The Toyota iQ is a city car that is less than three metres long. It is now in production for Europe and goes on sale there late this year.

Toyota iQ

Sophisticated new urban car unveiled at Geneva show

Toyota has given the production design of the new iQ its world premiere at the Geneva motor show.

First presented as the Concept Car iQ at the Frankfurt motor show last year, the new model will go into production late in 2008.

There are currently no plans to import the car into Canada.

The new iQ is a sophisticated car, delivering a refined mode of urban transport. Thanks to ingenious and revolutionary packaging, it measures less than three metres long, but has a flexible interior that allows up to three adults, plus a child or luggage, to travel in comfort.

The name iQ represents what the car embodies: i stands for individuality, innovation and intelligence and Q for quality.

iQ is designed for buyers who want more than just urban mobility, but who are also looking for space, refinement and a vehicle that is kinder to the environment.

Its revolutionary packaging is achieved through six space-saving, interlinked engineering innovations that represent a break-through in Toyota's vehicle development.

iQ has a self-assured super stance with the four wheels positioned at the extremity of each corner, with robustness further enhanced by tough-looking bumpers and five-spoke, 16-inch alloy wheels that fill the bold wheel arches.

Toyota has created a techno-organic design for the interior, which fuses geometric precision with inner beauty. This is demonstrated in the floating centre console that dominates the asymmetrical dashboard and the matt silver door handles, which have a flowing, manta ray shape.

Creating more passenger space in such a compact vehicle was a key challenge for the Toyota design team. IQ's interior is surprisingly spacious, made possible by six interlinked engineering innovations.

The result is a breakthrough in small yet spacious packaging, which at the same time has been designed to meet Euro NCAP's top five-star safety rating.

iQ is 2,985mm long and 1,500mm high. Its compact ingenuity lies in its comparatively long, 2,000mm wheelbase.

A newly developed differential allows iQ to have a more compact engine compartment and front wheels placed at the very corners of the car, with very short overhangs. This yields more than 100mm extra cabin length, compared to Yaris.

A flat fuel tank has traditionally been considered difficult to engineer, because of the variance in fuel surface levels depending on the angle of the vehicle.

Honda DRIVE A WINNER SALES EVENT

Choose a Winner. Choose a Honda.

PURCHASE FINANCING as low as 0.9%† up to 36 months on approved credit

NO PAYMENTS FOR 90 DAYS††

Accord LX Sedan model CP2538E

AJAC Automobile Journalists Association of Canada — Best New Family Car 2008¥

All-New ACCORD LX $25,090 MSRP — LEASE FOR $298# @ LEASE APR 2.9%£ PER MONTH FOR 48 MONTHS ON APPROVED CREDIT WITH $1,561 DOWN.

From its flawless aerodynamics to its powerful new engine, the all-new Accord delivers 'no-compromise' driving.

Civic10 — Best Selling Car in Canada 10 Years in a Row¥

Civic DX Sedan model FA1528EX

You may be eligible for a $1,000 rebate From the Government of Canada's ecoAUTO Rebate Program

Civic's bold styling, fun-to-drive attitude and 'squeeze every litre' fuel efficiency never fail to lift your spirits.

CIVIC DX $16,990 MSRP‡ — $0 LEASE DOWN PAYMENT — LEASE FOR $198# @ LEASE APR 1.9%£ PER MONTH FOR 60 MONTHS ON APPROVED CREDIT

TOP SAFETY PICK 2008 INSURANCE INSTITUTE FOR HIGHWAY SAFETY — Top Safety Rating for Front, Side and Rear Impacts¥

CR-V LX model RE3838E

When you do your huge month-end grocery shopping, head out for a ski getaway, or stop by the home improvement store – you'll love how your CR-V handles every situation.

CR-V LX $27,790 MSRP — LEASE FOR $298# @ LEASE APR 1.9%£ PER MONTH FOR 48 MONTHS ON APPROVED CREDIT WITH $2,666 DOWN

van best — Car and Driver's "5Best" Trucks for 2007 3rd Straight Year!¥

Odyssey DX model RL3818E

Continuing to set the standard for versatile seating, cargo room, safety and fuel efficiency. Everything you could ask for in a minivan and more.

