

ALWAYS

TOYOTA

ISSUE 1 / 2016

## THE NEW RAV4

CITY DRIVING JUST GOT BOLDER



### **BOLD & BEAUTIFUL**

Dining spots with tasty food and striking decor

### **CAPITALS OF COOL**

Five creative cities every design buff should explore this year

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## CONQUERING NEW DESIGN FRONTIERS

When President Akio Toyoda took to the helm in 2009, he wanted to reinvigorate the Toyota brand by making sure that future car models adhere to the *waku doki* design philosophy.

The move led to a remarkable, exhilarating new design frontier, bringing us Corolla Altis, Singapore's best-selling model of 2015. It also cemented Toyota as the nation's No.1-selling brand.

To celebrate great design, our latest issue will turn its focus on all things bold and striking.

In the Experience section, we test-drive the new 2016 RAV4,

which embodies Toyota's striking new style elements. We also shed some light on our new design thinking – Toyota New Global Architecture – in Feature.

Find out more about the role of aerodynamics in car design in Insight, explore creative capitals of cool in Travel, and suss out quirky design-centric homeware in Lifestyle.

Lastly, don't miss our round up of new restaurants serving tasty fare, complete with unusual and daring decors to improve the overall experience of diners.

We hope you enjoy this issue!

**Koh Ching Hong**  
Chief Executive Officer  
Inchcape South Asia

We value your feedback, please send them to [cr@inchcape.com.sg](mailto:cr@inchcape.com.sg)





# 01/16

## CONTENTS

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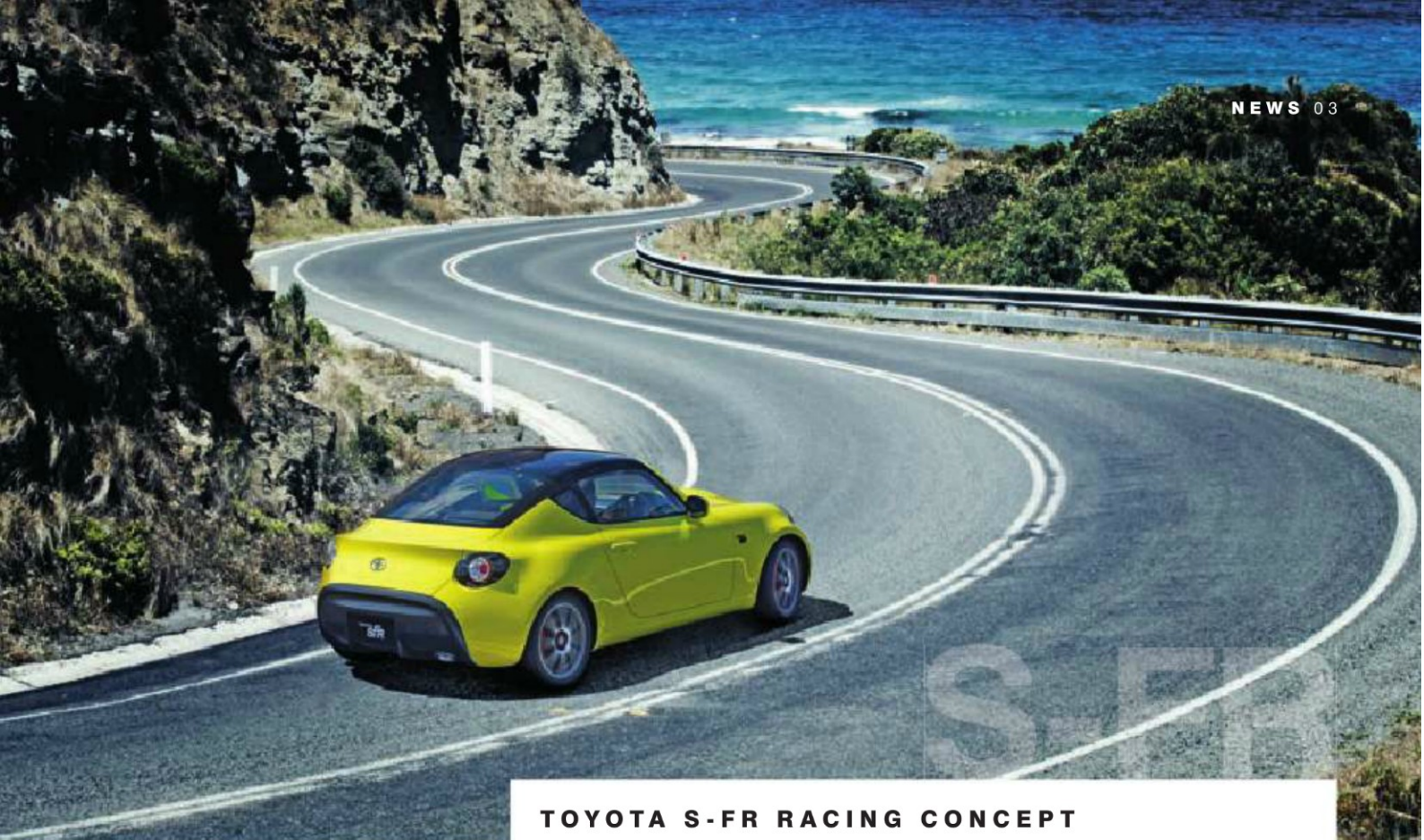
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- 03 NEWS**  
What's happening in the motoring world
- 04 INSIGHT**  
A veteran motoring journalist shares his thoughts
- 06 LIFESTYLE**  
Design-centric quirky homeware to decorate your house
- 08 EXPERIENCE**  
The new RAV4 gets a test-drive around the city
- 14 FEATURE**  
The new Prius incorporates the structural innovations of the Toyota New Global Architecture
- 18 TRAVEL**  
Explore the creative capitals of cool
- 26 FOOD**  
New restaurants offering delicious food, coupled with bold and stunning decors
- 32 TECH TALK**  
The car experts demystify keyless entry and start systems
- 34 SPOTLIGHT**  
People and the Toyotas they drive and work with
- 36 EVENTS**
- 38 TOYOTA ME**
- 40 DEALS**



### TOYOTA S-FR RACING CONCEPT

Following the unveiling of the S-FR Concept at the Tokyo Motor Show, Toyota has revealed an updated version – the S-FR Racing Concept, at the Tokyo Auto Salon.

This vehicle is a collaboration between Toyota and Gazoo Racing, which transforms the S-FR into an even meaner machine.

Built for the track, this automobile features a vented hood, side skirts and more aerodynamic mirrors. The front bumper is deeper and has been fitted with a carbon fibre splitter, while the rear bumper has a large air diffuser built into it. Topping it all off is a giant wing.

It definitely looks set to heat things up on the Japanese sports car scene.

### GAME CHANGER IN ITS CLASS

The all-new 2016 Toyota Prius made its global debut in Las Vegas on Sept 8, 2015. It sets a new benchmark for the hybrid vehicle segment with its groundbreaking style and fun-to-drive dynamics, and is available at Borneo Motors.

First introduced in 1997, the Prius is the world's first mass-produced hybrid passenger vehicle. Its resounding success is evident from its cumulative sales figure, which exceeds 3.5 million vehicles across approximately 80 countries and regions, as of July 2015. It is also the first global vehicle in which the Toyota New Global Architecture (TNGA) has been implemented.



### TOYOTA TOPS SINGAPORE AND GLOBAL SALES FIGURES

The year 2015 was, once again, a rewarding year for Toyota. The Japanese brand maintained its No. 1 spot as the best-selling automotive brand in Singapore for the second year running.

The Corolla Altis is a major contributor to Toyota's success. Launched in 2014, it is a top-selling model that has proven to be the preferred choice among Singapore customers for the past two years.

On the global front, an even bigger jewel in Toyota's crown is its title as the world's largest automaker for the fourth consecutive year, selling 10.15 million cars worldwide.

It surpassed rivals Volkswagen and General Motors, and is poised to continue its reign in the coming year.



## CHEATING THE WIND

AERODYNAMICS HAS BEEN – AND WILL ALWAYS BE – AN IMPORTANT FACTOR IN CAR DESIGN

**A**erodynamics is the study of forces and the resulting motion of objects through the air, and it has been around for a long time. However, it took a while for automotive designers to apply its principles to the vehicles they designed.



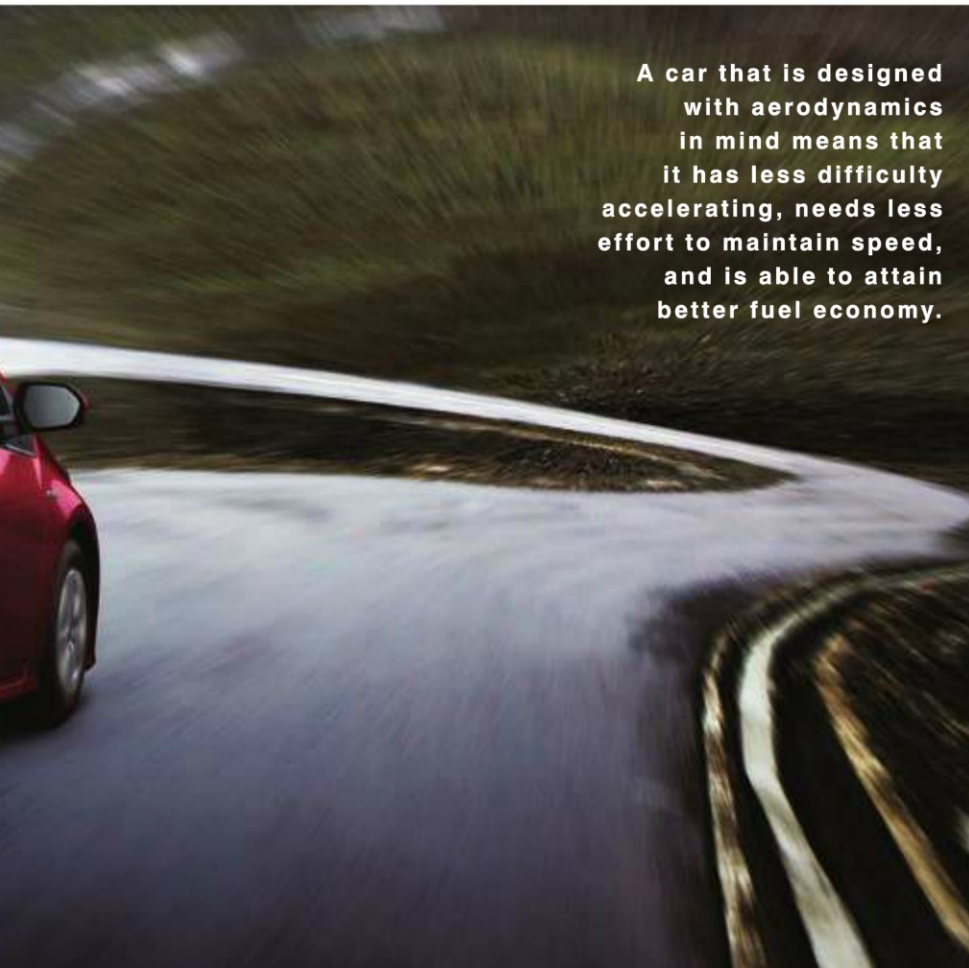
**Tony Tan**  
EDITORIAL  
CONTRIBUTOR,  
*TORQUE*  
MAGAZINE

If you look at the earliest cars, like the Ford Model T for example, there was absolutely nothing slippery about their silhouettes. In fact, the majority of them looked like boxes with wheels. This was probably because cars in those days weren't very powerful.

