



ON A CONTINENT WHERE OVER 2 000 LANGUAGES
ARE SPOKEN; ONE NAME IS RECOGNISED BY ALL.
FROM THE TIP OF TUNISIA, ALL THE WAY DOWN
TO WHERE THE INDIAN AND ATLANTIC OCEANS
MEET, LAND CRUISER IS SYNONYMOUS WITH
CONQUERING THE IMPOSSIBLE AND PEERLESS
CAPABILITY, ON AND OFF THE ROAD.

Now, after 70 years of answering the call of the wild and taming the untamable, Toyota is proud to present the Land Cruiser 300.

Tougher, more powerful, more capable, more comfortable and more economical, the Land Cruiser 300 is sure to continue to spread the marque's reputation for being the incomparable Master of Africa.

The Land Cruiser 300 is for those who refuse to compromise. It's for those who demand power, control, sophistication and craftsmanship. It's for those who seek out adventure.

Redesigned from the ground up, the Land Cruiser 300 boasts two new, more-efficientthan-ever engines: a twin-turbocharged petrol and a diesel V6 – both mated to a 10-speed automatic transmission. With an assertive, confidence-inspiring stance, the drive in the Land Cruiser 300 cabin is more stable than ever, thanks to a stronger and more comfortable body-onframe application through use of Toyota's new strong and lightweight New Global Architecture platform.

Enhanced interior and exterior design and styling; as well as the addition of advanced off-roading safety features, all come together in the Land Cruiser 300 to create a look and feel that's more unflinching, more unquenchable and more unstoppable than ever before.

NO CORNER OF OUR GREAT CONTINENT IS OUT OF YOUR REACH IN THE LAND CRUISER 300, A WORTHY SUCCESSOR TO THE TITLE, MASTER OF AFRICA.



Model Shown: 3.5T V 6 ZX

WHETHER YOU SPEND MORE TIME IN THE URBAN JUNGLE, OR ON THE LONG HAUL TO KILI, THERE'S A LAND CRUISER IN THE 300 LINE-UP FOR YOU. styling cues and bespoke electronic axle articulation No matter the road - or the lack of it - the nocontrol; all for the thrill of uncompromised highnonsense GX-R puts function first, prioritising practicality and utility while sacrificing none of its performance driving. famed Land Cruiser invincibility. The ZX model marries muscularity to urban **LAND CRUISER 300** sophistication and attitude. Built to master both **MODEL LINE-UP:** the bush and the boulevard, the unapologetically assertive ZX's style is as much at home on the 3.3D V6 GX-R Makgadikgadi as it is in the heart of Sandton. 3.3D V6 GR-S New to the Land Cruiser family is the Toyota Gazoo **3.5T V6 GR-S** Racing-inspired GR-S model. Paying homage to and

drawing from Toyota's motorsport exploits in its

engineering, the GR-S features custom Gazoo Racing

3.3D V6 ZX

(4)

LAND CRUISER

3.5T V6 ZX





THE LAND CRUISER
300 CONTINUES
THE 70-YEAR
LONG LEGENDARY
OFF-ROAD
PERFORMANCE NOW POWERED
BY A CHOICE
OF NEW TWINTURBOCHARGED
PETROL OR DIESEL
V6 ENGINES.

The 3.31 twin-turbodiesel V6 is available on all three grades and produces maximum power of 225 kW @ 4 000 r/min and torque of 700 Nm @ 1 600-2 600 r/min, with an average fuel consumption of 8.9 l/100 km.

Petrol power returns to the Land Cruiser range (available in GR-S and ZX models) through the introduction of a 3.5l twinturbo V6 engine delivering maximum power of 305 kW @ 5 200 r/min and torque of 650 Nm @ 2 000-3 600 r/min. Average fuel consumption is measured at 12.1l/100 km.

Both engines have been designed for optimal performance, efficiency, and reliability over the roughest of roads.

