TJ CRUISER

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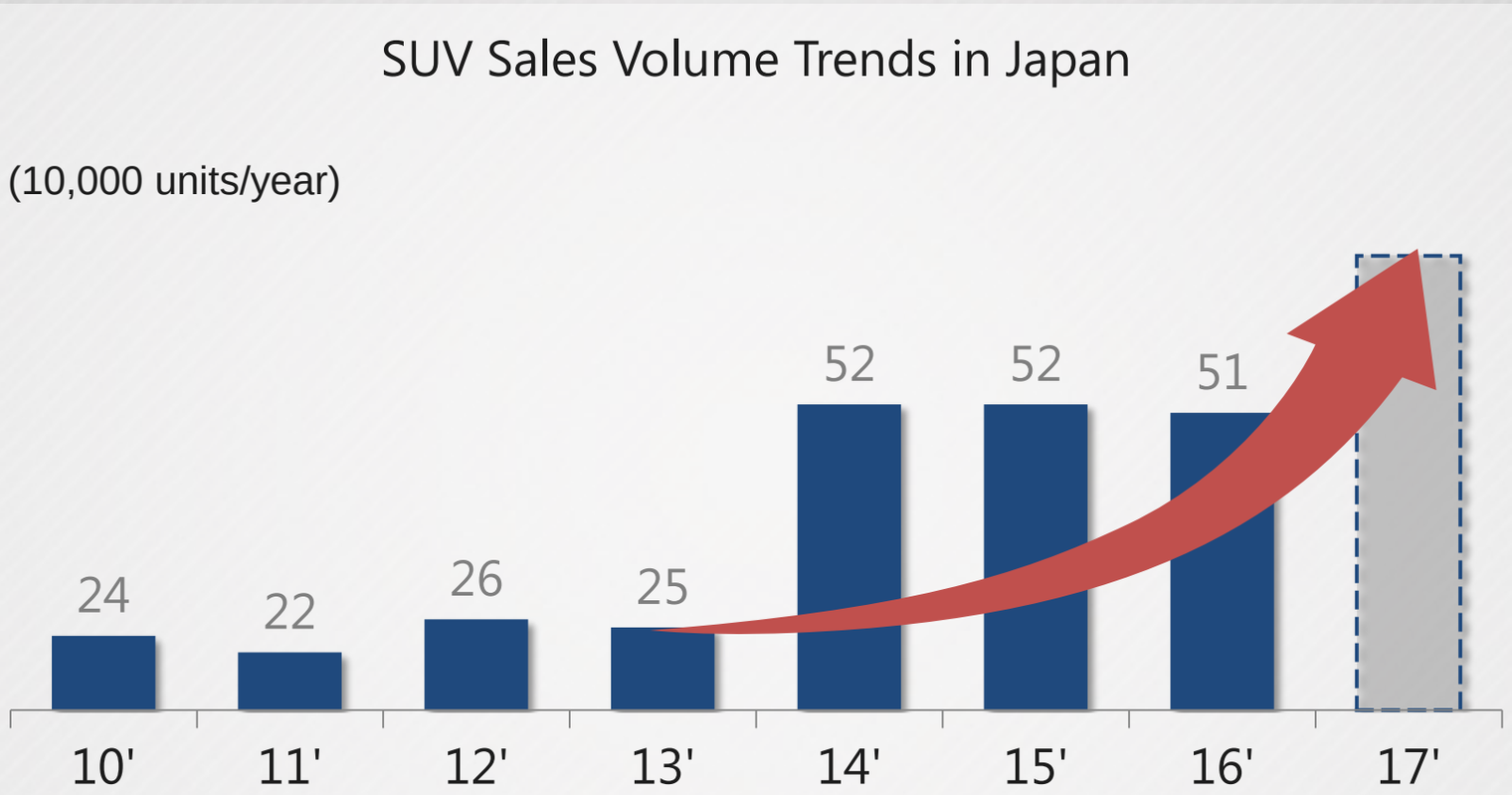
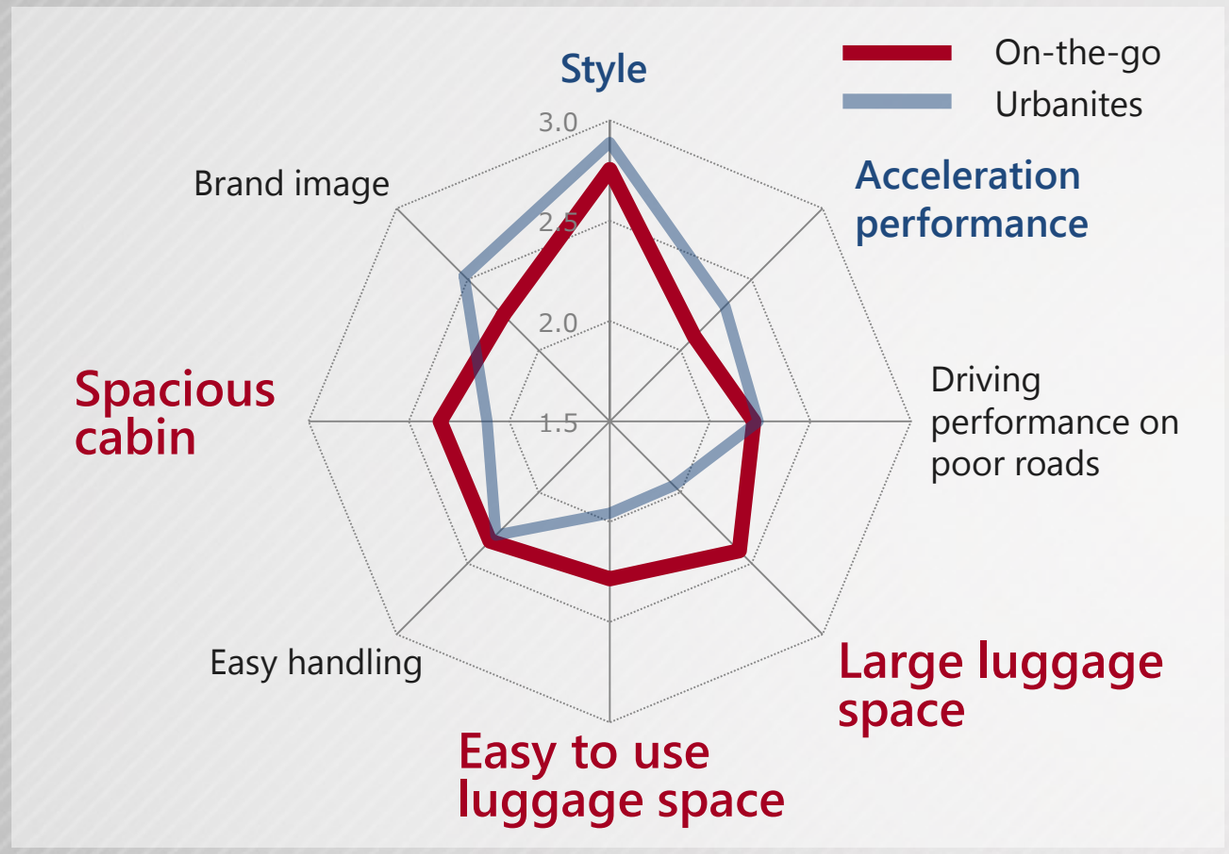
TOYOTA

