

PRESS RELEASE – EMBARGO – 17 NOVEMBER 21.15HRS (CET).

Toyota Hilux wins International Pick-up Award (IPUA)

Lyon, France. At Solutrans Diner de Gala on 17 November 2021, the latest Toyota Hilux was announced as the winner of the 6th International Pick-up Award 2022/2023 (IPUA).

The presentation of this prestigious award for medium-sized pick-up trucks was made during the Solutrans 2021 exhibition, attended by 900 guests at EurExpo Hall 2.2.

“Every other year since 2009, the International Pick-up Award (IPUA) is presented to the most efficient 1-tonne pick-up truck in business today. As a multi-functional vehicle produced and sold globally, both the product and marketplace continues to evolve with many brands setting high standards in performance, safety, driver and passenger comfort,” explained Jarlath Sweeney, Chairman of the International Van of the Year Award jury, which organises the competition.

Before electing the overall victor, the nominated trucks are assessed and analysed by the expert panel from the IVOTY jury at a specially organised group test. On this occasion, this event was held in Croatia in early October, near Zadar.

It was close fought election, with the Toyota Hilux emerging victorious just ahead of the Isuzu D-Max with the Jeep Gladiator third.

Commenting on the achievement, Didier Gambart, Vice President of Toyota Motor Europe Sales, Marketing & Customer Experience, said: *“With more than 50 years heritage, the Hilux has always stood for outstanding Quality, Durability and Reliability (QDR) as well as very capable off-road performance. Now with the new 2020 Hilux, we have expanded the engine line-up with a new 2.8 D that offers even more refinement and power capability, allowing us to meet the needs of customers willing not only a workhorse, but also a leisure vehicle. So this award is for us a recognition of all the inherent qualities of Hilux, with even more capabilities. And we would like to thank all the jury members for their recognition. Hilux is part of Toyota’s LCV line-up and despite of semi-conductor shortage, we will have achieve in Europe a new LCV absolute sales record with a 6-digit sales number.”*

Previous winners of the prestigious IPUA title included the Volkswagen Amarok and Ford Ranger (both twice) and the Nissan Navara.

**The election votes were independently adjudicated by the RHA*

Issued by the International Van of the Year Award Co. Ltd., www.van-of-the-year.com - Email: jarlath@fleet.ie