The fitment of a 10-speed automatic transmission with low-range on all models – with a newly developed torque converter and high precision slip control for improved throttle

response and efficiency – delivers
a wider spread of power and torque
for off-roading, towing, trekking or
highway cruising.

The Land Cruiser 300 features an

entirely redesigned suspension system to underpin its off-road prowess.

At the front, the Independent Front Suspension (IFS) is complemented by Stabiliser Control, while duties at the back are taken care of by superb multilink rear suspension.

The GR-S model's race-bred offroad capability is underlined by its
Electronic Kinetic Dynamic Suspension
System (E-KDSS) that electronically
and temporarily disables the front and
rear anti-roll bars to allow for greater
wheel articulation at lower speeds.

Ultimate dynamic capability comes courtesy of the Adaptive Variable Suspension (AVS)*. Through active,

real-time monitoring, this constantly self-adjusting damping provides increased cabin comfort and improved vehicle stability across all road surfaces.

Dependent on the road conditions – or the driver's mood – Drive Mode Select allows for adjusting of power delivery and body control.

In Eco-Drive, the throttle response is softened and power consumption limited.

Sport mode delivers more spirited experiences. On so-equipped models, the sensations of Comfort* and Sport S+* are even more pronounced through further appropriate adjustment of the suspension. Custom Mode* puts all control in the hands of the driver.

DREAM BIG. GO WHEREVER.

*Available on 7X and GR-S

Model Shown: 3.5T V6 ZX

LAND DRUISER

STARTSHERE

CELEBRATE LEGENDARY DURABILITY. LEGENDARY CAPABILITY. IN A VEHICLE BUILT TO TRAVERSE ANY TERRAIN AND IS KNOWN AS THE MASTER OF AFRICA BECAUSE OF ITS RELENTLESS OFF-ROAD ABILITY. ALL FITTING FOR A LEGENDARY YOU.

Model Shown: 3.5T V 6 ZX



The Land Cruiser 300's contour-clawing competence continues through its Multi-Terrain Select (MTS)* system. MTS lets the driver choose from different selectable modes to enable the permanent four-wheel drive to instantly adapt to any road surface.

Through control of terrain-appropriate brake pressure and throttle response, each mode (auto, dirt, sand, mud or rock) is suited to a specific terrain and determines the vehicle's torque, suspension, and drivetrain characteristics at the turn of a dial, to maximise performance and grip in traction-limited conditions by automatically regulating wheel spin. Furthermore, an Auto mode has been newly added to allow for automatic control according to driving conditions.

The Land Cruiser's range of driver support systems include Active Traction Control, Trailer Sway Control, Hill-Assist Control and Downhill-Assist Control.

For increased driver control, Crawl Control maintains a constant speed while descending extreme declines by automatically applying control of the vehicle's engine output and braking functions.

Get the confidence to make unforgettable memories that will last a lifetime with the Land Cruiser 300's impressive Toyota Safety Sense suite. Enjoy collision-avoiding technology like Adaptive Cruise Control, Downhill-Assist Control (DAC), Lane Keeping System (LKS) and Pre-Crash System supporting you on every adventure. With the addition of a Tyre Pressure Monitor* and Blind Spot Monitor* as well, you'll be able to tackle any challenge with ease.

For safer passage during extreme, lowspeed traversing of treacherous terrain, images of the vehicle's immediate surrounding, including enlarged views of the trail in front, underfloor and rear are displayed on the high-resolution infotainment screen.

ADDITIONAL OFF-ROADING ELEMENTS
INCLUDE REAR DIFFERENTIAL LOCK ON THE
GX-R AND REAR TORSION LIMITED SLIP
DIFFERENTIAL (LSD) ON THE ZX MODELS.



^{*} Available on ZX, GR-S and GX-R models







LED Adaptive High-beam System* and Daytime Running Lights



20" Alloy** Wheels

Whether you're travelling cross-country or battling in the bush, there's absolutely no doubt that the Land Cruiser 300 is engineered to handle the hard stuff, while keeping you comfortable and in control.

