

NEW TOYOTA AYGO

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TOYOTA

ALWAYS A
BETTER WAY



AYGO

INTRODUCTION

LAUNCHED IN 2005, the first generation AYGO was designed to attract young, urban-based customers, and to bring a greater sense of playfulness to the Toyota brand.

It was not only Toyota's first model in the compact city car segment, but also the result of a new joint-venture with PSA, with the cars specifically developed for Europe and produced at the new TPCA (Toyota Peugeot Citroën Automobile) factory in Kolin, Czech Republic.

With new colours introduced every year, regular special editions in local markets and major product updates in 2008 and 2012, AYGO remained fresh throughout its lifecycle, to which total sales of more than 760,000 units, and customer conquest and brand loyalty ratings well above those of the average A-segment car attest.

Since its launch in 2014, the current AYGO has been a notable success for Toyota in the European A-segment. Its instantly recognisable,

trademark 'X' frontal design and the broad range of customisation options it offered ensured that it always stood out from the crowd.

Appealing to a more style-conscious audience than those who buy their cars for purely rational reasons, the AYGO's striking good looks and engaging driving characteristics made it one of the best-performing Toyota models for attracting new buyers and conquest sales.

In 2017, AYGO was amongst the top sellers of the A-segment with more than 85,000 units sold, and a segment share of 6.6%.

The new AYGO further strengthens the model's unique DNA and stand-out positioning within the highly-competitive A-segment. Toyota's designers and engineers have not only reinforced its youthful and distinctive image, but also made the powertrain more efficient and improved the car's performance and handling characteristics to make it even more fun to drive.

THE NEW AYGO FURTHER STRENGTHENS THE MODEL'S UNIQUE DNA AND STAND-OUT POSITIONING

FOREWORD BY DAVID TERAJ, AYGO CHIEF ENGINEER



“WITH MY 14 YEARS of experience in being a Chief Engineer for joint venture projects, I know the importance of sustaining modernity during a vehicle’s lifecycle. So when we started development of the second generation AYGO in 2012, I already had in mind the visual changes and innovations I wanted to pursue for this mid-lifecycle model change.

When we started the concept study in 2015, the first thing I did was explain to the new team –consisting of Toyota Motor Europe’s Styling and R&D divisions- my idea of a three-dimensional X design at the front to create more ‘liveliness’.

From the start of the development, it was clear that we had many big challenges on our hands, since the outgoing model was still very well thought of by A-segment customers thanks to its strong exterior design and fuel efficiency. But we also had to take into account the increased number of competitors which make the A-segment an even more challenging environment.

Based on this, we wanted the new model to look and feel like a new car, while focussing on three pillars to enhance AYGO’s DNA: re-evaluate the exterior design, make the car quieter and more fun to drive, and lower the total cost of ownership by making new AYGO even cheaper to run.

My message to the design team has always been: AYGO needs a strong presence in the European market, with a fun character and customisation inspired by Japanese Manga culture but executed in a way appreciated by European customers.

I wanted the front design to express more liveliness and agility. The new three-dimensional frontal graphic now gives the car a completely new look, but it remains unmistakably an AYGO. Through the adoption of unique front and rear LED signatures and new wheel designs we enhanced the exterior originality even further.

In the cabin we've upgraded the materials to bring more harmony and increase the feeling of quality. And we've also adopted a new multimedia unit featuring Apple CarPlay and Android Auto for seamless smartphone integration.

Through significant improvements to the 1.0-litre, 3-cylinder engine –such as adding exhaust VVT and twin injectors- we are now able to offer A-segment customers the best combination of performance and best in class fuel efficiency, in-line with AYGO's DNA of 'fun and efficient'. Thanks to these changes I can confidently say that new AYGO is the most responsive car in its segment, while keeping its green credentials.

The team and I are very proud of what we have achieved. This is without doubt the best AYGO ever."

**“WE WANTED
THE NEW MODEL
TO LOOK AND FEEL
LIKE A NEW CAR”**

INTERVIEW WITH ELVIO D'APRILE, MANAGER AT TOYOTA MOTOR EUROPE'S STYLING DIVISION



The contrasting 'X' graphic at the front was AYGO's key trade mark, why did you decide to move away from it?

The 'X' graphic is such a strong signature and an integral part of AYGO's design that we absolutely needed to retain it. The main challenge for our team was to find a new and original way of visualising it while ensuring that it still expresses AYGO's unique identity.

The new interpretation of the 'X' needed to be iconic and original. On the one hand it has to be visually strong because it determines the car's character and identity; on the other hand it can't be too busy either. It needs to be a long lasting design, fresh from day one until the end of the vehicle's lifecycle.

On the outgoing model the 'X' is a contrasting graphic on a plain surface. We developed a new design by creating an 'X'-shape which is much more three-dimensional. It's a real shape now, not only a graphic anymore. This is the best way to achieve a new and stronger signature while retaining the iconic 'X'-shape.