It was sometime around the 1920s

that engineers began tweaking vehicle shapes so as to make them more aerodynamic. In 1921, an inventor created the Rumpler-Tropfenauto, or "tear-drop car" in German, which was incredibly aerodynamic.

As the 1950s and 1960s came, motor racing became extremely popular, and it was the sport that gave rise to the most significant advancements in automobile aerodynamics. Spoilers, shovel-shaped noses and aero bodykits gained in popularity. Companies such as Lotus and Porsche developed very streamlined designs, but these were



**A car that is designed with aerodynamics in mind means that it has less difficulty accelerating, needs less effort to maintain speed, and is able to attain better fuel economy.**

applied to their sports cars. It was only in the 1980s, with cars such as the Audi 100 – one of the most aerodynamic saloons of its era – that aerodynamics began to play a vital role in passenger car design.

Essentially, a car that is designed with aerodynamics in mind means that it has less difficulty accelerating, needs less effort to maintain speed, and is able to attain better fuel economy because the engine doesn't have to work nearly as hard to propel the car through the wall of air.

Engineers have developed several ways of doing this. For example, curvier designs and shapes on the outside of the car divert air in a way so that it flows around the car with as little resistance as possible. Some high-performance cars and supercars even have

components that move air smoothly across the underside of the vehicle.

When a car is said to be more aerodynamic than another, what is being compared? It is something called the coefficient of drag or Cd for short. Cd is a figure that measures the force of air resistance on an object. The lower the Cd value of a car, the more aerodynamic it is. The above-mentioned Rumpler-Tropfenauto had a Cd of only 0.27, while the Audi 100's figure is 0.30.

Let's look at some more Cd numbers of cars through the ages. The original Volkswagen Beetle had a Cd of 0.48, while the Volvo 740 saloon, which was launched in 1982, achieved a Cd of 0.41. Fast-forward almost two decades and the engineers at the Swedish marque managed to lower the figure to 0.28 with the curvier Volvo S80

saloon. This proved that smoother, more streamlined shapes are more aerodynamic than boxier ones.

#### **THE "PUSH" OF AIR**

The most aerodynamic natural thing is a teardrop. It is smooth and round on all sides and sharpens at the top. Air flows around it effortlessly as it plummets to the ground. It is the same with cars. Smooth and rounded surfaces enable the air to stream over the vehicle, thus lessening the "push" of air against the body.

Nowadays, the Cd of most cars is around 0.30. SUVs and MPVs, which tend to be more angular and boxy because they are larger and roomier, so as to accommodate more people, have Cd figures of between 0.30 and 0.40.

One of the most popular hybrids in the world is the Toyota Prius. And while its unique look has polarised opinions, there is no argument when it comes to its aerodynamic talent. The third-generation model managed a highly impressive Cd of 0.25. The Japanese carmaker has claimed that its replacement, which premiered worldwide last September, has lowered the Cd to 0.24. While a 0.01 reduction might not sound like much, studies have shown that this can improve fuel economy by up to 0.1km per litre.

Aerodynamics will continue to be a key factor when it comes to automotive design. With dwindling natural oil reserves and an increasingly concerted push towards being greener, engineers will seek to push the boundaries on what can be achieved to make cars even more frugal when it comes to fuel.

Unlike in the past, where companies will wait for a proposed design and then seek ways to make it more aerodynamic, the modus operandi now is to suggest models that are already aerodynamic to the designers.

**Tree Ring Birdhouse (Hinika)**  
\$135

This quirky and decorative bird shelter mimics the rings found on the knots of trees.

**Kime Flower Vase – maple (atomi)**  
\$88

Charming and understated, this simple flower vase is a perfect accent on a desk, nightstand or coffee table.



## DESIGN MATTERS

PLAY UP YOUR DECOR AESTHETICS WITH A TOUCH OF QUIRKY AND MODERN ASIAN OFFERINGS

WRITER **JOYCE HUANG** PHOTOGRAPHER **VEE CHIN**

**R&W Ice Coffee Cup – textured (atomi)**  
\$84

Copper's good thermal conductivity retains coldness well, making this textured cup ideal for chilled drinks like ice coffee or whisky on the rocks.

**Woodgrain Chair (Hinika)**  
\$1,695

Like wood grain patterns, the steel rods of this chair's structure are bent in a unique manner.

**Singapore Icons Tembusu (Supermama)**  
\$48

Celebrate the majestic Tembusu tree, a designated Heritage Tree in the Singapore Botanic Gardens, with this iconic collection of big plate, small plate (opposite page) and chopstick rest.





**Torch Donut Dripper (atomi)**  
\$68

This dripper's special internal ribs guide water flow through coffee grains to extract the best possible flavour.

**May Mug (Scene Shang)**  
\$39

Enjoy your daily brew with this geometric-patterned ceramic mug that is inspired by thermal flasks.

**Asahineko Tray Table (atomi)**  
\$490

The tray top of this lightweight side table made from hinoka wood can be easily removed to be used on its own.

**The Banker Desk Lamp – Nero (Scene Shang)**  
\$308

Make like the bankers of 1930s Shanghai and illuminate your desk in the warm emerald glow of this light.

**Mini Hi Ho (Hinika)**  
\$62

While you can't exactly ride it, this fun and modern update of the traditional rocking horse is a delight for the eyes.

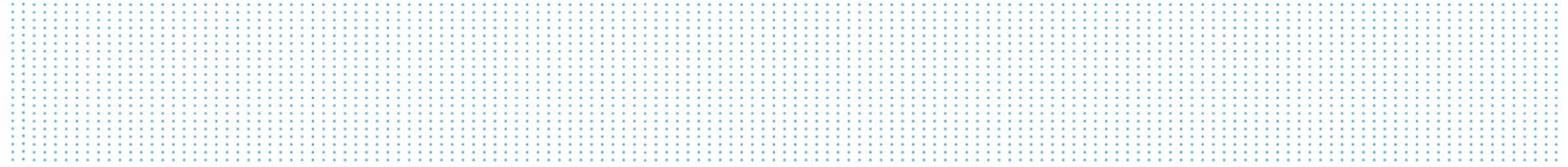
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## **DISTINGUISHED RIDE**

THE NEW RAV4 PROVES THAT IT CAN  
STAND APART, ON AND OFF THE ROADS.

---

WRITER **DARYL LEE** PHOTOGRAPHER **WINSTON CHUANG**

The RAV4 first bucked the trend nearly 20 years ago, when it was introduced as a new concept of a sports utility vehicle with car-like handling and comfort

Opposite page: This SUV has an in-car entertainment system that can stream audio from sources, including a USB drive and Bluetooth, and it can even do video playback – controlled via Toyota's InTouch infotainment system

**RAV4**

**Engine**

16-valve DOHC 1,987cc with Dual VVT-i

**Power**

150bhp/6200rpm

**Torque**

196Nm/3800rpm

**Transmission**

CVT

**Fuel consumption**

6.5L/100km

**CO<sub>2</sub> emissions**

149g/km





**The engine is so quiet, you'll hardly notice the RAV4 has even started. And there's also a notable lack of harsh vibrations – it's almost like being in a moving bubble of silence.**

**T**he RAV4 first bucked the trend nearly 20 years ago, when it was introduced as a new concept of a sports utility vehicle with car-like handling and comfort.

The 2016 facelift looks set to reset benchmarks again, with its all-new forward-looking design featuring chiselled, angular lines, especially in its front bumper and aerodynamic side profile.

And, of course, what futuristic vehicle would be complete without a glittering LED headlamp cluster (including LED daytime running lights) and a LED tail-lamp array?

Nonetheless, the RAV4 stays true to its SUV roots, coming equipped with an intelligent all-wheel-drive system that many other urban SUVs have long forgotten about.

This system apportions power to each wheel for maximum traction in slippery conditions, along with a hill ascent and descent control (which can automatically

modulate the throttle and brakes on steep inclines), this vehicle certainly seems ready for a romp in the mud.

While this car isn't shy about straying from the beaten path, thanks to its generous ground clearance and advanced all-wheel-drive electronics, it's equally at home in more civilised environments, something exemplified by its plush leather upholstery.

Thumb the starter button on this new automobile and you'll notice the serenity that envelopes you. The engine is so quiet that you'll hardly notice this vehicle has even started. And there's also a notable lack of harsh vibrations. It's almost like being in a moving bubble of silence.

While some cars tend to lose their genteel veneer once on the move, this Toyota sports utility vehicle somehow manages to feel even quieter when it's in motion – an impression that increased speed does little to diminish.

In fact, the car seems to become

**The RAV4 is equipped with a host of safety features, such as a full complement of seven airbags and an electronic vehicle stability control system to keep you and your family safe.**



even quieter at highway-cruising speeds. There's the barest purr from the engine, the supple suspension gamely soaks up road imperfections, and because the sound insulation is just that good, the outside world seems to melt away.

Some of this smoothness can be attributed to its CVT gearbox, with a 7-speed override function for when more aggressive driving is called for.

On that note, its 2-litre engine is also a willing companion, developing a healthy 150bhp and 196Nm.

Powerful though the RAV4 may be, you'll be pleased to know that it will cover 15.3km on a single litre of petrol, giving it a range of 918km.

Complementing this vehicle and its impeccable on-road manners is an in-car entertainment system that can stream audio from a good deal of sources, including a USB drive and Bluetooth. It can even do video playback.

All that is controlled via Toyota's InTouch infotainment system.

You'll be glad to know that the InTouch system doesn't just cater for music/video playback; it also has a satellite navigation function to help ensure you never lose your way, and an integrated reverse camera for an added dimension of safety.

On the topic of protection, this Toyota is equipped with a host of safety features, such as a full complement of seven airbags (front, side, curtain and driver's knee) and an electronic vehicle stability control system to keep you and your family safe.

This works in tandem with the highly intelligent all-wheel-drive system that can maximise grip on slippery roads as well. So no matter the conditions underfoot, this vehicle will handle it with ease.

There are other small touches, too.



For example, the RAV4 has rain-sensing wipers that can automatically switch themselves on when it starts to pour. And should the rain get heavier, the wipers will speed up accordingly.