The placement of the powerful LEDpowered headlights (with Adaptive High-beam System*, or AHS*), fog lamps and grille have been elevated to reduce the risk of damage during extreme offroading. Emphasising the Land Cruiser's brute strength, the LED Daytime Running Lights (DRL) are split from the headlights with horizontal protrusions from the grille and create a commanding presence.

The side silhouette is distinctly Land Cruiser: generous, imposing and determined Overall, it measures a maximum length of 5 005 mm, 1 945 mm in height and with a wheelbase of 2850 mm.

For complete comfort and sophistication, the side steps illuminate* when doors are opened at night. The integrated lamps have been relocated to prevent damage from foot traffic and blockage from dirt.

Naturally, the side mirrors are colour-coded, power-retractable, heated*, Electrochromatic (EC)*, illuminated*, downward-tilting when

reversing*, and house the Blind Spot Monitor* (BSM) and side cameras* used during off-roading and parking.

The Land Cruiser GX-R and GR-S are shod with off-roading friendly 18" alloy wheels; whereas the ZX model is treated to Super Chrome Metallic 20" alloy wheels, for maximum urban attitude.

At the rear, the inward-tapering cabin improves aerodynamic efficiency and stability; and integrate the light clusters that house high-power LED lights. The turn signals on GR-S and ZX models illuminate sequentially in the direction of the intended travel; while for convenience rear-placed cameras are fitted with washers* to keep their lenses clear to ensure optimal visibility at all times.

*Available on GX-R and ZX models **Available on ZX models



*Specifications mentioned may apply to certain grades only. Refer to the specification sheet for more information.

UNRUALLED UNRUFFLED

BUILT FOR AFRICA BUT MADE SPECIFICALLY FOR YOU: THE LAND CRUISER'S COSSETING CABIN TURNS THE ROUGH JEWEL OF THE CONTINENT'S OUTERMOST EXTREMES INTO SUMPTUOUS SCENES OF SERENITY.





Rear Climate Control

ON THE GR-S AND ZX MODELS, LEATHER SEATS ARE AVAILABLE IN BLACK OR BLACK AND RED AND, ON THE ZX, YOU ALSO HAVE THE OPTION OF A NEUTRAL BEIGE AND ALL OFFER MULTIPLE ADJUSTMENT OPTIONS. THE DRIVER AND FRONT PASSENGER SEATS ARE POWER-OPERATED, HEATED, AND VENTILATED, AS IS THE FIRST REAR ROW OF SEATS. WHILE THE SECOND ROW OF SEATS CAN SPLIT 40:20:40, THE THIRD ROW IS EQUIPPED WITH A POWER* FUNCTION WITH WHICH THEY CAN BE STOWED AWAY WITH THE PRESS OF A BUTTOI WITH THE THIRD ROW FOLDED FLAT, THE OVERALL USABLE BOOT SPACE IS 250 MM WIDER THAN ITS PREDECESSOR

The Land Cruiser 300 is fully equipped with innovative features that help you navigate tricky terrain, safely find your destination, and keep your passengers entertained along the way.

Assisting the pilot, a Heads-Up Display (HUD)* and a Multi-Information Display provide information on the status of driver aids, the ambient temperature and trip information. Furthermore, the combination metre has been enhanced with a large LCD* display for easier reading of information. In paying homage to past Land Cruisers, the trademark 6-gauge metre has been retained.

DRIVER AID SWITCHES ARE GROUPED IN A LOGICAL WAY TO ENSURE EASE OF REACH AND OPERATION EVEN WHILE TRAVERSING EXTREME TERRAIN.

The AWD Integrated Management (AIM) integrated switch* has been placed within easy reach on the centre console and allows for the optimal harmonisation of torque, shift programme of the gearbox, brakes and steering - according to the drive mode selected.

The Display Audio touchscreen infotainment system is linkable to smart devices by either Apple CarPlay or Android Auto and features USB and Bluetooth connectivity. Both display the screen of the smartphone on the vehicle's infotainment screen as well as linking the phone's audio output to the vehicle's 14 JBL* speakers. Use of this large, high-resolution screen enables the simultaneous display of multiple sources of information, such as multimedia and climate control.

