

# *Century*



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# History of the Century

## Toyopet Crown (from 1955)



### First purely Japanese sedan

- During an era when official vehicles used by the government and top executives of major corporations were large American-made vehicles.

## Crown Eight (VG10) (1964–1967)



### Full-scale large-size sedan, the forerunner of the Century

- First Japanese-made passenger car entering into the large car segment
- Exceptionally luxurious features, such as Japan-first automatic transmission and power windows



# History of Century

## First generation Century (1967–1997)



First domestically-produced full-fledged chauffeured car

- Namesake was to commemorate the 100th birthday of Sakichi Toyoda

## Second generation Century (from 1997)



Established a strong position in the market with its master craftsmanship and advanced equipment

# The Century is...



## The only Japanese-made genuine chauffeured car

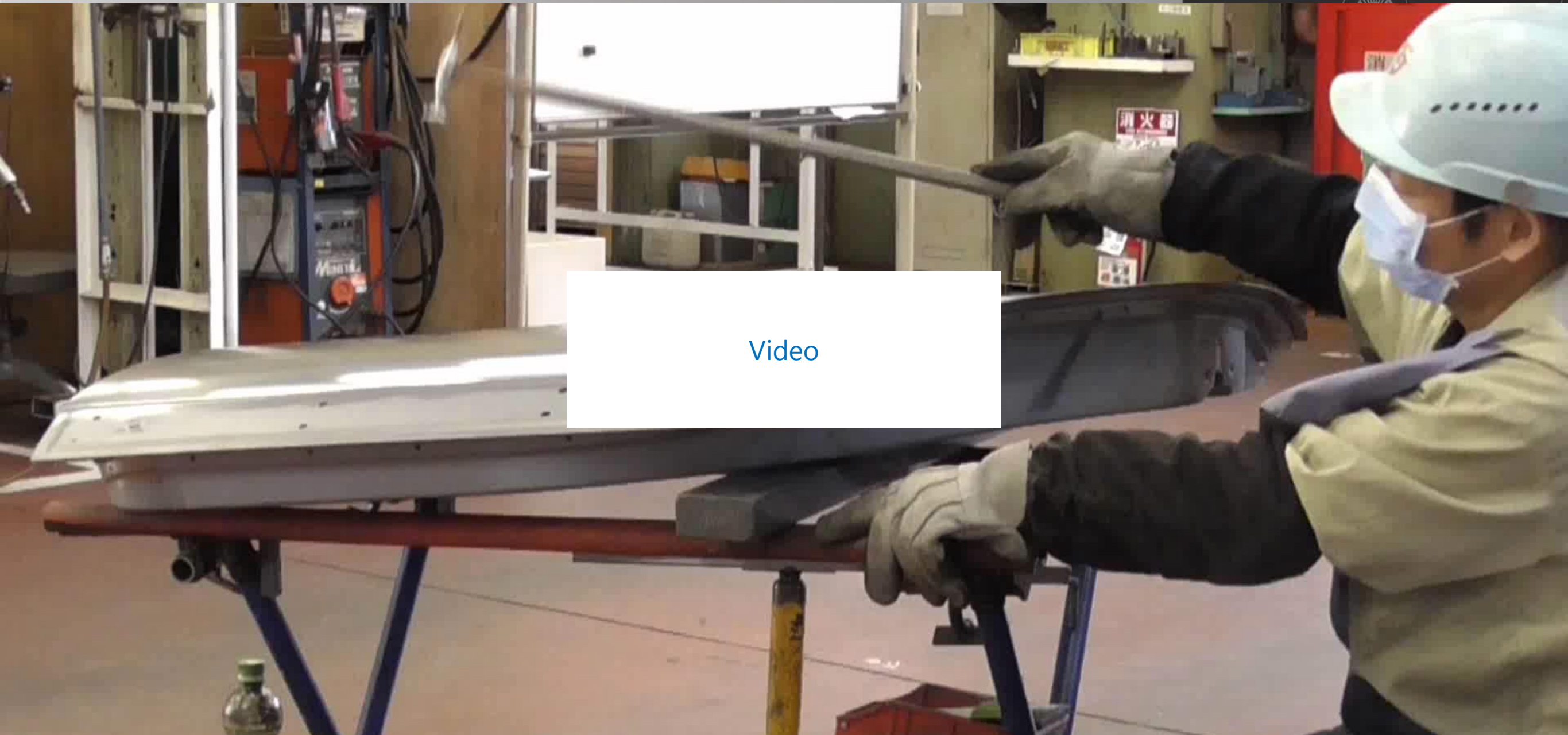
- Used by top executives of major corporations, political leaders, and members of Japan's royal family
- Embodies the design elements and spirit of hospitality that are valued by Japanese
- Handcrafted one by one



