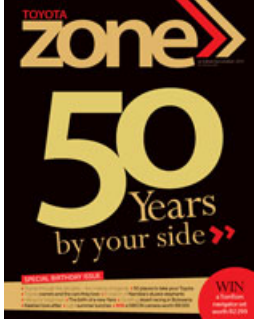


## Toyota Zone celebrates Toyota's 50th anniversary

RamsayMedia, publishers of *Toyota Zone*, has produced a special commemorative issue marking the 50th anniversary of motoring brand, Toyota.



[click to enlarge](#)

The October issue looks at the brand and its vehicles over the past 50 years - where it all began, the people behind the story, the drive that secured Toyota in the market and a glimpse into the future.

"For many of us, Toyota has been part of our coming of age; we have tales of the cars we fell in love with and others that simply run forever. We feature a few of those stories between the covers of this issue," commented *Toyota Zone* editor, François Rabe. "Our letters page attests to the dedication of the people behind the brand as experienced by the legions of Toyota owners."

The celebratory issue will include a feature on the new Yaris, and the footsteps of the Toyota-sponsored Desert 1000 off-road race in Botswana and will entertain readers with accounts of numerous Toyota drivers, including owners of a six-wheeled Land Cruiser and a Hilux with one million kilometres.

An additional 20 000 copies of the anniversary issue have been added to the print run, to be distributed at the Johannesburg International Motor Show, taking place from 8-16 October 2011.