The reverse camera* image is also relayed to the high-resolution touchscreen infotainment display. During such movements, the vehicle's rear and surrounds are enhanced with on-screen reversing guidelines. This also occurs when the Multi-Terrain Monitor* (primarily used during off-roading) and Panoramic View Monitor* – which gives a bird's-eye view – are in use.

In fitting with the Land Cruiser's hightech, die-hard attitude, several next-gen additions enjoy pride of place in the cabin. A cool box is located in the centre console, and compatible mobile phones can be wirelessly charged*. The second-row seats are equipped with a high-definition* displays and matching wireless headphones* as part of the Rear Seat Entertainment System (RSE)*, the latter of which also incorporates smartphone linkage.

Connect to the MyToyota App:

All new Toyota vehicles now come fitted standard with a telematics device that opens up a whole new world of connected features. Upon dealer activation and registration to the MyToyota App, an array of smart connectivity, safety, and convenience features are enabled through your smartphone.

The MyToyota App gives you more control of your driving experience by giving you access to a range of never seen before personalised offerings and real-time, customisable vehicle features, including on-board Wi-Fi**, roadside assistance, licence renewal and more.

See the inside back cover for more information.

**25GB Free data once-off upon activation.

Ts & Cs Apply. Wi-Fi available in South Africa only.

THE WORSE THE ROAD, THE BETTER THE DRIVE.



^{*} Specifications mentioned may apply to certain grades only. Refer to the specification sheet for more information.





The fitment of Anti-Lock Braking
System (ABS), Electronic Brake-force
Distribution (EBD), Brake-Assist (BA),
Vehicle-Stability Control (VSC), HillAssist Control (HAC) and Trailer Sway
Control (TSC), come standard.

Optimal grip is attained by Active Traction Control (ATRC), which applies brake pressure to prevent wheels from spinning during acceleration when driving offroad or in slippery conditions.

Downhill-Assist Control (DAC) prevents the wheels from locking while manoeuvring extreme descents, simultaneously managing engine braking and brake pressure, to maintain a stall-free and super-stable vehicle speed.

GR-S and ZX models are fitted with Toyota's next-generation Safety Sense (TSS) suite of collisionavoiding interventions. This comprises: Pre-Crash System. Sensors indicate rapidly approaching vehicles and other objects to the driver, after which it will enable the automatic intervention of safety systems such as emergency braking and safety belt bracing to avoid or mitigate impact without driver input.

Lane Keeping System (LKS) with Steering
Vibration and Lane Trace Assist means the
driver is alerted with a buzzer or steering
wheel vibration, as well as a display on
the dashboard. The system works in
conjunction with the vehicle's brakes, which
will automatically endeavour to arrest any
further departure from the lane.

Adaptive (all speed) Cruise Control

automatically scans the road ahead ten times per second; and matches the vehicle's speed to that of surrounding traffic (as well as to the curvature of the road ahead) by automatically accelerating or braking where necessary.

Automatic High-beam System (AHS) dims the main beams when an oncoming vehicle is detected before switching them back on again when it is appropriate to do so.

Intelligent Clearance Sonar intuitively detects and warns of the distance to static objects surrounding the vehicle to prevent lowspeed impacts.

Parking Support Brake Control (PKSB)

automatically initiates braking intervention when the possibility of collision with a static object or pedestrian is detected.

Rear Cross-Traffic Alert (RCTA) serves to warn the driver when reversing into perpendicular flowing traffic.

Blind Spot Monitor (BSM) is a system that helps drivers check behind the vehicle when changing lanes. The system detects vehicles in adjacent lanes with radar and warns the driver with indicators integrated into the side mirrors when a vehicle enters the driver's

blind spot. Some systems also incorporate functionality for warning the driver of other vehicles behind the vehicle with an audible warning or indicator when backing up in parking lots.