With all that talk about getting its occupants to their destination safely, it should come as no surprise that this is a remarkably practical car despite its powerful road presence, with a tiny turning radius of just 5.3m. This makes piloting it around tighter urban confines an extremely gratifying experience.

The real pleasant surprise unfolds on the inside. Passengers occupying the rear seats will find generous amounts of legroom and headroom.



The vehicle is equipped with an intelligent all-wheel-drive system that can apportion power to each wheel for maximum traction in slippery conditions, along with a hill ascent and descent control

Opposite page from top: This car can cover 15.3km on a single litre of petrol, giving it a range of 918km; the interior boasts plush leather upholstery

And if you need to carry cargo instead of people, the RAV4 will accommodate that easily, too.

Simply pull a lever and the rear seats fold flat to provide space for even the largest and most awkwardly shaped items, such as bicycles or golf bags. Loading said items is just as easy, with the electrically powered tailgate noiselessly opening at the touch of a button.

You can probably tell from what you have read so far that we're quite smitten with this vehicle, especially in the vibrant Blue Metallic hue our test car came in.

If you were to ask us, what we like most about this SUV is that it's a vehicle

of precious few compromises (if any).

It's styled handsomely, and because it rides tall like any SUV, it has great road presence, though you won't have to fear tight multi-storey car parks, thanks to how it still manages to have the footprint of a medium-sized saloon.

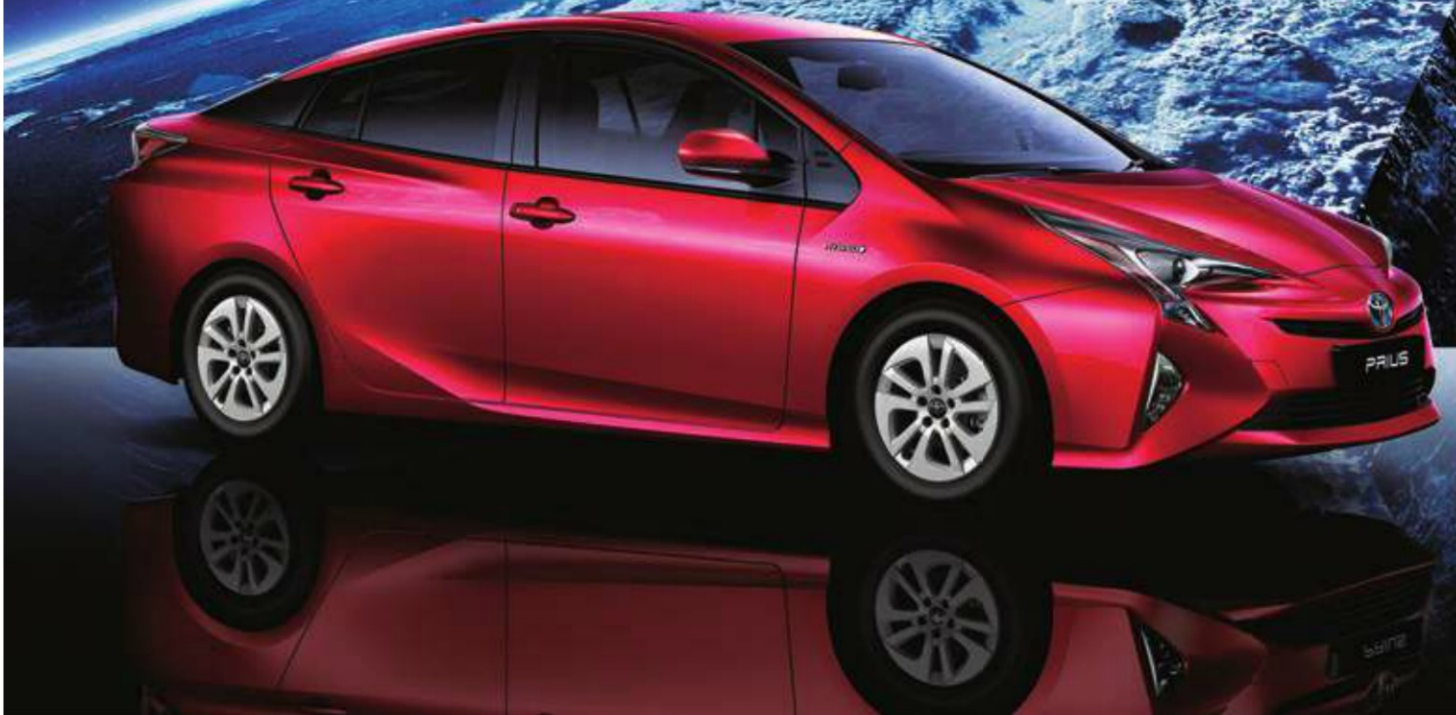
When it comes to its drivetrain and on-road refinement, this is where this car really impresses, packing good power and tremendous quietness that could rival any luxury automobile. The same thing goes for its practicality, whether for moving the family or cargo.

To conclude, the RAV4 is definitely the SUV that will allow you to stand apart, on and off the road.

## MAKING EVEN BETTER CARS

TOYOTA IS ALL SET FOR THE FUTURE WITH THE ADOPTION OF A COMPLETELY NEW APPROACH TO MANUFACTURING ITS MODELS.

WRITER **TONY TAN**







Into its fourth iteration, Toyota's Prius scores another "first" as it incorporates the wide-reaching structural innovations of the Toyota New Global Architecture.

“Sudden and drastic changes in the business environment mean that conventional ways of thinking and doing business can no longer help us grow sustainably. We are at a crossroads where we must now build a new business model,” Toyota President Akio Toyoda once said.

Wise words from a wise man. It's been a few years since Toyoda announced Toyota's new Global Vision, and the Japanese carmaker has taken great strides towards sustainable growth by taking a new approach when it comes to manufacturing ever better cars. The core aims of this new approach were to improve product development and make production sites more competitive. At the heart of this landmark initiative is the Toyota New Global Architecture (TNGA).

With TNGA, Toyota strives to enhance core vehicle performance and widen product appeal by implementing an innovative, integrated approach towards powertrain components and vehicle platforms. Another area that has been targeted is in the development of vehicles, where models are being grouped to promote greater sharing of parts and powertrain components. The goal of doing so is to reduce the consumption of resources by 20 per cent or more. Last but certainly not least,

by working even closer with its suppliers, Toyota endeavours to further reduce costs so that the savings can be channelled back into developing appealing products with more advanced technologies.

Naturally, then, the first example of TNGA in action is a vehicle that's an icon of Toyota's progressiveness: the fourth-generation Prius hybrid car (see box).

#### **NEW VEHICLE PLATFORMS**

Toyotas of the near future will all be built upon innovative new platforms that feature greater harmony between its vehicle underbodies and suspension for a more engaging driving experience.

By rethinking the way powertrain components are positioned on the chassis, Toyota's engineers will be able to develop a new generation of vehicles that not only boasts evocative, low-stance designs, it also offers an engaging driver experience with a high-quality premium drive feel and responsive handling. Greater peace of mind can also be had, as this enhanced performance extends through to crash safety, with better collision performance.

Complementing this new design is a production process that will yield far superior machines. Toyota plans to first increase overall body rigidity

**With TNGA, Toyota strives to enhance core vehicle performance and widen product appeal by implementing an innovative, integrated approach towards powertrain components and vehicle platforms.**

of its cars by as much as 30 to 65 per cent, and then further improve on that by joining body components using laser screw-welding technology. Toyota expects half of all its vehicles sold worldwide in 2020 to feature the new platforms.

#### **NEW POWERTRAIN COMPONENTS**

As the heart of all vehicles, powertrain components have to be developed in sync with a vehicle's platform, which is its basic structure.

With driving performance, handling, fuel efficiency and vehicle aesthetics in equal measure, Toyota is focused on the joint development of powertrains and platforms through modularisation. This then allows its designers the freedom to build cars with a lower centre of gravity, using lighter and more compact components, and applying a more unified design.

With better thermal efficiency in the new engines and energy-relay efficiency in transmission systems, the carmaker is able to increase the overall fuel

efficiency of its powertrains by approximately 25 per cent and boost overall power output by more than 15 per cent.

Additionally, through re-organising the drive unit layout and creating more compact electric motors, inverters and batteries, Toyota expects to improve the overall fuel efficiency of its hybrid-vehicle systems by more than 15 per cent.

#### **IMPROVING PRODUCTION SYSTEMS**

With an eye on strengthening the company's competitiveness, Toyota opted to freeze new production-plant projects in favour of maximising the production efficiency and capacity of its existing plants and facilities. Doing so will help to reduce the required amount of capital investment to launch new vehicle models, and help the company do better in strengthening environmental performance and safety.

To further increase product appeal, Toyota has also been developing production technologies that will make it easier than ever to turn new concepts, designs and features on paper into reality. More is also being done to cultivate its human capital ahead of entering a new stage of sustainable growth.

Since 2013, Toyota has been increasing the versatility of its production lines, linking production of same-model vehicles across multiple plants, and steadily increasing

operational availability to make thorough use of even the smallest capacity surpluses at each plant. In doing so, it has successfully increased its total global load factor (line utilisation rate) to more than 90 per cent from approximately 70 per cent in 2009.

Buoyed by the results of improved plant competitiveness and the unrelenting drive to build ever better cars in the field of production engineering, Toyota aims to break the mould by creating production sites that are competitive and built for sustainable growth.

Thanks to "simple and slim" production lines, downsized painting-booth facilities and the adoption of new technologies that are less cumbersome in size and easier to use, the Japanese manufacturer is now approaching the point where it can expect to reduce initial plant investment by approximately 40 per cent, compared to 2008 levels, thus freeing up much-needed resources for research and development.

Additionally, Toyota also aims to be more environmentally conscious in the process. By improving energy management systems at its plants, it expects to reduce CO<sub>2</sub> output by up to 55 per cent. Through these combined projects, Toyota aims to evolve its plants into competitive and efficient facilities, and move away from being volume dependent.

Redirecting the resources

gained from its investment-lean initiatives into production engineering, the company is looking to further improve the appeal of its products.

These investments are already paying dividends with new technologies present in a number of mass-production models. Some of these include the revolutionary material-forming and advanced welding technologies that have contributed to the production of highly stylish components, and high-strength, high-rigidity structures in its cars.

Last year, Toyota reduced the amount of capital investment required to prepare a production line for a new model by approximately 50 per cent, compared to 2008 levels. This work also covers the production of new engines, transmissions and related components.

While the implementation of the new TNGA platforms and powertrain components will see a temporary increase in production line investment with new model production, investment requirements are expected to be lower than the amount required in 2008. Furthermore, the versatility and flexibility of TNGA's parts and components sharing allow multiple platforms and powertrain components to be added to a line for mixed production.

This will enable Toyota to respond more swiftly to changes in demand, and achieve significant reductions in overall production line investment.

