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Toyota iQ



Toyota's smart looking iQ city car is being launched in the European markets some time soon. With the name iQ, we very well know who Toyota is competing with. We think that Toyota might consider this car to launch in India. Toyota has been considering ever since which small car they would want to launch in India. They have Daihatsu's small cars as an option and even the Aygo or Yaris.

However if Toyota want to really take a step ahead of its competitors, they can launch a 4 door version of the iQ in India and believe me this will sell like hot vada pav's. Expected to be high on fuel efficiency (one of the major USP for a car in our country) the iQ has been given full marks by Euro NCAP for safety. Toyota intent to capture 10% market share in India and without a good small car, achieving the target seems a distant possibility. We only wonder when Honda will be releasing the Genius :P

[gallery]

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