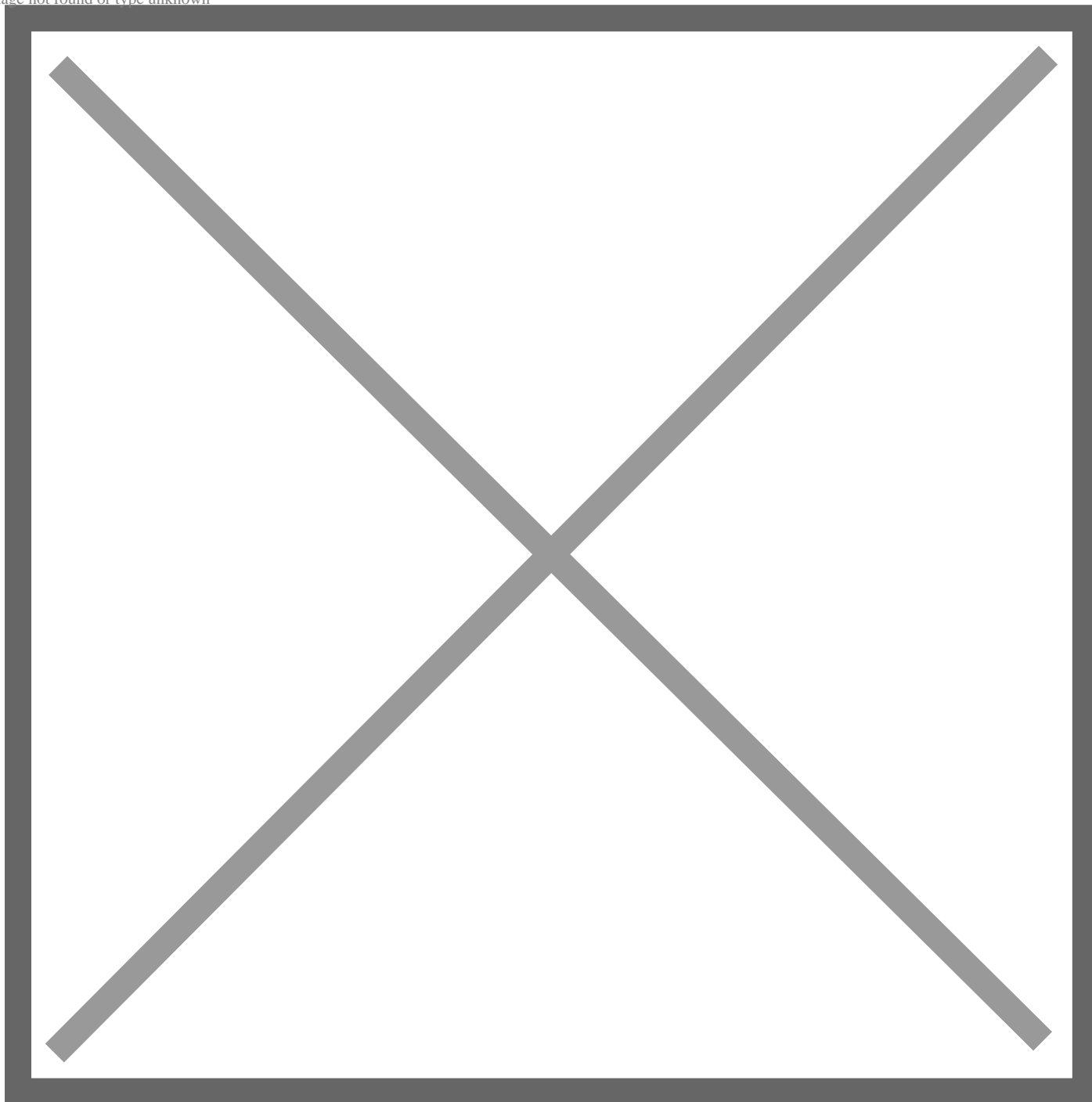


It's All About the Residuals: 8 Toyota Models Win 2014 ALG Residual Value Awards

November 18, 2013

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LOS ANGELES (Nov. 18, 2013) — In Hollywood, they say it's all about the residuals. If you own a Toyota, the same might be said for the car in your driveway.

On the eve of Tinsel Town's automotive event of the season, Toyota models were awarded 8 Residual Value Awards from ALG, the industry benchmark for residual values and depreciation data.

The annual ALG Residual Value Awards recognize automakers' outstanding achievements for vehicles that are predicted to retain the highest percentage of their original price after a conventional three-year period. Awards are given in 24 vehicle categories and also for the two brands with the highest overall predicted residual values among all mainstream and all premium vehicles.

Toyota "thanked the academy" for 8 model-level awards, more than any other auto brand. Toyota models taking home awards included:

- Avalon – Fullsize Car
- Prius C – Alternative Fuel Vehicle
- Highlander – Midsize Utility Vehicle – 3-Row
- Sequoia – Fullsize Utility Vehicle
- FJ Cruiser – Off Road Utility Vehicle
- Tacoma – Midsize Pickup
- Land Cruiser – Premium Fullsize Utility Vehicle

"Toyota combines its reputation for rock-solid reliability with very restrained use of incentive support and fleet sales across its lineup," said Eric Lyman, vice president of editorial for ALG. "With this strong foundation, Toyota vehicles are always near the top of their segments with regard to residuals."

"We pride ourselves on offering the highest quality products at a great value to our customers," said Bill Fay, Toyota group vice president and general manager. "With some of the best residual values in the industry, Toyota customers can sleep at night knowing that they have made a sound investment."

Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies represent key factors that impact ALG's residual value forecasts.