#### **"TNGA-ED" PRIUS**

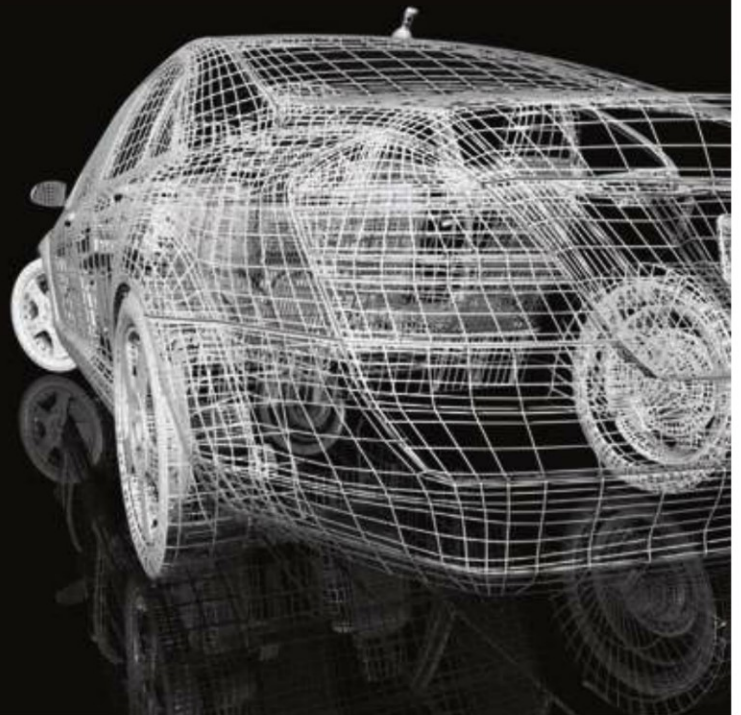
One of Toyota's highly feted models, the Prius made headlines as the world's first mass-produced hybrid car some two years ahead of other hybrid models from other carmakers. As of 2015, it accounted for more than 65 per cent of all hybrid cars sold by Toyota since 1997.

Into its fourth iteration, the Prius scores another "first" as it incorporates the wide-reaching structural innovations of the Toyota New Global Architecture (TNGA). The sum of its parts, TNGA cars will boast significant improvements in performance and aesthetics by way of an eye-catching, low-slung stance, and a comfortable and quiet driving experience.

Particularly for the new Prius,

the innovations from TNGA has endowed it with a lower centre of gravity and 60 per cent more body torsional rigidity compared to its predecessor. Combined with an all-new double wishbone rear suspension, these improvements considerably heighten driving engagement and pleasure.

A new engine that achieves a maximum thermal efficiency of 40 per cent, as well as a more compact and lightweight hybrid system incorporating key components such as the motors, transaxle, power control unit and hybrid batteries have resulted in the reduction of hybrid system losses by approximately 20 per cent. These features enable the most efficient Prius variants to achieve outstanding fuel economy of 27km/L.



TAIPEI



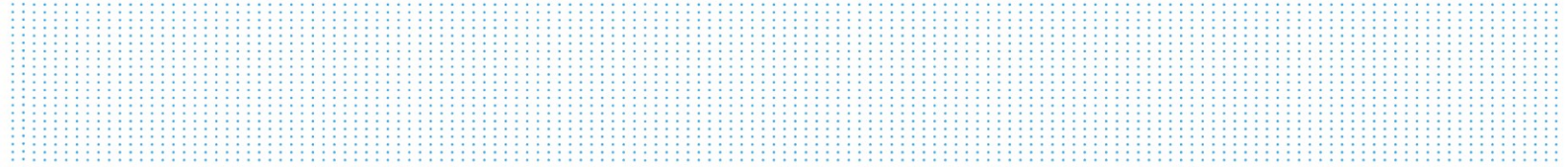
DUBAI



BARCELONA



# CAPITALS



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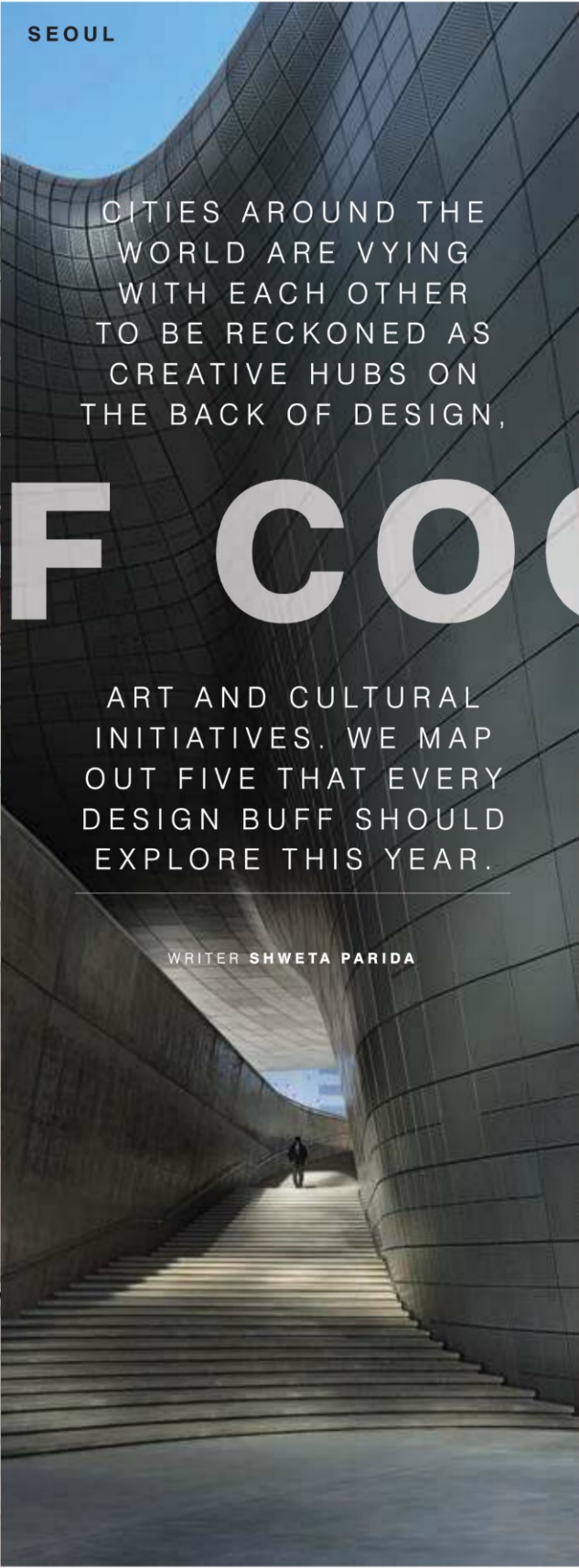
HELSINKI

CITIES AROUND THE  
WORLD ARE VYING  
WITH EACH OTHER  
TO BE RECKONED AS  
CREATIVE HUBS ON  
THE BACK OF DESIGN,

# OF COOL

ART AND CULTURAL  
INITIATIVES. WE MAP  
OUT FIVE THAT EVERY  
DESIGN BUFF SHOULD  
EXPLORE THIS YEAR.

WRITER SHWETA PARIDA



It has already been established that design and associated creative ventures are an integral part of the ever-changing urban landscapes. They're not just the aesthetic components but also an essential and powerful tool to make cities more habitable, sustainable and economically competitive. In 2008, the International Council of Industrial Design (ICSID) initiated a new programme – World Design Capital – that aimed to highlight and promote cities at the forefront of design revolution. Several other such prestigious and industry-wide recognition honours have since sprung up, with even the UN joining in the fray, awarding Unesco Creative Cities titles to deserving metropolises. A notable aspect of the design boom is an increase in travel and tourism opportunities. Here are five cities that are the epitome of cool and should be on your wanderlust list.



# TAIPEI



Although it's recently been appointed the World Design Capital 2016 by ICSID, the Taiwan city has, in the past decade, amped up its design credentials with some incredibly cool places. With a number of industrial, furniture and fashion designers leading the city's creative renaissance and winning international accolades, Taipei has never been a more exciting place to visit, what with an array of cool boutique hotels, shopping destinations and eateries to make the trip more than worth your while.

#### WHERE TO GO:

**Huashan 1914 Culture and Creative Park (below)**

In 1997, when a bunch of theatre

enthusiasts discovered an abandoned wine factory built in 1914 deep in the heart of the city, it was the beginning of a massive restoration exercise to convert the property into an arts and culture hub. In 2007, the Taiwan Cultural-Creative Development Co. took over the factory and renamed it Huashan 1914. It now houses many boutiques, galleries and restaurants, and hosts music festivals and design expositions.

[huashan1914.com/en](http://huashan1914.com/en)

#### Red House

Over a hundred years old, this iconic red brick octagonal structure in Ximending is an award-winning public open space that binds the city's historic background and urban evolution. Built as a public market, it now offers an exhibition platform for the cultural and creative industry.

[redhouse.org.tw](http://redhouse.org.tw)

#### Spot Taipei Film House, Zhongshan

Converted from the erstwhile American ambassador's residence in the city, the heritage building now houses an arthouse cinema, gallery, coffee shop and an outlet of the well-known Eslite Bookstore selling a large collection of cinema literature as well as locally designed products.

[spot.org.tw](http://spot.org.tw)

#### Amba hotel, Ximending (top)

A modern boutique hotel with plenty of contemporary artworks and sculptures, it is located close to the central business district in Ximen, as well as attractions like the Red House and Huaxi Street Night Market. The space has also won major acclaim from global design magazines.

[amba-hotels.com](http://amba-hotels.com)





Arguably, no one does glamour and luxury better than Dubai. The progressive emirate is now leading an art and cultural renaissance that pulls in some of the biggest names in the world. From gravity-defying architecture to the trendiest fashion to rival Paris and Milan, the desert city believes in one thing: Go big or go home. Even as a relative newcomer on the design scene, Dubai has established itself as a major player with high-profile events.



#### WHERE TO GO:

##### **Alserkal Avenue (top)**

Hipsters and creative types have turned this cluster of former warehouses into the city's trendiest hangout. An astounding number of contemporary art galleries, design stores, exhibition venues, cool eateries and pop-up cinemas abound in this artsy neighbourhood. [alserkalavenue.ae](http://alserkalavenue.ae)

##### **Boxpark**

An outdoor urban concept featuring a stretch of cool retail outlets and dining joints, this latest destination in Dubai is styled after the cargotecture trend sweeping urban cities around the world. Only Dubai lends it an extra oomph in terms of eye-catching design. [boxpark.ae](http://boxpark.ae)

##### **Dubai Design District (left)**

Located within the Downtown Dubai

precinct overlooking the Burj Khalifa, it aims to be a creative ecosystem housing thinkers, designers and artists. From chic boutiques to trendy cafes, the venue shows the wonders of what some serious conviction and cash can do for creative enterprises. [dubaidesigndistrict.com](http://dubaidesigndistrict.com)

##### **Coya**

This chic Peruvian restaurant is where the young and beautiful go to see and be seen. And, of course, the food is pretty amazing. [coyarestaurant.com/dubai](http://coyarestaurant.com/dubai)

##### **Iris Dubai**

Located on the 27th floor of the Oberoi Dubai in the Business Bay district, this Lebanese establishment is chic. Soak in the atmosphere as the emirate's stunningly dressed people spend their fashionable evenings here. [irisdubai.com](http://irisdubai.com)

# HELSINKI #







Design and living well is ingrained in the Finnish culture even on a daily basis. From an affinity to visual art and the avant-garde Helsinki Design Week, held every September, to innovative dining concepts, Helsinki is easily one of the coolest destinations in the world. With such legends as Alvar Aalto and Eero Aarnio, and brands like Marimekko, Artek and Iittala that have influenced and shaped postwar 20th-century design, the entire Finnish capital is like a design museum.