ODYSSEY DX $31,490 MSRP — $0 LEASE DOWN PAYMENT — LEASE FOR $397# @ LEASE APR 1.9%£ PER MONTH FOR 48 MONTHS ON APPROVED CREDIT

Ask About CASH INCENTIVES

NOW'S THE TIME TO BUY YOUR HONDA.

Ontario Honda Dealers THE SMARTER WAY TO BUY.

THE HONDA BENEFIT GREEN SAFE FUN

FOR MORE INFORMATION AND TO LOCATE YOUR NEAREST DEALER VISIT: www.honda.ca

HONDA

#Limited time lease offers based on new 2008 Accord Sedan LX, model CP2538E / 2008 Civic Sedan DX, model FA1528EX / 2008 CR-V LX, model RE3838E / 2008 Odyssey DX, model RL3818E available through Honda Financial Services on approved credit. £2.9% / 1.9% / 1.9% / 1.9% lease APR for 48 / 60 / 48 / 48 months. Monthly payment is $298 / $197.99 / $298 / $396.99 with $1,561.07 / $0 / $2,665.76 / $0 down payment or equivalent trade. $1,390 / $1,295 / $1,540 / $1,540 freight and PDI, first monthly payment and $0 / $0 / $0 / $0 security deposit due at lease inception. Total lease obligation is $17,927.53 / $13,423.72 / $18,175.83 / $21,532.74. Taxes, license, insurance and registration are extra. 96,000 / 120,000 / 96,000 / 96,000 kilometre allowance; charge of $0.12/km for excess kilometres. Retailer may lease for less. Retailer order / trade may be necessary. †Limited time financing offers based on new 2008 Honda models. 0.9% APR for up to 36 months on new 2008 Accord, Civic, CR-V and Odyssey models. Finance example based on new 2008 Accord Sedan DX, model FA1528EX available through Honda Financial Services on approved credit. ‡MSRP is $16,990, plus $1,295 freight and PDI, financed at 0.9% APR equals $514.99 per month for 36 months. Cost of borrowing is $254.82 for a total obligation of $18,539.82. Taxes, license, insurance and registration are extra. ††No payments for 90 days offer applies to purchase finance offers on all new 2007 & 2008 models, and Honda Certified Used Vehicles purchased and delivered by March 31st, 2008. Offer available only through Honda Financial Services on approved credit. Monthly payments are deferred for 90 days. Contracts will be extended accordingly. Interest charge (if any) will not accrue during the first 60 days of the contract. After the 60 days, interest (if any) starts to accrue and the purchaser will repay principal and interest (if any) monthly over the term of the contract. Retailer may sell for less. Retailer order / trade may be necessary. #/£/†/††Offers valid from March 1st, 2008 through March 31st, 2008 at participating Honda retailers. Offers subject to change or cancellation without notice. See your Honda retailer for full details. ¥As reported by Automobile Journalists Association of Canada, November 2007. For details visit www.ajac.ca. ¥As reported by Canadian manufacturers for calendar year 2007. ΩYou may be eligible for the Government of Canada's ecoAUTO Rebate Program. Civic models with 1.8L engine and manual transmission qualify for a $1,000 rebate. For more details, visit www.ecoaction.gc.ca. ¥As reported by the Insurance Institute for Highway Safety, Nov. 2007. Visit www.iihs.org for more information. As reported by Car and Driver, March 2007. Visit www.caranddriver.com for details.

05 Chrysler 300

Touring Edition, Leather, 20" Alloys, Sunroof

OUR $14,995

BI-WEEKLY $109 for 72 months*

KIA MOTORS The Power to Surprise™

Georgetown Kia

1-866-364-0697 1-866-367-4081

2 Locations — Superstore Open Sundays

314 Guelph St. (Hwy. 7) 199 Guelph Street