All models are installed with advanced security technology that includes smart entry system, which allows the driver to lock and unlock doors simply by carrying a smart key. At the back, ISOFIX mounting brackets serve to secure baby seats to the rear seat, and there are also tilt and intrusion sensors, an alarm and immobiliser.

OVER, UNDER, THROUGH – BUT NEVER AROUND.

*Available on selected models



GR

GR-S: MAKING THE BEST EVEN BETTER

Developed in conjunction with Gazoo Racing, Toyota's motorsport division; and sporting specially tailored accoutrements to emphasise its power-packing pedigree, the GR-S represents the ultimate in extreme and uncompromising off-roading ability. Available in petrol or diesel, it's the overland overlord.

From every angle, the fierce and focused GR-S's intentions are clear.

Exclusive GR-S logos proudly appear on the grille, sides and rear; while a custom G-mesh grille painted in glossy black and featuring TOYOTA lettering (instead of a badge) adds to the muscular no-nonsense presence of the GR-S. This sits atop a GR-Sport lower front bumper dressed in Material Black with silver trim on the skid plate.

Viewed in profile, the heated Electrochromatic (EC) side mirrors are painted in gloss black; have camera functionality, are power-retractable, tilt downwards during reversing and are Blind Spot Monitor (BSM) enabled.

Unique and boldly-styled 18" alloy wheels painted in matte grey; contrasted to unique paint finishes provides the GR-S with a sense of elegant determination.

PEERLESS. FEARLESS. THAT'S THE GR-S.



TOYOTA ENVIRONMENT CHALLENGE 2050

At Toyota, creating technologically advanced vehicles isn't our only priority; we're committed to lowering our environmental impact throughout our entire production process. How? By setting ourselves six challenges that will see us reach a truly world-changing goal: a positive environmental impact by 2050.



CHALLENGE 1

By owning a Toyota you would be contributing to the reduction of vehicle CO2 emissions by 90% in 2050 as opposed to 2010. You will help us promote the development of next-generation vehicles and further accelerate the spread of these vehicles.



CHALLENGE 3

You uphold the two main pillars of our strategy to achieve zero CO₂ emissions at our plants which are:

- 1. Developing and introducing low-CO₂ technologies with ongoing kaizen.
- 2. Adopting renewable energy sources and utilizing hydrogen energy.



CHALLENGE 5

You have contributed to our 40 years on the challenge of resource recycling. Going forward, by rolling out to the world the technology and systems evolved in Japan, we will all continue working on the challenge of establishing a recycling-based society.

The message is clear – Toyota Motor Corporation (TMC) wholeheartedly supports the Paris Agreement and accepts the challenge to achieve carbon neutrality by 2050. The Paris Agreement is a legally-binding international treaty on climate change and is aimed at reducing the emission of gases that contribute to global warming. While this treaty was only adopted in 2015, Toyota has been innovating and investing in technology to reduce emissions and achieve carbon neutrality for well over 30 years. Toyota has also led the way with more electrified vehicles on the road than any other automaker.



THE TOYOTA LAND CRUISER 300 SERIES HAS BEEN MANUFACTURED TO MINI-

Guided by the goals of the Toyota Environmental Challenge 2050, as little impact as possible is made on the environment during each step of the process. From design to manufacturing, to end-of-life recycling programmes, our planet always comes first. This is because the ultimate long-term goal for Toyota is to make all our vehicles as environmentally friendly as possible. With this in mind, the entire Land Cruiser 300 Series has been designed to have very low CO₂ emissions.



CHALLENGE 2

You are lending a helping hand to Toyota's efforts to reduce to zero not only CO₂ emissions produced in travelling and manufacturing, but all CO₂ emissions including the process of materials production, disposal and recycling of vehicles.



CHALLENGE 4

In automobile manufacturing, we use water in painting, forging and other processes. Therefore, even a small reduction of its impact on the water environments is important. We have two measures to achieve this, comprehensive reduction of the amount of water used and comprehensive purification of the water and returning it to the earth.