**WHERE TO GO:**

**Design District (top)**

The city's Design District, an area to the south of the Esplanade, is home to about 200 spots for design buffs – from shops, galleries and studios to museums, design offices and restaurants. One of the main attractions here is Design Forum Finland, a gallery and shop that presents a comprehensive selection of Finnish style and current trends. The shop sells a wide range of Finnish design from iconic objects to the latest creations.

[designdistrict.fi](http://designdistrict.fi)  
[designforum.fi](http://designforum.fi)

**Design Museum (right)**

The Design Museum located in the Kaarti district of central Helsinki in the converted building of a former

high school, is a repository of the best Finnish design.

[designmuseum.fi](http://designmuseum.fi)

**Kiasma – Museum of Contemporary Art**

A visit to the Museum of Contemporary Art has plenty of eye-catching artworks on display.

[kiasma.fi](http://kiasma.fi)

**Hietaniemi Flea Market**

The market is extremely popular among locals looking to buy anything from clothing to furniture.

**Klaus K Hotel (facing page)**

Located in a 19th-century building in the heart of the city, the design hotel is inspired by the Finnish epic, *The Kalevala*, and depicts

the various emotions from the literary masterpiece in each of its rooms, such as mysticism, desire and passion.

[klauskhotel.com](http://klauskhotel.com)

**Glo Hotel Art**

If you can't get enough of the spectacular scene in the design district, check into this cool hotel that is actually a converted century-old art nouveau castle. As its name says, art takes centre stage here with various pieces on display.

[glohotels.fi](http://glohotels.fi)

**Bronda**

Helsinki's culinary stars, Tomi Bjork and Matti Wikberg, have opened their fifth outlet in Etelaesplanadi. The interiors featuring high ceilings and large loft-style windows are as much a part of the appeal here as the excellent food.

[ravintolabronda.fi](http://ravintolabronda.fi)

**Jurri**

For a taste of innovative local cuisine, head to Jurri, which evokes a modern farmhouse setting, and serves seasonal and fresh produce sourced from nearby farms.

[juuri.fi](http://juuri.fi)





# BARCELONA

One of the most admired cities for its ability to embrace modernism while preserving its heritage, Barcelona is a year-round destination to visit. The confluence of old and new, and the laid-back culture with great emphasis on aesthetics, make the Catalan capital an amazing experience.

Having long stayed in the shadows of Madrid, Barcelona underwent a sort of cultural upheaval in the past two decades that attracts the modern urban traveller.

The beachside neighbourhood of El Poblenou's striking contrast is a must-see to understand how well the city has adapted its past to integrate with the future.

Former warehouses have been turned into lofts, design studios, art galleries, shops and exhibition spaces in this area termed as the Brooklyn of Barcelona. Some of the most notable buildings in the area include the iconic Torre Agbar by Jean Nouvel and the Parc de Diagonal Mar by Enric Miralles.

On the other hand, the previously notorious El Raval neighbourhood has recently undergone gentrification and is now home to the Centre

for Contemporary Culture of Barcelona (top), which organises film screenings, exhibitions and public debates. While it still retains its industrial flavour, the new-age influences can be seen in its number of cafes and stores.

#### WHERE TO GO:

##### **Museu del Disseny de Barcelona**

Home to over 70,000 items from four previously independent museums, the building itself is a major attraction. The cultural institution focuses on four disciplines of design – space, product, fashion and information.

[museudeldisseny.cat](http://museudeldisseny.cat)

##### **Vincon**

This design store sells everything from whimsical wallpaper to decor accessories, as well as a moleskin collection and the entire Eames armchair range.

[vincon.com](http://vincon.com)

##### **Hotel Casa Camper**

The hotel housed in a restored 19th-century Gothic tenement by the Spanish footwear brand is as cool as

its shoes and stores.

[casacamper.com](http://casacamper.com)

##### **Hotel Omm (right)**

Located in the tiny neighbourhood of Paseo de

Gracia, this hotel features modern minimalist interiors, a rooftop terrace and a Michelin-starred restaurant.

[hotelomm.com](http://hotelomm.com)

##### **Sense Pressa**

A quaint little restaurant in the heart of the city where tables can be hard to get. It serves traditional Catalan fare in a homely setting at reasonable prices.

[sensepressarestaurant.com](http://sensepressarestaurant.com)

##### **Muy Mio**

Neatly tucked away in the inside lanes of the Santalo neighbourhood, this cosy yet elegant cafe-bar has become popular among the Pinterest set for its interior decor. It's even been featured in international publications such as *Elle Decor*.



South Korea's capital, the World Design Capital 2010 appointee, has made massive leaps in the design sphere. From industrial to fashion designers, the city is heaving with creativity. Koreans have caught on to the concept of combining design with commerce very early on, and have sought to establish themselves as the style hub of Asia. Their belief doesn't seem misplaced, as modern architecture and trendy fashion industry have catapulted the city into the big league.

**WHERE TO GO:**

**Dongdaemun Design Plaza  
(below)**

Designed by the late star-architect Zaha Hadid in her signature fluid, futuristic style, the structure is already a famous landmark. Styled

to be a think tank for the country's design and art initiatives, the plaza houses galleries, exhibition space, performance venues and a design market that gives you an introduction to the country's rising talent.

**The Leeum Samsung Museum  
of Art**

The three individual buildings designed by famous architects Mario Botta, Jean Nouvel and Rem Koolhaas house traditional and contemporary Korean artworks, in addition to art and sculptures by Louise Bourgeois and Damian Hirst.

**Platoon Kunsthalle**

Located within repurposed shipping containers in the upscale Cheongdam area, the creative venue promotes itself as a subculture

establishment that showcases underground artists, and offers studio residencies and cutting-edge performances by up-and-coming talent.

**10 Corso Como**

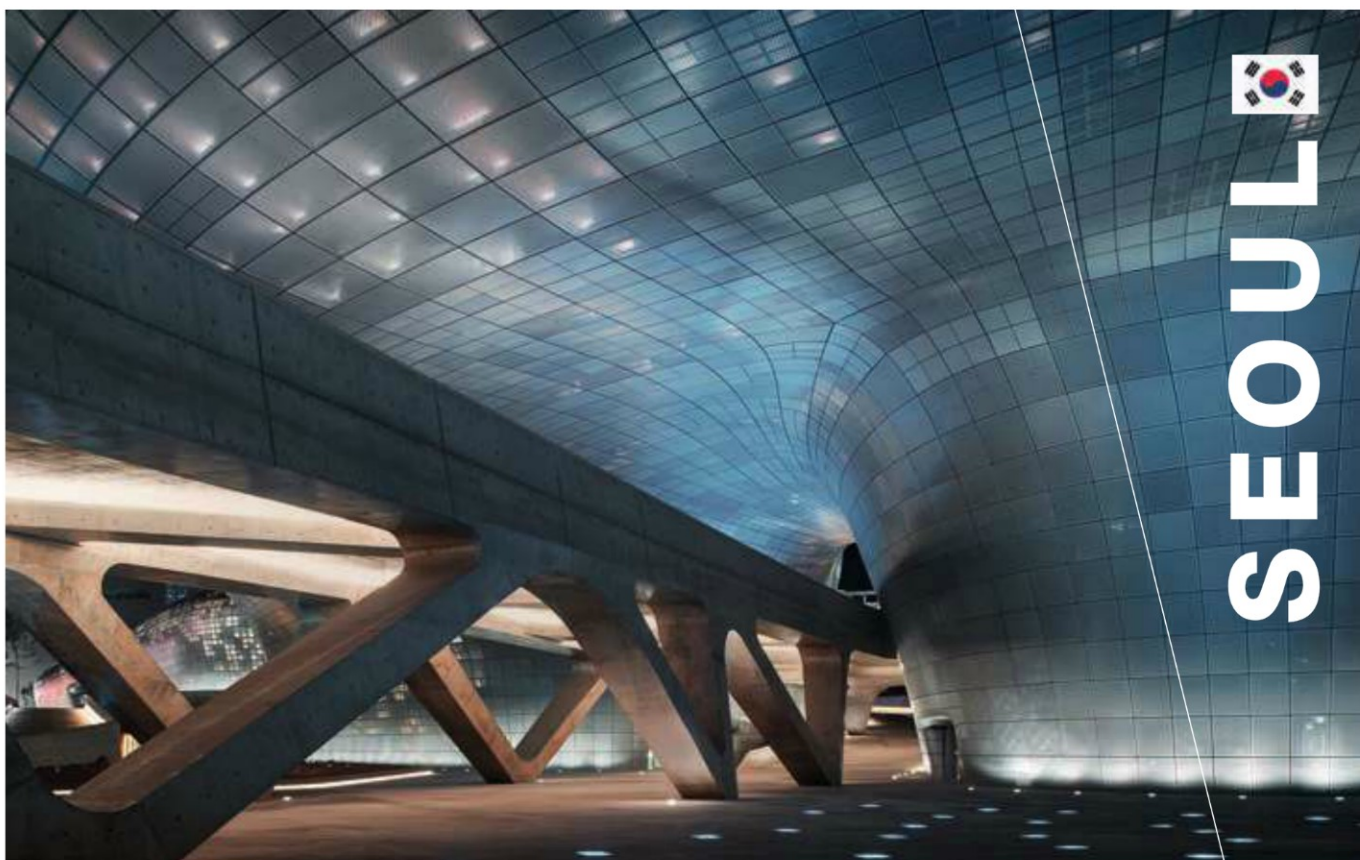
The Seoul outpost of the achingly trendy Milanese concept store opened in 2008 and quickly became the epicentre of art, design, fashion and food in the Cheongdam neighbourhood.

**10corsocomo.com**

**Glad Hotel Yeouido**

Located in the skyscraper district of Yeouido, nicknamed Seoul's Manhattan, the design hotel's striking brick exterior distinguishes it from its surrounding glass-fronted structures.

**glad-hotels.com**





## BOLD AND BEAUTIFUL

FROM STUNNING PANORAMAS TO DARING DESIGN TOUCHES, THESE NEW RESTAURANTS ARE MAKING WAVES IN THE DINING SCENE WITH MORE THAN JUST FOOD.