## Master craftsmanship on a whole different level than mass-produced cars

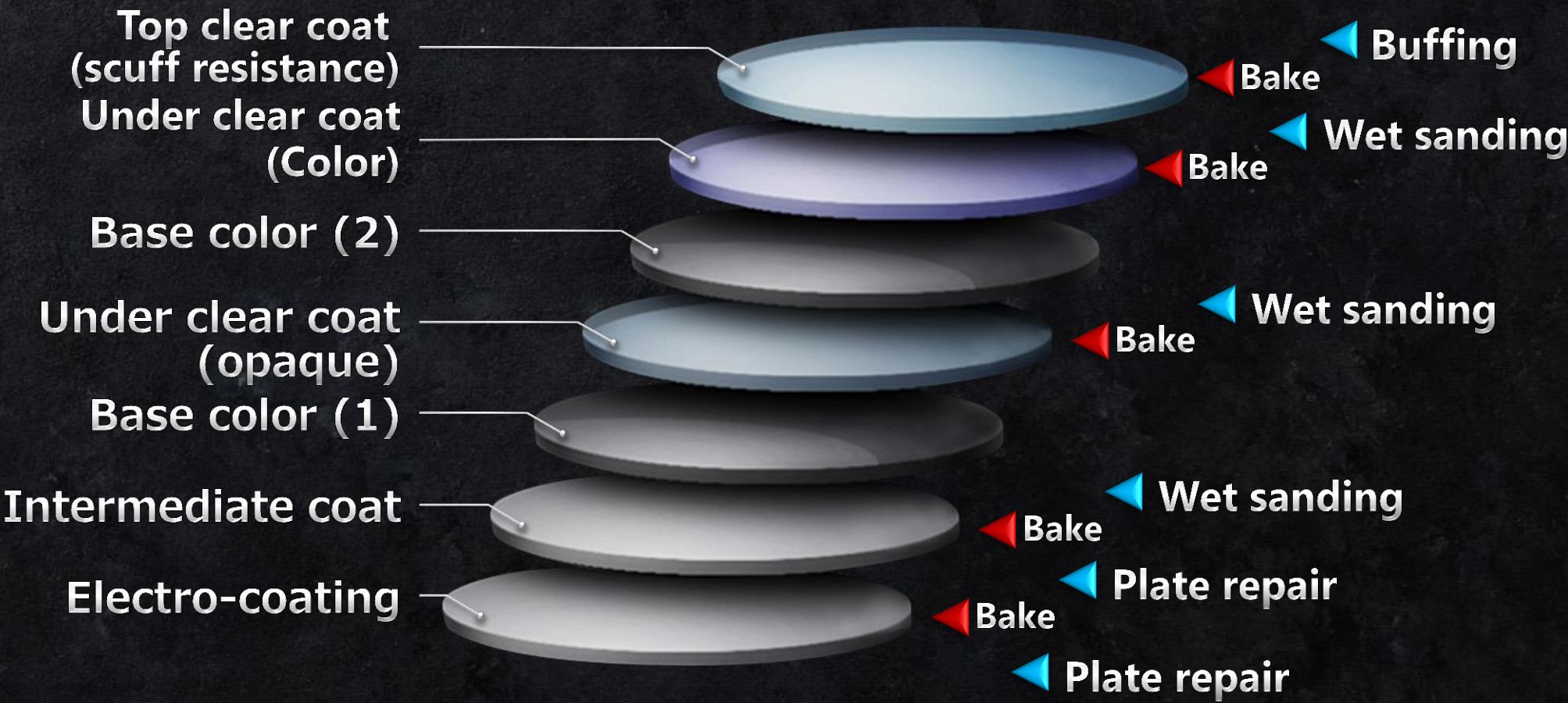


# Body Finishing Process (video)





## Paint Film Composition (7 coats, 5 bakes)







## Legacy & Evolution

Passing on  
the culture of  
*monozukuri*

20 years  
worth of  
evolution

- Passing down master craftsmanship
  - Ultra-small lots, handcrafted workmanship
  - Extremely high quality
- Hybrid system
  - Safety equipment
  - Driving support system



**Japan's new symbol of a fine  
luxury car**



# Goal of Development



Offers ultimate cabin in which VIPs seated in the back will enjoy a comfortable ride experience in any situation



# Exterior Design

Carrying on the Century's heritage



The front of the vehicle exudes a simple yet luxurious and modern aesthetic

# Exterior Design

Carrying on the Century's heritage



Roomy and dignified style focusing on rear seats



# Exterior Design

Carrying on the Century's heritage



Rear of the vehicle evokes a refined sense of unity and composure



# Interior Design

Carrying on the Century's heritage



Interior design suitable for a chauffeured car



# Package



Increased rear seat space



# Package

Decreased height difference between the scuff plate and the floor



Entering



Exiting



Enhanced ease of entering and exiting the vehicle



# Interior Design



**Seat upholstery made of high-quality wool**



**Adjustable rear seats with massage function**



**Reading light and large grab handle**



**Wood-paneled embellishments and writing table**



**Large screen rear seat entertainment system and multi-operational LCD panel**



**Magazine rack and clock**



Pursuit of rear seat convenience and comfort