CHALLENGE 6

Here at Toyota we have engaged in planting trees at our plants and environmental conservation activities in our surrounding areas. To establish a society where humans and nature coexist in harmony, we are promoting several activities to connect regions, the world and the future.





N-CAR WI-FI, ROADSIDE ASSISTANCE AND MUCH MORE

All Toyota vehicles can now be connected to the MyToyota App on your mobile phone, giving you more control of your driving experience and opening up a whole new world of personalised offerings and customisable features, so that you can enjoy:



IN-CAR WI-FI* Connect to Wi-Fi



Always know your vehicle's GPS location



Have access to a digital logbook



Important reminders like licence renewal



BATTERY HEALTH CHECK

Check your battery health



Manage your services



Get real-time roadside assistance



Receive a driver rating



Monitor your fleet



AND MORE - The above features are not all; there are loads of other features available to further enhance driver and guest safety, convenience and comfort; and plenty more to come to make your drive experience better and better with every kilometre.



FIND OUT MORE AT www.toyota.co.za/services/my-toyota-app

*25GB FREE DATA ONCE-OFF UPON ACTIVATION. Ts & Cs APPLY. AVAILABLE IN SOUTH AFRICA ONLY.



Toyota vehicles are known for their Quality, Durability and Reliability. Keeping your Toyota Genuine means no compromises in terms of safety, performance and resale value. The range of Genuine Products and Approved Services will ensure complete peace of mind throughout the ownership journey and beyond. For more information on how to Keep Your Toyota Genuine visit www.toyota.co.za/owners/genuine-parts

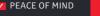
For guaranteed fit and function, **Genuine Parts** are essential in maintaining the safety and reliability of your vehicle. They also comply with all safety, regulatory and environmental requirements, making it the obvious choice. The same exacting precision applies to Toyota Accessories, developed by engineers with extensive knowledge on vehicle integration - you can enhance the appeal and functionality of your Land Cruiser 300 without compromising its safety features or warranty. Warranties are about peace of mind, and the Genuine Unlimited Warranty is designed to provide superior cover (up to 10 years, unlimited mileage) and a seamless claims process thanks to full integration with Toyota systems. The **Genuine Extended Service Plan** also enjoys exclusive approval by Toyota SA and provides flexible extension options up to 10 years or 300 000 km to suit your period of ownership. Paying today's rates for tomorrow's maintenance is a sensible way to protect the resale value of your Land Cruiser 300 by means of a full service history.

Specialised vehicle maintenance requires first-class facilities, advanced equipment and expert knowledge. Toyota Quality Service and Value Service not only promise accurate diagnosis and repair, but also a philosophy of building trust through a genuine concern for the needs of our customers. To complement the extensive network of Toyota dealers, we have a vast number of **Accredited Body and Paint Repairers**, selected on stringent criteria to ensure outstanding workmanship and customer service. You can maintain your vehicle's pristine condition without compromising its warranty thanks to the exclusive use of Genuine Parts by our Accredited Repairers. Offering 24-hour access to a full complement of assistance and recovery benefits, Toyota Roadside Assistance provides the peace of mind that competent support is only a phone call away.

TOYOTA GENUINE MEANS









TOYOTA FINANCIAL SERVICES

There is no 'one-size-fits-all' when it comes to vehicle finance and insurance, there is only you. With fast, flexible and convenient services we will structure the perfect Toyota Land Cruiser 300 deal

At Toyota Financial Services, we believe that purchasing your Toyota should be as enjoyable as driving it. Toyota Financial Services is the fast, flexible and convenient means of financing your Toyota Land Cruiser 300. We have created a range of finance products that suit both private and business customers, easily accessible through your local Toyota dealer. We take the hassle out of arranging finance.

Toyota Financial Services (South Africa) Ltd is an authorised Financial Services (FSP No. 7454) and Registered Credit Provider (NCRCP62).

For comprehensive information about products offered by Toyota Financial Services, visit www.toyota.co.za/payment-options/toyota-financial-services

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