WRITER ANGELEIGH KHOO

Food is no doubt the most integral part of a meal, but clever restaurateurs would agree that it now takes a lot more than a tasty meal to court modern diners. Discerning patrons pay for the entire dining experience, and are more likely to gravitate towards establishments with a strong brand identity – one that translates not only through their food but also via their ambience and design. As these popular new players on the dining scene prove, it pays to be bold, delicious and beautiful.

Carabinero prawn dish



### 5th Quarter

Hotel Vagabond, 39 Syed Alwi Road

#### RESERVATIONS

info@5thquarter.com.sg (tel: 6291-1936)

#### OPENING HOURS

Tue-Sun: Noon-2.30pm; 6pm-10.30pm

#### PRICE POINT

\$45 lunch; \$100 dinner

Forget minimalistic, industrial-chic restaurant designs that are all the rage these days. Dining at 5th Quarter will definitely not shape up to be your usual run-of-the-mill night out. The latest to the Unlisted Collection family, it is a contemporary grill with a menu that focuses a lot on meat curing, and an interior design that screams opulence. Housed within the Vagabond Salon at Little India's Hotel Vagabond – Asia's only Jacques Garcia-designed hotel – the 70-seater dining space is dressed in red velvet drapes, plush cushioned armchairs and a floor-to-ceiling golden brass banyan tree, creating a setting reminiscent of glamorous old-school Parisian salons. Look for the pair of life-sized elephant sculptures "hoisting" the main elevator. These were made in France by sculptor Franck Le Ray. The lush setting invites diners to indulge, and they will with executive chef Drew Nocente's dishes, many of which are inspired by his Italian-Australian heritage. The menu is categorised according to the different types of treatment used in preparing the dish. And while premium meat cuts are a mainstay, he also celebrates lesser known cuts like tripe and beef tongue.





### Bird Bird

18 Ann Siang Road

#### RESERVATIONS

hello@birdbirdsg.com only for groups of six and above

#### OPENING HOURS

Tue-Sat: 11.30am-2.30pm; Tue-Thu: 6.30pm-10pm; Fri-Sat: 6.30pm-11pm

#### PRICE POINT

\$13 lunch; \$35-\$45 dinner

Top: Bird Bird's combination of neon red lighting, ghetto vibes and catchy Thai pop clearly sets it apart from clean-cut neighbours  
Below: Bird Bird's offerings include "adult" yakult and Thai doughnuts

At first glance, the giant white signboard announcing "Palace of Thai chicken" seems very much out of place among the hipster joints in Ann Siang, but step inside and you will see the unapologetically tacky vibe is just what Bird Bird intended. The brainchild of chef-owner Bjorn Shen (of Artichoke fame), the place takes its

inspiration from Thailand's roadside eateries and go-go bars – the combination of neon red lighting, ghetto vibes and catchy Thai pop clearly sets it apart from clean-cut neighbours on the same stretch.

Shen worked closely with local firm Ong&Ong to bring across an unpretentious, trashy-chic vibe with sponge-painted walls and murals that border on crude. An epitome of the eatery's commitment to its kitsch feel, the "chandelier" in the dining room is made from plastic-film chicken lanterns.

Add that to menus riddled with intended bad grammar and spelling errors, signs like "Bird Bird Satisfry You Long Time" and restrooms with markers to encourage graffiti, one would be hard pressed not to loosen up in its cheeky surrounds.

Its menu is poultry-centric, with a focus on the more robust flavours of north and north-eastern Thailand. All dishes are doctored with Shen's uninhibited creativity – think basil duck tater tots, century egg and fried instant noodle salad, Thai milk tea slushies and chicken skin sundae, among many other unconventional creations. This is just the sort of place to wind down at the end of a work week – bring both your appetite and a good sense of humour.



## Lokkee

#03-01 Plaza  
Singapura

### RESERVATIONS

www.lokkee.com.sg  
(tel: 6884-4566)

### OPENING HOURS

Daily: 11am-3pm;  
5.30pm-10pm

### PRICE POINT

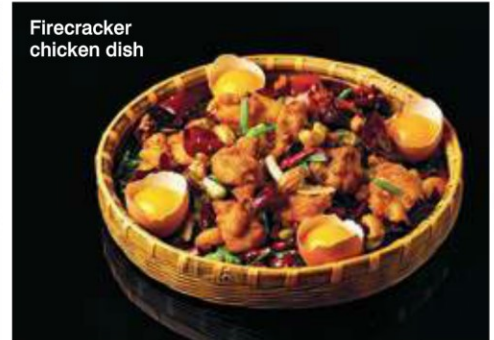
\$25 lunch; \$35 dinner

Chinese food goes contemporary at Lokkee (pronounced “lucky”), the latest venture by the Tung Lok Group. Taking a hip, global approach to Chinese food, Lokkee brings to the table the cuisine of Western Chinatowns. Norman Hartono, one of the group’s third-generation restaurateurs, was inspired by his years studying in California, where he was introduced to Chinese takeout dishes. Lokkee’s menu is a chic reinterpretation of the takeout classics he tasted, like orange chicken, Mongolian beef and chow mein,

Stir-fried  
lamb



Firecracker  
chicken dish



along with fusion favourites like poke salad, a zesty Hawaiian raw fish appetiser.

Lokkee’s playful, cosmopolitan spirit is reflected in its interiors, with a design brief that celebrates the marriage of East and West. Don’t miss the Flab Slab’s “Oriental Walkers” – Chinese brush paintings of *Star Wars* AT-AT Walkers – near the eatery’s entrance. While it is clearly a Chinese restaurant, the use of dark wood and crimson touches add a cool, sexy vibe to the place. Besides, the walls are also filled with pop art and surrealist-type pieces.



Lokkee’s playful, cosmopolitan spirit is reflected in its interiors, which celebrate the marriage of East and West



Aura is a sprawling 9,000-sq-ft establishment featuring a 90-seater Italian restaurant and the 200-seater rooftop Sky Lounge

## Aura

#05-03 and #06-02  
National Gallery Singapore

### RESERVATIONS

book@aura.sg (tel: 6866-1977)

### OPENING HOURS

Daily (restaurant): Noon-2.30pm;  
6.30pm-10.30pm; (Sky lounge):  
11.30am-1am

### PRICE POINT

\$32 for 3-course set lunch; \$80 for  
4-course set dinner; salad bar at \$18;  
high tea at \$18; cocktails from \$16.

Located on the highest two floors of the National Gallery Singapore, the latest opening by renowned restaurateur Beppe De Vito is a sprawling 9,000-sq-ft establishment featuring a 90-seater Italian restaurant and the 200-seater rooftop Sky Lounge. Inspired by how the Gallery presents Singapore and Southeast Asian history within a global context, De Vito worked with architectural agency JPA Design and local art curator Audrey Png to create a space that is elegantly outfitted with custom furnishings from top designers. They also commissioned

sculptural arts from established Singaporean artists, and museum furniture pieces by top European designers. Food- and drink-wise, the restaurant elevates humble Italian recipes to refined, elegant dishes like black cod cartoccio and scallops crude with truffle and smoked quail eggs, which guests are encouraged to enjoy communal-style. This is accompanied by a staggering collection of over 500 wine labels. The Sky Lounge offers salad bar lunches, weekday high teas, and evening drinks and bar bites – all with a spectacular view of the Marina Bay skyline.

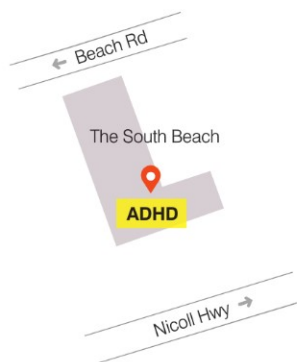


Cocktail of Singapore Sling and Berry Smash

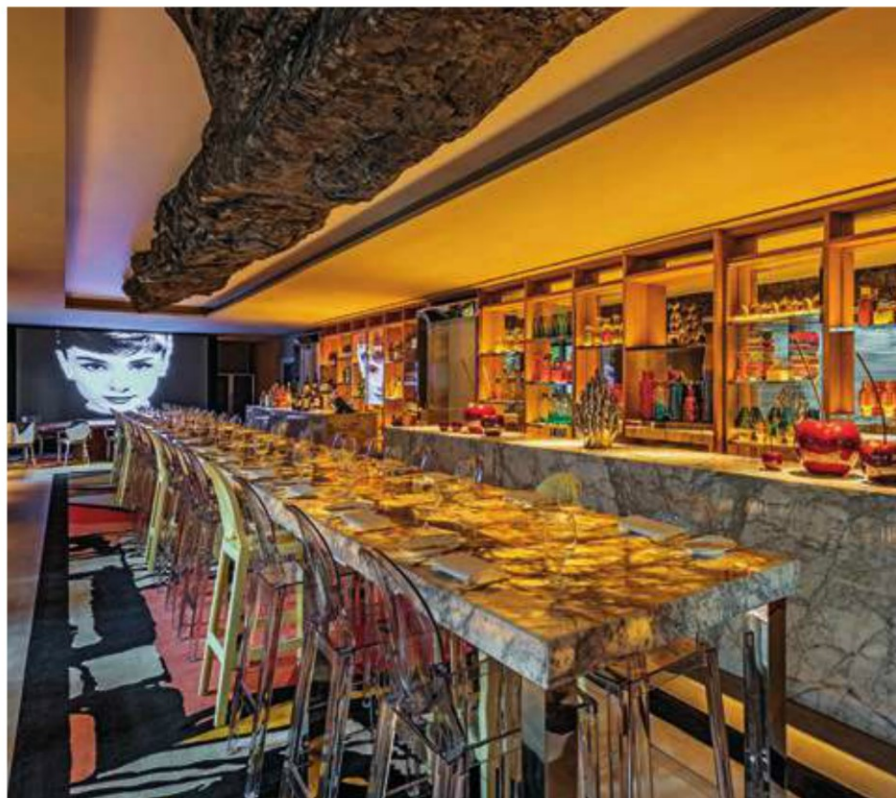


Foie gras and duck sliders





Right: ADHD offers a lively and boisterous main dining room with a communal vibe, coupled with a more intimate sunken seating area for quiet contemplations.



