Restraint System) airbags, including an SRS side airbag for the driver and front passenger, SRS curtain shield airbags that cover the front and rear seats and an SRS knee airbag for the driver, are standard on all vehicles in the two series.
- The front-seat structures are based on the WIL (Whiplash Injury Lessening) concept. Both the driver and front passenger seats incorporate an Active Headrest that shifts to an appropriate position to lessen stress on the neck and reduce the risk of whiplash injuries sustained during a rear-end collision.
- The center seats of the second row (eight-seat models) and third row come standard with three-point seatbelts and headrests.

* Specified by the Japanese Law Concerning the Rational Use of Energy

Welcabs: Specially equipped vehicles with factory-installed features for disabled people

- Lift-up Front Passenger Seat models (Type A and Type B) have a seat that slides down outside the vehicle to facilitate ingress and egress. Making the lift-up mechanism more compact expands legroom in the second-row seats and also allows for a longer seat-slide distance and a larger footrest.
- On Side Lift-up Seat models (detachable type), a seat from the second-row can be pulled out of the vehicle and used as a wheelchair. The new feature of a movable footrest improves accessibility for wheelchairs.
- Wheelchair-adapted models (Ramp Type I and II), which allow passengers to board and exit while in a wheelchair, have an electric winch and foot-level lighting as standard and flattened floor surfaces and other features, all of which combine to enhance ease of use.

Welcab Manufacturer's Suggested Retail Prices

(Prices in Hokkaido and Okinawa differ; unit: yen)

Alphard

Model Type	Grade	Seating	Engine	Transmission	Powertrain	Price*1
Welcab Lift-up Front Passenger Seat model (Type A)	240X	8	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive*2	3,162,000
	240G					3,695,000
	350G		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive*3	4,057,000
Welcab Lift-up Front Passenger Seat model (Type B)	240X		2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive*2	3,232,000
Welcab Side Lift-up Seat model (Detachable type) "Manual type"	240X	7	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive*2	3,305,000
	350S					3,952,000
	350G		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive*3	4,200,000
Welcab Side Lift-up Seat model (Detachable type) "Electric type"	240X		2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive*2	3,765,000
	350S					4,412,000
	350G		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive*3	4,660,000
Welcab wheelchair-adapted model (ramp type) Type I	240X	7	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive	3,955,000
	240G					4,458,000
	350G		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive	4,820,000
Welcab wheelchair-adapted model (ramp type) Type II	240X	8	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive	3,777,000
	240G					4,290,000
			2GR-FE		Front-engine, front-wheel drive	

	350G		(3.5 liter)	6 Super ECT		4,652,000
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*1. Not subject to consumption tax. Prices listed do not include recycling fees.

*2. 200,000 yen higher for four-wheel drive vehicles

*3. 180,000 yen higher for four-wheel drive vehicles

Vellfire

Model Type	Grade	Seating	Engine	Transmission	Powertrain	Price* ¹
Welcab Lift-up Front Passenger Seat model (Type A)	2.4X	8	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive* ²	3,162,000
	2.4V					3,695,000
	3.5V		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive* ³	4,057,000
Welcab Lift-up Front Passenger Seat model (Type B)	2.4X		2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive* ²	3,232,000
Welcab Side Lift-up Seat model (Detachable type) "Manual type"	2.4X	7	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive* ²	3,305,000
	3.5Z					3,952,000
	3.5V		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive* ³	4,200,000
Welcab Side Lift-up Seat model (Detachable type) "Electric type"	2.4X		2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive* ²	3,765,000
	3.5Z					4,412,000
	3.5V		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive* ³	4,660,000
Welcab wheelchair-adapted model (ramp type) Type I	2.4X	7	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive	3,955,000
	2.4V					4,458,000
	3.5V		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive	4,820,000
Welcab wheelchair-adapted model (ramp type) Type II	2.4X	8	2AZ-FE (2.4 liter)	Super CVT-i	Front-engine, front-wheel drive	3,777,000
	2.4V					4,290,000
	3.5V		2GR-FE (3.5 liter)	6 Super ECT	Front-engine, front-wheel drive	4,652,000

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*2. 200,000 yen higher for four-wheel drive vehicles

*3. 180,000 yen higher for four-wheel drive vehicles