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Concept Car Gets PBR Performance Touch

Toyota Australia has set car enthusiasts buzzing with the release of its latest concept car, the Sportivo Coupe, at the Melbourne Motor Show earlier this month.

The Sportivo Coupe is something of a showcase for Toyota Australia's Melbourne-based design, engineering and prototyping capabilities coupled with the latest technologies available from local suppliers.

The creative concept for the new car included input from 14 to 18 year olds, providing a unique insight into the personal mobility priorities of the next generation of car buyers.

"We wanted to develop a vehicle that was based on the locally manufactured Camry, but which focused more on younger people," Toyota Australia executive director sales and marketing Dave Buttner said while launching the car at the Melbourne Exhibition Centre.

"And we wanted to display to the world the capabilities of our local Toyota designers and engineers, as well as local suppliers, and to grow their expertise."

PBR was called upon to develop a high performance brake package that would compliment both the vehicle's higher level of performance and the emphasis on future technology.

The powerhouse behind the Sportivo Coupe is a turbocharged version of the 2.4 litre 2AZ-FE engine introduced with the Australian-built Camry launched in 2002. The result is a power output increase of 60 percent from 112kW to 180kW at 5500rpm and 305Nm torque at 4500rpm, an increase of 55 per cent over the standard engine's 218Nm.

The final PBR Performance brake package consists of massive 380mm diameter ventilated and cross drilled rotors with six-piston aluminium monoblock calipers for the front and 355mm rotors and four-piston aluminium monoblock calipers for the rear.

In working with the car's design team PBR also contributed to enhancements in cabin design by developing a version of their "ePark" electronically actuated park brake system. The ePark system increases cabin design flexibility by replacing the awkward handbrake lever with a small button on the centre console.

Other technology to be featured through the Sportivo Coupe includes a unique Friend-Finder facility, integrated Bluetooth

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technology, a reconfigurative speedometer and driver's I.D. recognition which would replace the conventional licence plate.

PBR's involvement with Toyota and the Sportivo Coupe project extends a relationship focussed on concept vehicle design which commenced with the Toyota X-Runner vehicle launched at the 2003 Melbourne Motor Show.

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