

Design ins and outs of the 2009 Toyota Venza



The 2009 Toyota Venza, scheduled to go on sale later this year, is the first example of Toyota's new direction in passenger car design combining elegance, innovation, comfort and utility.

Venza is based on the FT-SX concept vehicle that debuted at the 2005 Detroit Auto Show. With an overwhelmingly positive response to the show vehicle, Toyota decided to develop Venza with a distinctly American plan.

Toyota's U.S. design and engineering teams worked together to bring this bold design to production. It was one of the first times an American styling group created an overall design concept that engineers would follow for development.

A new genre in personal transportation, Venza incorporates SUV utility and roominess, while maintaining passenger car essentials, such as ease of ingress/egress, performance, a lower, sleek side profile with aerodynamic lines, and unrivaled interior features to deliver optimal comfort.

The exterior styling was directed by Caltex Project Chief Designer, Ian Cartabiano, in Newport Beach. From a design perspective, Venza achieves aerodynamic sculpted lines that not only look elegant, but help to increase fuel economy by reducing wind resistance.

Freeform geometrics define the integration of fluid surfaces defined by smooth lines, which promote even airflow and reduce turbulence. Venza's 20-inch wheels, stylish backlight and integrated aero spoiler make a bold, sporty statement.

Venza's impressive "look-at-me" exterior styling leads to a thoughtful interior with surprising roominess, comfort and utility.

Integral to the vehicle's design was the idea to make the journey as rewarding as the destination.

Available in front and all-wheel drive, Venza will be powered by a choice of engines, a V6 or an all-new four-cylinder. Both engines will be mated to a six-speed automatic transmission. Twenty-inch wheels will only be available on V6 models.

Ford ushers in global small car portfolio with the all-new Fiesta

Ford has started production of the all-new Ford Fiesta, the first in a portfolio of global small cars, at the Cologne Stamping and Assembly plant in Germany.

The next-generation Ford Fiesta was developed by the European arm of Ford's global product development team to meet the demands and expectations of customers around the world.

The new small car represents the blueprint for future global product development efforts at Ford and will be tailored to meet customer preferences for interior features, exterior colors, body styles and other options in each region of the world. It will go on sale progressively between now and 2010, starting in Europe.

In North America, the new subcompact will be offered in two models: the sporty European hatchback and the popular two-door sedan. The models will be produced at the company's Cuautitlan Assembly Plant in Mexico in 2010.

Retooling the plant from its current production of F-Series trucks to small car production will begin in December.

Within five years, Ford expects to build about one million vehicles worldwide off the new global B-car platform along with nearly two million vehicles off the global C-car unit.

Bold colors and high quality materials throughout accentuate the new Fiesta's dramatic exterior design and exciting interior styling.

The new vehicle extends the core Fiesta values of style, efficiency and driving quality.

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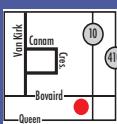
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