

Toyota Tops the IIHS 2016 'Top Safety Pick+' Awards

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TORRANCE, Calif. (Dec. 11, 2015) — Toyota once again led the industry on the Insurance Institute for Highway Safety's (IIHS) annual list of safety awards. Nine Toyota, Lexus and Scion models received the IIHS' highest award for 2016, the TOP SAFETY PICK+, the most of any manufacturer.

“At Toyota, we continue to focus on the safety and peace of mind of our customers,” said Dino Triantafyllos, Toyota's North American Chief Quality Officer. “We are proud that IIHS has recognized our commitment to helping protect drivers and passengers.”

According to IIHS, automakers were required to meet tougher criteria to be considered for the 2016 awards. For this year's TOP SAFETY PICK+ awards, the IIHS recognized the addition of Toyota's pre-collision system to the Avalon and the RAV4, rating both models superior for front crash prevention. The Scion iA, which received an advanced rating for front crash prevention, was also acknowledged as the only low-priced car sold with a standard pre-collision system.

All award winners were required to achieve good ratings in five crashworthiness tests and have an available front crash prevention system. TOP SAFETY PICK+ award winners must also have a superior- or advanced-rated front crash prevention system with automatic braking capabilities

The full list of 2016 Toyota, Lexus and Scion TOP SAFETY PICK+ winners are: Toyota Prius v, Toyota Camry, Toyota Avalon, Toyota RAV4, Lexus CT 200h, Lexus ES, Lexus RC, Lexus NX, and Scion iA.

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