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Toyota Fortuner Launch On 24th August



Toyota Kirloskar Motors has announced the launch of the much awaited Fortuner. The SUV will be launched in the Indian market on 24th August, 2009. The [Toyota Fortuner](#) will be powered by a 3.0 litre Common Rail Diesel engine and will feature full time four-wheel drive. Toyota expects the Fortuner to take away 50% market share in the SUV segment and is eyeing to clock atleast 2,000 units by the end of this year.

"The Fortuner is an important addition to our product line-up in India and we are currently in the process of finalizing details for the launch," Sandeep Singh, deputy managing director, Marketing, Toyota Kirloskar Motor. "We are still working out the price details of the Fortuner, taking into account variations in exchange rates, but expect it to be around Rs. 20 lakh," he added.

The Fortuner will be brought to India as a knocked down unit and will be assembled at TKM's plant in Bidadi. Toyota is not launching any new model in India other than the Fortuner and a small car next year. However, there would be limited editions and variants of existing models to keep things fresh and ticking for Toyota in India.

You can also find this article published on [Toyota Fortuner Launch On 24th August](#), and on the tag pages [Toyota Fortuner](#).