



15 November 2024

## MARKET RELEASE

### ASCO MOTORS UNVEILS THE NEW LAND CRUISER PRADO AT THE SHERATON RESORT

Asco Motors proudly announces the launch of the all-new Land Cruiser Prado. The highly anticipated unveiling took place on 15<sup>th</sup> November 2024 at the Sheraton Resort, where automotive enthusiasts gathered to celebrate the next chapter in the storied Land Cruiser legacy from the BJ model (1951) to the new 250 series in 2024.

The Land Cruiser Prado, known for its versatility, off-road capability, and luxury, has been a favourite among adventurers and families. With the new Land Cruiser Prado, Asco Motors aims to elevate the driving experience to unprecedented heights while maintaining the exquisite craftsmanship and durability that the Land Cruiser is renowned for.



The Land Cruiser Prado represents the culmination of years of research, development, and consumer feedback. It features a bold new design integrating modern aesthetics with its rugged heritage. The exterior boasts an aggressive front fascia, sleek LED headlights, and a dynamic silhouette that communicates strength and sophistication.

"Not only does the vehicle look powerful, but it also performs at the highest level," said the CEO, Ronald Kumar. "The new Land Cruiser Prado

embodies our commitment to innovation, quality, and sustainable luxury while ensuring our customers can conquer any terrain in style."

At the heart of the Land Cruiser Prado is a state-of-the-art powertrain. Customers will have the option of two robust engines: a refined 2.8-litre turbo diesel and a powerful VX mild-hybrid. The other two variants are the TX and TXL models, which also have 2.8L engines. They are engineered for optimal performance, striking a perfect balance between power and ruggedness for our terrains.

Stepping inside the Land Cruiser Prado is akin to entering a sanctuary of comfort and sophistication. The spacious interior is adorned with high-quality materials, including premium upholstery.

Safety remains a top priority, and implementing Asco Motors' advanced safety suite, including adaptive cruise control, lane departure warning, automatic emergency braking, and a 360-degree camera system, provides drivers with peace of mind on any adventure.

True to Land Cruiser heritage, the Prado is designed to excel off the beaten path. Equipped with advanced features such as the Multi-Terrain Select system, Kinetic Dynamic Suspension System, and a locking centre differential, it is engineered to tackle the most challenging terrains confidently.



Whether navigating rocky paths, traversing muddy trails, or overcoming sandy dunes, the new Prado demonstrates unparalleled stability and control. Its renewed approach departure angles and robust undercarriage ensure durability and performance in the harshest conditions.

As part of Asco Motors' dedication to environmental responsibility, the Land Cruiser Prado incorporates sustainable materials in its production process and offers an optional hybrid powertrain,

reducing its carbon footprint. The company is committed to leading the automotive industry towards a greener future without compromising performance or luxury.

The unveiling of the Prado was a celebration not only of the new Land Cruiser Prado but also of the ongoing innovation and excellence that the brand delivers to its customers. Guests enjoyed the evening's event, which included exclusive test drives scheduled for Saturday, 16<sup>th</sup> November 2024, and live demonstrations showcasing the vehicle's capabilities.

"Asco Motors has raised the bar once again. The New Land Cruiser Prado combines luxury with rugged capability, making it a standout choice for those who seek adventure without sacrificing comfort," said the CEO of Asco Motors, Ronald Kumar.

The New Land Cruiser Prado will be available at our Suva, Nadi, Lautoka, and Labasa dealerships. Customers can choose from various trim levels and customisation options to suit their preferences.

The Land Cruiser Prado redefines what drivers can expect from an SUV. With its impressive blend of performance, luxury, and advanced technology, it is poised to be a leader in its class. Asco Motors is excited to invite customers to experience the new Prado and explore the world around them with confidence and style.

.....  
**Ronald Kumar**  
CEO/Director

.....  
**Ajitesh Prasad**  
Company Secretary