

History of Toyota Land Cruiser

If ever there were a more perfect vehicle in the world that was designed to get you *anywhere* you wanted to go, it is the Toyota Land Cruiser. Imagine finding yourself in the middle of a Zombie invasion or trying to outrun apocalyptic conditions. This is the off-road vehicle you want to be in if it ever happens. The Toyota Land Cruiser will take you from the smoothest highway to muddy trenches and shallow river crossings, to the highest snow-covered mountaintops, effortlessly. Better yet, it will take you there in style. In fact, you can do practically anything in your Land Cruiser...except fly.

In 1941, The Japanese Imperial Army commissioned Toyota Motor Company to create a compact cargo truck based on not the same, but a similar design as that of the old Bantam MKII (original Jeep prototype design). The prototype created by Toyota was called the Model AK and eventually morphed into the AK10. Unbeknownst to Toyota at that time, they had put forward the motion of creating what would one day become one of the toughest and longest-lived off-roaders of all time: The Toyota Land Cruiser.

From 1941 to 1945, the most widely recognized military type utility vehicle “Jeep MB” was manufactured by Willys-Overland Motors. In 1950, the U.S. Government approached Toyota and had them to manufacture 100 units similar to that of the Willys Jeep MB. In 1951, the Toyota “Jeep” BJ was developed as a superior version. It was larger and more powerful and offered a part-time four-wheel drive capability. Later into 1951, a second generation “Jeep” BJ was test driven up Mount Fuji and reached the highest point of any gasoline-powered off-road vehicle to date at that time. The Japanese Police Agency was so impressed that it became their top choice of patrol car for many years to follow.

In 1954, the “Jeep” BJ was renamed Land Cruiser and it became serious competition for the British Land Rover. In 1955, the Land Cruiser was introduced more as a civilian vehicle when Toyota rolled out their first FJ20. As popular as the units were, a few years later, the FJ40 rode into town. This, along with the Toyota Corolla, is what made Toyota’s reputation as an automobile manufacturer a force to be reckoned with and molded it into a rock-solid institution.

The FJ40 was sold in the U.S. from 1960 to 1983. It has been deemed as the most beloved Toyota Sport Utility. Its outstanding design, matched with unprecedented off-road performance, had never been witnessed before. Because of this, Toyota redesigned the little FJ40 workhorse in 2008 and reintroduced the retro model to the U.S as the new Toyota FJ Cruiser.

When it comes to finding a Luxury Sport Utility Vehicle that holds its value forever, and ever, and ever, the Land Cruiser fits the bill. It is without a doubt the most well-known vehicle around the world since the late 1940’s. It has been, and it remains, the vehicle of

choice in Australia due to the continent's rugged terrain and extreme temperatures. It remains one of most widely sold off-roaders around the world for good reason: performance, longevity, creature comforts, low depreciation, and adaptability to any climate or sudden weather changes. It gets you to work as comfortably as it can get you to that special mountain lake or stream in which to fish, kayak, or to simply escape for a while. NATO still considers The Land Cruiser as the number one vehicle of choice because of its endurance and undisputed reputation as a serious off-road performer.

The Toyota Land Cruiser has withstood the tests of time, and it is not going away any time soon. The retro version of the beloved FJ40 (which is now called the Toyota FJ Cruiser) is for those who loved the original version but will now enjoy the extra dimensions of modern technology.

The Land Cruiser is rich with history and its roots run deep in America. There will hopefully never be an actual Zombie invasion, but in the event of extreme weather conditions such as torrential rain, icy roads and snow, the Land Cruiser offers you the technology and dependability you need to get you wherever you are going with safety and style.

References:

http://en.wikipedia.org/wiki/Toyota_Land_Cruiser

<http://en.wikipedia.org/wiki/Willys>