## ADHD

The South Beach,  
30 Beach Road

### RESERVATIONS

fnb.reservations@thesouthbeach.com.sg  
(tel: 6818-1940)

### OPENING HOURS

Breakfast (weekdays): 6.30am-10.30am,  
(weekends) 6.30am-11am; Lunch and  
Dinner (daily): noon-11pm

### PRICE POINT

\$30++ lunch;  
\$60++ dinner

Boasting architecture by Foster+Partners and interiors by illustrious French designer Philippe Starck, The South Beach recently opened to much anticipation. The hotel offers 43 imaginative social spaces across its property for guests to either gather and socialise, or chill out alone. Foodies can best take in the hotel's fun, creative vibe in its all-day dining establishment ADHD (which stands for all day hotel dining). Located a floor below the lobby – also known as the Global Village – ADHD takes the concept of all-day dining to a whole new experiential level, with a focus

Berry fields



Truffled oxtail



on individualised table options: a lively and boisterous main dining room with a communal vibe, coupled with a more intimate sunken seating area for quiet contemplations. Design-wise, light wood, white marble and stainless steel create a neutral backdrop against which hand-picked design accents like ceramic plates and vases by Amsterdam-based design company Pols Potten stand out with pops of colour. Meanwhile, the curation of cookbooks and other coffee-table publications makes you feel like you're hanging out at a friend's hip pad. Nurse a drink at the long communal marble bar, with lighting from within the marble, flanked by Starck's signature Louis Ghost chairs – the designer's bold reinvention of the classic Louis XVI armchair. Helmed by Executive Chef Martin Bracker, the kitchen turns out crowd favourites with a twist. And the rest of the hotel focuses on a unique dining experience, with plenty of options to suit each diner's moods and whims, be it comfort fare like pancakes, laksa and a full steakhouse menu, or fancier creations like pickled mackerel and truffled oxtail.



# LOCK & KEY

**KEYLESS ENTRY AND START SYSTEMS ARE NEARLY UBIQUITOUS ACROSS THE TOYOTA RANGE, BUT HOW EXACTLY DO THEY WORK?**

WRITER **DARYL LEE**

It's amazing to think of the speed at which automotive technology progresses. It wasn't that long ago that when we wanted to unlock our car, we had to insert a key into a keyhole and twist.

We soon graduated from basic keys to the remote keyfob, which allowed us to press a button in order to unlock/lock our cars, with the key itself used only for starting the vehicle.

Some of those remote keyfobs also allowed users to unlock the boot without having to unlock the doors, which proved handy,

especially when just dropping off a load of heavy shopping before heading off to even more shopping.

#### **TECHNOLOGY MADE DEBUT IN LATE 1990S**

These days, remote keyfobs have given way to keyless entry and start systems, and despite the technology seemingly having been around for ages, it only made its debut on production cars in the late 1990s.

Once they were found exclusively on luxury cars (flagship

luxury cars, that is), but today you can find cars equipped with such systems just about everywhere. For example, this is a feature found throughout the Toyota car lineup, ranging from the compact Prius C to the luxurious Vellfire.

### **SMART ENTRY & START**

The Japanese carmaker calls it Smart Entry & Start, which is appropriate because it really is quite clever. Smart Entry & Start allows you to keep your keyfob in your pocket or bag, and unlocking the car simply involves you placing your hand on the door handle.

Starting a car with this program is even easier, with no groping for awkwardly located keyholes. Simply step on the brake, hit the start engine button and you're ready to set off.

Once your journey is complete, place your hand on the door handle again and the car is secured. Some Toyota models equipped with sliding rear doors, such as the Alphard and Vellfire, will lock all doors automatically once the rear doors have fully shut.

It's incredibly convenient. And if you tried going back to a "conventional" automobile after experiencing one with a keyless system, it can be such a hassle to keep having to fumble around for your key.

### **HOW IT WORKS**

The real magic comes in how it works. And despite what you might think, it works on a remarkably simple principle. Imagine there's a

small bubble around your car and your Smart Entry & Start keyfob. These "bubbles" are produced by a small transponder (it has the ability to both transmit and receive) located in both the car and keyfob.

As long as those two bubbles intersect (such as when the key is on your person and you're near the car), the key and car can interface with each other, allowing you to unlock the car's doors and start the engine.

The range of the transponder is also quite short, but this is meant as a safety measure, so someone standing next to your car while you're several metres away won't be able to open the car's doors, for instance.

Similarly, this lack of transmission range is also useful if you accidentally leave the keyfob outside your car.

But what happens if the battery of that magical transponder runs low or out, and it's unable to tell the car that the keyfob is indeed present in or around the vehicle?

Well, never fear, because there are fail-safes built into it so that you're never stranded without a way to start your car.

To prevent embarrassment and/or inconvenience, a smart key allows a user to hold it up to a

part of the car's interior (usually the steering column) or insert the entire keyfob into a special slot, disarming the immobiliser and allowing the car to be started.

### **MEASURES AGAINST HIGH-TECH CAR THEFT**

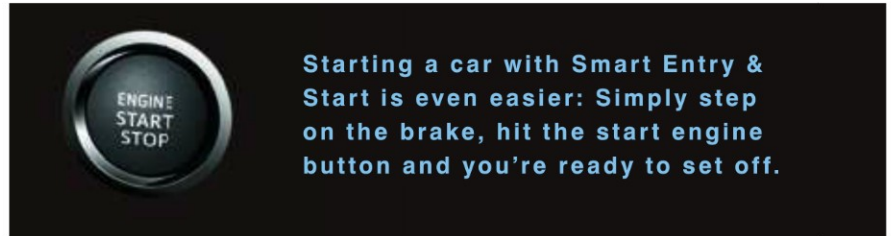
Of course doing away with a physical key (though one is usually found concealed in the keyfob itself as an emergency backup) also opens up the way for high-tech car theft.

Would-be thieves can "listen in" on what codes the transponder transmits, allowing them to remotely copy the key, or use a signal booster so that they can access the car even though the owner may be quite far away.

Needless to say, Toyota has put in place measures to ensure that the likelihood of anyone other than a car's rightful owner driving it away is very slim indeed.

This might seem like the cutting edge of automotive technology, but the car key isn't done evolving yet.

In the near future, we could even see vehicles start to use biometric authentication, in a similar way how many smartphones these days can only be unlocked using one's fingerprint.



**Starting a car with Smart Entry & Start is even easier: Simply step on the brake, hit the start engine button and you're ready to set off.**

## A CAR FOR THE GENERATIONS

JIMMY AND KEITH MICHAEL SHARE A COMMON LOVE OF THEIR FAMILY'S FIRST CAR – A VINTAGE TOYOTA COROLLA KE30.

### How long have you had your Toyota Corolla?

**Jimmy (J):** I have had it for over 30 years.

### What made you buy the car?

**J:** I bought it because it was affordable and reliable. It has a simple 1.3-litre engine with a carburettor. No fuel-injection, nothing complicated. I drive it daily and it's still going strong.

### Share with us some of your most memorable experiences with the car.

**Keith Michael (K):** When the whole family wants to go places together – there are usually six to seven people – we manage to fit in the car and are not

worried that it will stall or break down. There was an old man in East Coast Road who came up to me, saying: "This was my first car. I didn't know the model still exists." Sometimes people leave post-it notes on my windscreen with their contact numbers, asking if I want to sell the automobile.

### How do you feel when driving it?

**J:** I get a very satisfying feeling driving my Toyota Corolla. People give me the thumbs up on the road.

**K:** It's unique. It feels different. I have driven and sat in other cars but our Toyota Corolla just feels very different. I prefer sitting in our vintage and driving

with the manual stick rather than an auto. It's something you cannot explain until you get behind the wheel and actually drive it.

### What do you like most about your car?

**J:** I like it because it's unique. There is no other car like it on the road. I've only heard of one other vintage Toyota in the West Coast area.

### How much do you spend on servicing and maintenance?

**J:** Not much beyond just normal maintenance, such as changing the engine oil. We have to source for our car parts from Johor Bahru, as they are no longer available in Singapore, but our mechanic usually helps us get them. There are more of such vintage cars in JB, as they have no Certificate of Entitlement, so these parts are more readily available there.

**K:** As for petrol, if I drive to work daily, it will cost me about \$60 to \$70 a week.

### How does it feel to share this passion with your family?

**J:** I feel proud that my children appreciate and treasure what I have.

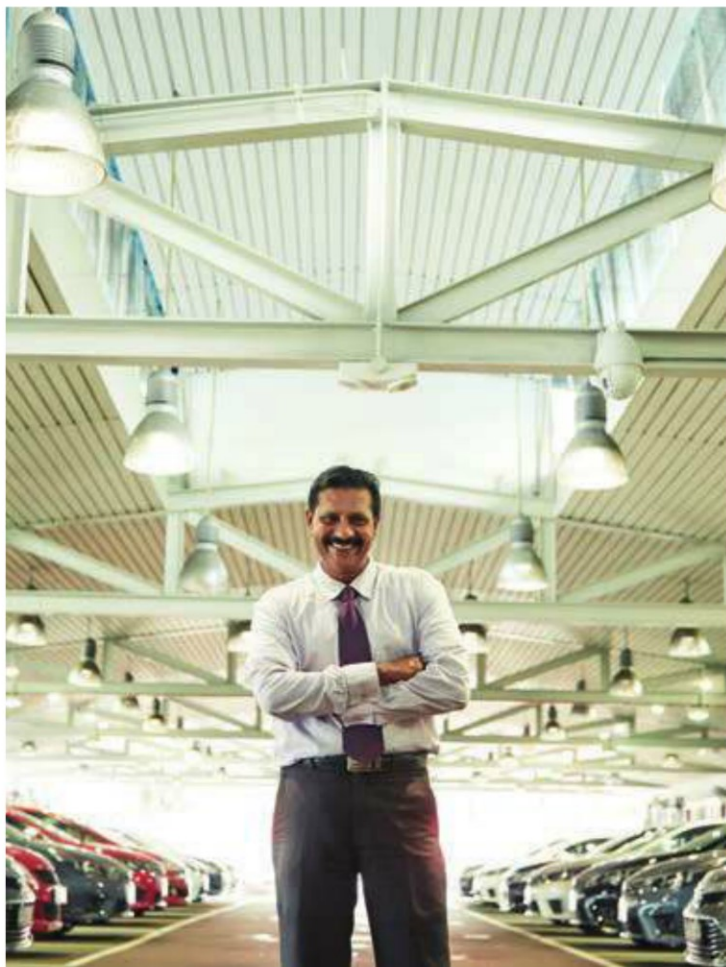
**K:** Now that my brother, my sister and I can drive, we all drive this automobile.

### Have any of you wanted to buy a new car?

**K:** No, never. Not even after we have gotten married and formed our own families. We all grew up with this car. It's a family car.

**J:** Even till today, we continue to go out together as one family in this car. It brings us together.





## UNSUNG HEROES

PASSION AND THE RIGHT ATTITUDE KEEP  
MD ALI SHAMSUDIN AND TEAM MOTIVATED

WRITER LYNN LEE PHOTOGRAPHY WINSTON CHUANG

Every Toyota customer eagerly anticipates the day when he can collect his new car. But not everyone is aware of the many processes that take place behind the scenes to prepare the vehicles before they are ready to be delivered to their owners. This is where Mr Md Ali Shamsudin and his Pre-Delivery Inspection (PDI) team come in.

