

Toyota's new car costs R\$50 thousand and take Brazilians by surprise



The Federal Government of Brazil, disclosed last month an action plan to encourage the automobile industry of the country, through the return of the “popular car”. Still, the principal objective of the plan is to exponentially increase the car sales, the vehicle market in the nation, and move the economy.

Hopefully, through this new plan, the Federal Government will decrease the vehicles taxes and give a great discount to popular car models of the industry companies that participate in the established program. The idea is that the new vehicles produced by these organizations will be negotiated costing less than R\$50 thousand.

The Toyota model Vitz, for example, will be a threat to other popular cars like Moby and Kwid. The car is a version of the Suzuki Celerio that represents the vehicle category.

Toyota's Vitz is a smaller automobile than the old Etios, which was out of the market a long time ago. The Vitz model has 3.69 meters of length.

Similarly, is a car negotiated specially to the Brazilian consumers. The model is very comfortable, even being a compact car. Is worth mentioning that the Toyota new vehicle is bigger than the Fiat Mobi, which has 3.56 meters of length. In this way, the Vitz model has a bigger size than the French Renault Kwid with 3.68 meters.

Toyota Vitz

In addition, the new model of Toyota in relation to its mechanics, loses from its competitors. The car motor is a 1.0 of 65 horsepower. Mobi's motor has 74 hp and Kwid has 71 horsepower when working with ethanol. By the way, when fueled with gasoline, the vehicle has 65 hp just like the Vitz model.

Thus, the Toyota Vitz model has a torch of 9 kgfm, smaller than Mobi (9,9 kgfm) and Kwid (9,8 kgfm). As a popular car, the three vehicles are very simple in their interior design. The Vitz panel is analog, it has a velocimeter, a computer screen, and alert lights. The car steering wheel is multifunctional and the window controls are closed to the warning lights and the central lock.

Besides that, the car produced by the Japanese company has air-conditioning, multimedia gadgets, USB port, and parking sensors. Is worthing mentioning that if the owner wishes, he can get additional items.

Popular car

The vice-president of Brazil, Geraldo Alckmin (PSB), announced that the Federal Government actions in direction of reducing the negotiated values of the popular car will develop the vehicle's production in the country, reducing the price of the new automobiles. A great number of tributes will be reduced by the program.

In summary, the discount will be given to cars costing up to R\$120 thousand, with energetic efficiency, and industrial density. The last one is about vehicles that have a great percentual of components produced in Brazil. Is necessary to observe that the cars produced outside the country will be out of the program.