

PRESS RELEASE

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UMW Toyota Motor Unveils The All-New Zenix: A Premium Breakthrough in Mobility Innovation

UMW Toyota Motor redefines spaciousness and safety with TNGA Platform and Toyota Safety Sense 3.0 in Malaysia

Shah Alam, 21 June 2023 – UMW Toyota Motor unveiled the all-new Toyota Innova Zenix Hybrid Electric Vehicle (HEV) and Internal Combustion Engine (ICE) models, marking a significant milestone in the company's commitment to carbon-neutrality via a virtual launch.

The all-new Zenix HEV took center stage as the hero model of this launch, embodying Toyota's unwavering dedication to sustainability. By launching the all-new Zenix, the company demonstrated its dedication to achieving carbon neutrality by the country's goal of 2050. With this holistic approach to addressing the challenges associated with achieving carbon neutrality, Toyota aims to lead the way in reshaping the mobility ecosystem.

"At UMW Toyota Motor, we strive to expand the boundaries of technology and revolutionize the mobility ecosystem," said Datuk Ravindran K., President of UMW Toyota Motor. "Our virtual launch of the all-new Zenix represents our relentless pursuit of new age innovations, as we continue to move people and enhance lifestyles." he added.

The All-new Toyota Innova Zenix – Top Class Innovations Inside and Out

Featuring a premium design that delivers unparalleled driving pleasure, the all-new Zenix showcases a sharp and high-quality space, shifting the design styling direction from traditional MPVs to dynamic crossover aesthetics. With its spacious and thoughtfully designed interior, the all-new Zenix redefines comfort with its larger dimensions, monocoque construction, and flat floor, providing an enhanced driving experience and an elevated ride for passengers. Built on the state-of-the-art Toyota New Global Architecture (TNGA) platform, the all-new Zenix sets new standards for luxury and comfort in the C-Crossover segment.

Furthermore, the all-new Zenix debuted Toyota Safety Sense 3.0 (TSS3.0) in Malaysia, setting new industry benchmarks for Best-in-Class advanced safety technologies. These include the improved Pre-Collision System (PCS), Lane Departure Alert (LDA) with Steering Assist, Lane Tracing Assist (LTA), Dynamic Radar Cruise Control (DRCC), Automatic High Beam (AHB), and more.

Embodying the essence of premium and toughness, the all-new Zenix presents a captivating crossover-inspired exterior, showcasing Toyota's commitment to combining style and functionality. The crossover is equipped with advanced and convenient features, such as the Power Back Door, further enhancing the all-new Zenix's appeal.

An Exceptional Choice

The all-new Zenix offers an exceptional choice between the Hybrid Electric Vehicle (HEV) and Internal Combustion Engine (ICE) models, catering to different preferences as part of Toyota's multipathway

approach to carbon neutrality. In addition to its hybrid electric powertrain, the all-new Zenix HEV distinguishes itself with a host of premium features. With a luxurious sunroof and comfortable Captain Seats in the second row, the HEV provides an elevated experience for up to seven passengers. On the other hand, the ICE variant, designed to accommodate up to eight passengers, offers a traditional folding bench seat in the second row.

Datuk Ravindran K. said “UMW Toyota Motor believes the all-new Toyota Innova Zenix will satisfy and even exceed the expectations of the most fastidious customers. For the modern Malaysian family that is looking for a vehicle that will blend luxury, style, performance and hybrid electric technology,” he said.

He also emphasized that, “With its hybrid electric powertrain, the all-new Zenix sets itself apart and raises the bar in terms of power, performance and innovation that delivers an exhilarating driving experience that will elevate every moment.”

The all-new Zenix Hybrid Electric Vehicle (HEV) and Internal Combustion Engine (ICE) models are available in five exterior colour choices, Platinum White Pearl, Silver Metallic, Grey Metallic, Attitude Black Mica, and Avantgarde Bronze.

Being a CBU model, the Zenix boasts meticulous craftsmanship and top-tier components, resulting in a pricing structure that aligns with its exceptional attributes. As always Toyota is committed to offering customers the utmost value for their investment, and the pricing of the Zenix reflects its position as a distinguished choice offering the best when it comes to automotive excellence. Customers can choose from the following variants:-

TOYOTA INNOVA ZENIX Hybrid Electric Vehicle (HEV) : RM 202,000

TOYOTA INNOVA ZENIX Internal Combustion Engine (ICE) : RM 156,000

(Prices above are for private registrations in metallic colour in Peninsular Malaysia)

Test drive the all-new Zenix at a Toyota showroom near you and receive a test drive gift, while stocks last, during the Toyota Showroom Weekender happening nationwide on 23 to 25 June.

For more information and specifications, visit toyota.com.my or call the Toyota freephone line at 1-800-8-TOYOTA (869682).

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