PDI involves many installation processes, such as audio, reverse sensors, leather, solar film, in-vehicle unit and so forth. It also includes the various mechanical checks, grooming and quality

**“We have many processes to carry out before a car is ready for delivery. It is our responsibility to ensure that each car is prepared well and in good condition.”**

control stages that are carried out prior to delivery. “In the PDI department, quality is our utmost priority. First impressions last, and when a customer walks in, he must have the impression that everything is in tip-top condition,” Ali says.

To him, the most rewarding aspect of his job is the smile on a customer’s face after collecting his or her new car. He gets to deal directly with customers at times – for instance, when they are not sure about some of the features in their automobiles. “We are always on standby to address any query that the customer may have, no matter how minor,” he says.

Most of the time, though, Ali deals with internal customers from Sales, After-Sales and Marketing divisions. “We have many processes to carry out before a car is ready for delivery. It is our responsibility to ensure that each car is prepared well and in good condition. If there is an issue, we must rectify it as quickly as possible,” he explains.

To be a good PDI Executive, Ali feels that passion and the right attitude are very important. A big smile and what he refers to as “a soft touch” go a long way, especially when dealing with so many people. “Even machines need rest, so it is essential that we take care of our staff’s welfare. I want my staff to feel that the company cares and that it is more than just a job,” he emphasises. What Ali and the PDI team do may be invisible to customers, but it is a very important part of the Borneo Motors customer experience.

## STARS OF THE SHOW

TOYOTA DRIVES HOME THE MESSAGE OF SUPERIOR PEACE OF MIND AND WAKU DOKI AT THE 2016 SINGAPORE MOTORSHOW.

Returning for a second consecutive year, the 2016 Singapore Motorshow was held at the Suntec Singapore Convention and Exhibition Centre from Jan 14 to 17. Following the previous year's success, this event was expanded to cover two floors.

Toyota occupied the largest booth space, which showcased its entire fleet of cars. The highlight was the unveiling of three new models: the Prius, the RAV4 and the Avanza.

Taking centre stage was the all-new Prius, which drew the attention of hordes of visitors with its striking new exterior design.

Chief Engineer Kouji Toyoshima was present during a special media preview to share about the fourth-generation Prius.

This automobile has sold over eight million units worldwide, and its Hybrid Synergy Drive (HSD) has been engineered to meet the demands

**Taking centre stage was the all-new Toyota Prius, which drew the attention of hordes of visitors with its striking new exterior design.**

of drivers and the environment.

HSD is an intelligent combination of an internal combustion engine and an electric motor, which can reduce fuel consumption significantly while remaining fully optimised for lowering CO2 emission.

This specially designed hybrid system helped pioneer regenerative braking technology – where kinetic energy generated by braking is harnessed into charging a nickel-metal hydride battery – a concept that would





open the door to an all-new driving sensation.

Add to these innovations its established DNA of fuel efficiency and an ergonomic and spacious interior, it is no wonder the Prius stole the limelight at the show.

Besides the Prius, other new models on display included the facelifted Avanza and RAV4, as well as Sports variants of the Corolla Altis and Wish.

Other activities at the carmaker's booth included the FT-1 Simulator.

Visitors also had the opportunity to check out the Toyota Doki Cafe. Appearances by the Toyota brand ambassadors brought even more excitement to the booth.

All the cars, displays and activities at the exhibition were conceived to send across one

message – Toyota's brand promise of unparalleled strength of quality, durability and reliability. Its progressive efforts to further enhance the Prius reflect its environmental leadership in contributing to a better society.

Through the show, it aims to let visitors fully experience *waku doki* and, hopefully, bring some of that joy home with them.

Opposite page and this page: Toyota occupied the largest booth space at the 2016 Singapore Motorshow and showcased its entire fleet of cars

This page below: Toyota's Chief Engineer, Kouji Toyoshima, was present to share about the fourth-generation Prius



# HEAR ON RADIO!

CHILDREN FROM CLUB RAINBOW GOT TO REALISE THEIR DREAMS AT BEING DJS.



Aspiring young radio deejays (DJs) from Club Rainbow got a taste of being in a radio conty, thanks to the Toyota ME team, who brought them to MediaCorp in March to realise their dreams.

As part of the Dreams Come True with ME campaign, the children, their parents, as well as other staff volunteers also joined in this fun-filled day of activities.

The day began with voice training exercises conducted by a staff

volunteer, Chan Jun Kai, for the children to build up their confidence and prepare themselves for their DJ experience at the Class 95FM conty.

Next, the kids met up with veteran DJ Maggie Lim of Class 95FM for their experience. All eight donned headsets and sat in front of the microphone to have a taste of being in a radio conty. Two of them even had the opportunity to speak on air with Lim.

The team also specially arranged a visit to the "Not The 5 Show" studio

set. The participants were excited to see a real TV studio with the cameras and stage all set for the show. They also bumped into 987FM presenter Joakim Gomez and got to take photos with him.

The event ended on a high note with the participants having some light refreshments and a final group photo.

Bing Yang, one of the Toyota ME volunteers, said: "It was a joy to be able to be part of this effort and give back to the community despite our busy schedules. It is nice to see Toyota ME having such a meaningful initiative – a simple yet memorable experience for the kids, as not many would have the opportunity to be on air."

With the mission of transforming dreams into reality, the Toyota ME team will continue to plan for more meaningful experiences for the children and Toyota ME members this year.

To fulfill more dreams, the Toyota ME team would like to encourage more of their members to join in the fund-raising drive.

For members who are keen, visit <https://toyotame.borneomotors.com.sg/Forms/DonateMePledge.aspx> and click ME Pledge Donation to contribute any amount for the children.





**HARMONY** Amelia believes that no matter how different we look on the outside, we must always love each other and live peacefully together.



**HELPING PEOPLE MOVE, ONE PLACE TO ANOTHER** This painting encapsulates wheelchair-bound Sayfullah's aspiration to help others move easily from one place to another, together.



**ME AND MY DRUMS** It captures Anastasia's love of drums. She performed at the 8th Asean Paralympics Games despite her weak cardiovascular system.



## MAKING DREAMS COME TRUE

PLEDGE YOUR SUPPORT FOR THESE ARTISTIC CHILDREN TO TRANSFORM HOPE INTO REALITY.

Dreams Come True With Me is a donation drive campaign initiated by Toyota ME and Borneo Motors Singapore to help kids from Club Rainbow fulfil their dreams. Club Rainbow provides compassionate and relevant services to children suffering from chronic and life-threatening illnesses.

**Toyota ME members can pledge their support in two simple steps:**

**1.** Visit the Toyota ME Pledge Page at <https://toyotame.borneomotors.com.sg>. Contribute any amount of Toyota ME point to Club Rainbow (100 points equal to \$1)

\* All net proceeds go to Club Rainbow.

**2.** Display the ME Pledge Sticker, given free with your points contribution, on your Toyota to spread the good cause.

Toyota ME members who wish to do even more can show their support by purchasing inspiring artworks hand-painted by the talented children from Club Rainbow and students from Studio Haroobee. Each of the six paintings starts from 16,800 ME Points, or 3,000 ME points + \$138, or with the full cash payment of \$168.

Kynan shares his wish that he will one day be well enough to fly around the world and visit beautiful places through his painting, *Dream of Beauty*. *Me and My Drums* captures

Anastasia's love of drums. *Harmony* is Amelia's hope for world peace. *Helping People Move, One Place to Another* encapsulates wheelchair-bound Sayfullah's aspiration to help others move easily from one place to another, together. *I Wish to Own a Puppy* expresses Shireen, Cheryl and Enya's dream of owning a puppy one day, and to take really good care of it and build it a loving home. Chloe may be young, but she knows the importance of family. *House* is her reminder to all of us to love our home.

No act of kindness is too small. All pledges will go a long way in transforming the children's dreams into reality.



**HOUSE** Chloe knows the importance of family and *House* is her reminder to all of us to love our home.



**DREAM OF BEAUTY** Through his painting, Kynan shares his wish that he will one day be well enough to fly around the world and visit beautiful places with his family and friends.



**I WISH TO OWN A PUPPY** This painting expresses Shireen, Cheryl and Enya's dream of owning a puppy one day, and to take really good care of it and build it a loving home.



**BODYCARE PROMOTIONS**

Sign up for Toyota PrivilegePlus and take advantage of these promotions:

- Full car respray from \$1,688
- Get a \$50 discount voucher for headlight/windscreen restoration service

TOYOTA PRIVILEGEPLUS PROVIDES SHORT-TERM COVERAGE FOR YOUR CURRENT TOYOTA WHILE YOU PONDER OVER YOUR NEXT NEW ONE.

**TOYOTA PRIVILEGEPLUS**

If your Toyota is no longer covered under warranty, but you are not ready to commit to a new car just yet, the Toyota PrivilegePlus programme is just what you need. Our latest programme provides short-term coverage that gives you peace of mind, while you take a little more time to ponder over your next Toyota.

**Key Benefits:**

**What is it?**  
Toyota PrivilegePlus is a refundable 12-month protection plan against hefty repair costs, in the event any of the major systems break down.

**How does it work?**

Major repairs can easily cost thousands. With Toyota PrivilegePlus, we cap your payment at \$300 or 10 per cent of the repair bill, whichever is lower.

**What is covered?**

The coverage includes the following major systems:

- Engine
- Engine Cooling System
- Fuel System
- Transmission
- Drive Axle
- Electrical
- Steering
- Braking System

**What if I decide to change my car?**

Simply submit the supporting documents to us and receive up to 75 per cent refund, if no claim has been made. Plus, receive a loyalty bonus of 5,000 Toyota ME points

(worth \$50) if you change to a new Toyota from Borneo Motors.

**Can I apply?**

Toyota PrivilegePlus is exclusively available to cars from 3 to 7 years old. Other criteria apply.

Please call 6631-1075 or visit [www.borneomotors.com](http://www.borneomotors.com).

[sg/toyotaserviceguide/privilegeplus.html](http://sg/toyotaserviceguide/privilegeplus.html)

to find out more.

Terms and conditions apply.



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# ZIPPING AROUND TOWN JUST GOT MORE FUN

## Prius C. Turn on Fun.

To successfully navigate the concrete jungle, you need the perfect drive that understands the city as you do.

Powered by the world-renowned Toyota Hybrid Synergy Drive (HSD), you can expect a smooth and powerful acceleration, with a low fuel consumption. Coupled with a low turning radius and connectivity with Toyota InTouch telematics system, your journey will be fun and enjoyable as you weave through traffic.

Now you can enjoy new CEVS rebate of \$30,000\*, so visit our showrooms to test drive the Prius C today.



Fuel Consumption 3.9ℓ/100km | CO<sub>2</sub>: 90g/km

\*Subject to LTA minimum ARF of \$5,000.

Hybrid battery extended warranty in its 4<sup>th</sup>-10<sup>th</sup> year are covered by Borneo Motors Singapore.



**Borneo Motors**

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