Through the adoption of new headlights with LED light guides, and by positioning coloured patches underneath them, the visual impact of the new X-shape is further enhanced. The new front look also helps to increase the vehicle's road presence and improve its aerodynamics.

The frontal 'X' was an integral part of AYGO's extensive customisation options. Does the removal of this feature mean that new AYGO is stepping away from this?

Not at all. We were very careful about offering customisation options because it's one of the key elements of AYGO. However we're now moving in a more subtle direction.

On the outgoing model, the 'X' was such a prominent piece of the front design that your attention was immediately drawn to it. However by separating the front bumper structure, new AYGO owners can now choose a different colour for the spoiler lip and the patches underneath the headlamps.

And even though those individual parts are smaller, together they still create a big visual impact.

Which other exterior changes have been implemented?

At the rear there was no need to make big changes since the current bumper design already had a kind of 'X' design in it.

We did increase the visual impact of the vehicle by introducing new rear lamp clusters. They are executed in red with a chrome element and feature LED light guides with a specific signature, which is unique in the A-segment.

The wheels are also a striking element for the visual impact of a car. So we took the opportunity of this mid-lifecycle update to redesign them. And we're introducing a dedicated new wheel design for each grade, to emphasize their unique personalities.

The wheels are 15", but through the spoke design and the contrast between the machined face surface and the black paint we created the visual effect of a bigger wheel size.

We're also launching two new exterior colours: Rich Blue Metallic and Magenta Splash Metallic. This new Magenta Metallic is a really bold colour, but we feel it fits perfectly with AYGO's unique and playful character.

Which changes did you make to the interior?

We re-evaluated the colours of the interior. The combimeter now features a new colour and a more three-dimensional 'turbine' design. This adds a touch of modernity and refinement to the driver's binnacle.

We also upgraded the interior colours and trims. The vibrancy of the interior is further enhanced with the body colour-matching of the side register air vents. The result is a more harmonious interior with an enhanced feeling of quality and more customisation options.

“WE DEVELOPED A NEW DESIGN BY CREATING AN ‘X’-SHAPE WHICH IS MUCH MORE THREE-DIMENSIONAL”

INTERVIEW WITH KRISTOF MUYLLE, SENIOR PROJECT MANAGER AT TOYOTA MOTOR EUROPE'S R&D CENTRE



What were R&D's main objectives for new AYGO?

Based on customer feedback, we identified three key areas which we wanted to focus on for this mid-lifecycle model change.

Firstly we wanted to ensure that AYGO maintains its position of best-in-class within the A-segment for fuel efficiency and CO₂. Secondly, we improved the model's performance in the area of Noise, Vibration and Harshness (NVH), to increase on-board comfort.

Our third area of focus was related to the vehicle's dynamic abilities. The AYGO's fun-to-drive factor is one of the model's strong points, and we wanted to build on that even further.

How did you make new AYGO more efficient?

The 1.0-litre, 3-cylinder engine was extensively revised and we improved the combustion efficiency through the adoption of a new dual fuel injector system. The compression ratios have been increased and friction within the engine was reduced.

A new throttle body motor and ignition coil were adopted and, last but not least, we made changes to the cylinder head and block, the piston design and the EGR system.

By applying all these changes we were able to make new AYGO's powertrain compliant with the latest Euro 6.2 regulations and reduce CO₂ emissions by 5 g/km across the entire model range.

This is a tremendous achievement for such a small engine that was already very efficient.

Which countermeasures did you take to improve AYGO's NVH performance?

We wanted to reduce the level of noise coming into the cabin, and set about a comprehensive programme of revisions specifically focusing on four key areas around the car: the dashboard, the A-pillar, the doors and the rear deck.

By upgrading sound absorption material, adding insulation and the implementation of a whole raft of small optimisations, we have been able to reduce the sound level in the cabin at all road speeds and all engine revolutions.

This increases the on-board comfort at highway speeds and during city driving, which of course is the AYGO's natural habitat.

How did you make new AYGO even more fun to drive?

We want the driver to feel confident with the steering feel and pedal operation at all times. Especially in a city environment, where you are faced with so many external factors, we aimed to reduce the burden of driving as much as possible. This allows the driver to feel more relaxed and to enjoy the driving much more.

By slightly lowering the engine's maximum torque yet making it available at lower rpm, we were able to improve drivability and take-off performance. Pulling away in first and second gear is now easier, which is essential for a car that will be mainly used in city driving.

Also, the engine improvements which I mentioned earlier, together with an upgrade in the steering software and suspension revisions, help to provide a more refined driving experience.

The car's sharper handling and effortless steering feel ensure that the driver always feels in full control of the vehicle. The fact that new AYGO is now even more nimble adds to its fun-to-drive factor.

“THE ENGINE IMPROVEMENTS, TOGETHER WITH AN UPGRADE IN THE STEERING SOFTWARE AND SUSPENSION REVISIONS, PROVIDE A MORE REFINED DRIVING EXPERIENCE”

USB STICK & NEWSROOM

NEW TOYOTA AYGO

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