

MARKET ANNOUNCEMENT

Asco Motors Fiji Unveils the All-New 9th Generation Toyota Hilux

Date: 26 January 2026

Asco Motors Fiji proudly launched the 9th-generation Toyota Hilux, introducing a bold new chapter for Fiji's most trusted and enduring pickup, at an event on 23 January at Vodafone Arena. The new Hilux delivers a commanding stance, enhanced stability, advanced steering technology, and a refined interior, bringing together uncompromising toughness with greater comfort and modern driving sophistication.



Available in a range of single and dual-cab configurations, the 2026 Hilux lineup is powered by Toyota's proven 2.8-litre diesel engine, producing up to 150 kW. The enhanced platform features reinforced suspension, vehicle stability control, and upgraded onboard technology, ensuring the Hilux continues to meet the demanding needs of drivers across Fiji.

The Honourable Ro Filipe Tuisawau, Minister for Public Works, Meteorological Services & Transport, officiated as Chief Guest at the official launch of the 9th Generation Toyota Hilux.



In his address, the Minister commended Asco Motors' longstanding partnership with the Fiji Government, noting the company's continued support for essential service delivery across the country. He highlighted that Asco Motors' reliable fleet management services have strengthened government operations ranging from national infrastructure works and community outreach to disaster response and recovery efforts.

The Minister emphasised the Government's commitment to a modern, sustainable transport system, focusing on decarbonisation, low-emission vehicles, and the National Transport Master Plan to

deliver a safer and cleaner future. He noted that the Hilux launch reflects a partnership driving Fiji's progress.

Asco Motors CEO Mr Ronald Kumar said the launch underscores the company's long-term investment in Fiji and its alignment with the organisation's Vision 2030 pathway. "The Hilux has been part of Fiji's story for six decades. With the 9th Generation model, we are reinforcing our commitment to deliver world-class vehicles backed by the values of quality, durability and reliability." He continued, "This new Hilux supports our



mission to build national capability, expand skilled employment, and deliver mobility solutions that are safer, smarter, and more sustainable for all Fijians.”

Mr. Kumar drew attention to the increasing presence of unauthorised parallel importers of Toyota in Fiji, including recent reports of stolen Toyota vehicles entering the market through unscrupulous operators. He underscored the importance of informed and responsible purchasing decisions, emphasising that under Fijian consumer protection laws, customers are entitled to clear, accurate, and non-misleading information when making significant financial commitments such as vehicle purchases.



He further noted that modern vehicle ownership extends well beyond the initial transaction and requires comprehensive whole-of-life support. This includes manufacturer-approved servicing, access to genuine parts, warranty protection, and the effective management of technical service campaigns and safety recalls. Mr. Kumar emphasised that these safeguards can only be reliably provided by authorised dealers that maintain formal contractual relationships with vehicle manufacturers and are accountable to both manufacturers and relevant local regulatory authorities.

The CEO therefore encouraged consumers to purchase vehicles exclusively from authorised dealers like Asco Motors and to exercise caution when engaging with parties that claim manufacturer authorisation or technical expertise without verifiable

accreditation, in order to protect their legal rights, personal safety, and long-term ownership interests.

With its upgraded design, enhanced safety systems, and proven Toyota performance, the new 9th Generation Hilux further strengthens Asco Motors Fiji's position as the country's most trusted mobility partner. Mr. Kumar confirmed that the 9th Generation Hilux range offered by Asco Motors Fiji will not include hybrid (full or mild) or battery electric variants at this stage, and that any future changes to the model line-up will be carefully evaluated and introduced in line with manufacturer guidance and market readiness.



He also highlighted that global demand for the new Hilux is exceptionally strong, which is placing pressure on production and regional allocations. As a result, stock availability in Fiji will be limited.

Customers are therefore encouraged to place their orders in advance, allowing Asco Motors Fiji to confirm allocations directly with the manufacturer. Mr. Kumar advised that early ordering is the most effective way for customers to secure their preferred specification, given the tight allocation environment expected for the new 9th Generation Hilux.



The models are now available for test drives and enquiries at info@asco.com.fj.



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Ronald Kumar
CEO/Director



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Ajitesh Prasad
Company Secretary