SUV Users in Japan



SUVs have also become popular in Japan in recent years

Analysis of Users



Urbanites

Emphasis on style

On-the-go consumers

Emphasis on practicality

(Source: Purchasing points , Survey on demand trends)

Target consumers that are on-the-go

Active Young Males

Urbanites

Trend awareness

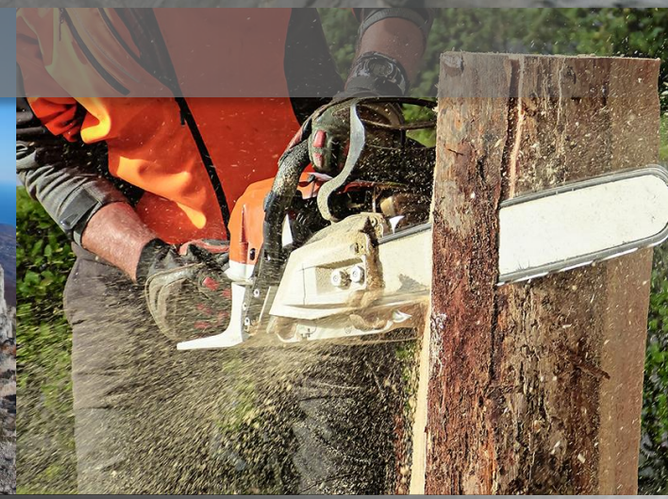
On-the-go consumers

Select long-lasting products

Energetic and reliable consumer sentiment

Active Young Males

Love the outdoors!



- Abundant nature within reach
- Lifestyle centering on home and play

Concept

TJ CRUISER

Luggage capacity of a van
+
Powerful design of an SUV

This model introduces a new lifestyle

1. Cabin space designed for practicality

- Large, modular cargo space
- Easy access for people and luggage

Large, modular cargo space

Traditional Japanese house: maximum use of space

Large, modular cargo space

Make full use of the entire cabin

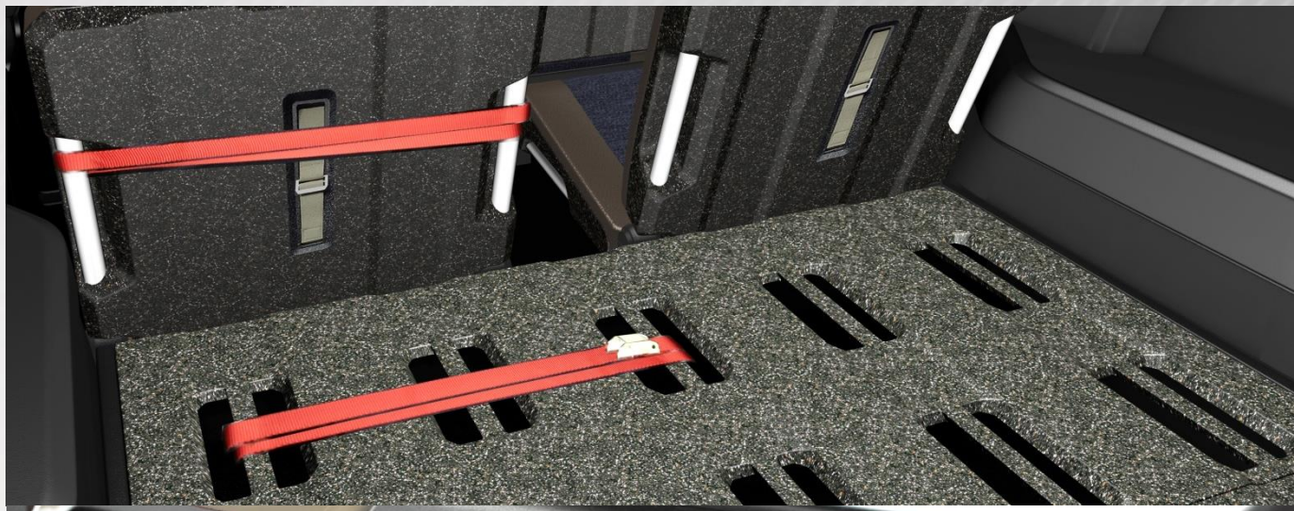
Large, modular cargo space

Daily use

Use when on the go

A variety of arrangements possible

Large, modular cargo space



Load long objects / strap in objects anywhere

Easy access for people and luggage

Rear door opens wide

Easy access for people and luggage

Enhanced accessibility from the side

2. Active utility style

Sturdy, square body

Sturdy, square body

Consumer taste (preference)

Concept: A tool box

Sturdy, square body

Tough suspension and tires

Square cabin

Best aspects of a van and an SUV

Sturdy, square body

Materials are resilient to dirt and damage , requiring minimum upkeep

From Japan to destinations around the globe

TOYOTA

Video