

The Toyota Land Cruiser: Celebrating 70 glorious years

 By [Naresh Maharaj](#)

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The Toyota Land Cruiser is a special vehicle that's been around for decades. Seven in fact. So when the LC rolled into my driveway, I was quite intrigued. This is no ordinary vehicle. This is a muscular workhorse that is ready for the tasks it was intended. It is smooth yet rugged at the same time. But all things considered, the ride was fitting for this go anywhere, do anything, four-wheeler V8 vehicle.



Image credit: Naresh Maharaj

Seventy: the magical number

The number 70 carries particular significance for Toyota's Land Cruiser. It is 70 years ago that the first 'Land Cruiser' made its debut. Originally known as the Toyota BJ and intended for military use, this four-wheel drive juggernaut quickly went on to earn an enviable reputation for its go anywhere capability and rugged construction. The Land Cruiser name was coined in 1954 as the model expanded into the civilian market and went head-to-head with the British-built Land Rover.



Image credit: Naresh Maharaj

Secondly, the number 70 refers to the long-running 70-series of Land Cruiser, which comprises the 76 Station Wagon, 78 Wagon and 79 "bakkie" or LCV. In celebration of the 70-year milestone Toyota SA is pleased to announce the release of a 70th Anniversary edition. The special edition model will be applied to the 79-series single and double-cab variants.

The package

The special edition model builds upon the core Land Cruiser credentials and adds a host of utility-boosting parts and visual enhancements to deliver a bespoke model true to the needs of the 'hardcore' Land Cruiser enthusiast. A unique 70-year emblem has been affixed to the exterior and also included on the durable cotton canvas seat covers - making the 70th edition instantly recognisable. The Toyota ellipse has been replaced by prominent TOYOTA lettering (similar to the Hilux GR-S and Land Cruiser GR-S) to create a signature look.

Another nostalgic touch is the bespoke Land Cruiser badge reminiscent of the iconic 40-series, which the celebration model wears proudly on its side doors.

The rest of the package focuses on equipping the model with features which not only play the visual part, but deliver when the going gets tough. Here, the heavy-duty front steel bumper, integrated winch and tow-bar equip the LC 70th anniversary

model with the tools required for the job.

An overview of the unique specification enhancements are as follows:

Interior:

- Unique grey seat covers with 70th edition embroidery
- Land Cruiser branded floor mats
- Touchscreen audio system with navigation and Bluetooth

Exterior:

- Heritage-inspired mesh radiator grille with Toyota lettering
- Heritage logo on side door
- 70th Anniversary emblem
- Tubular rear step bumper with detachable tow bar
- Inner load-bed protector
- Rubberised load bed (3mm)
- Tubular front steel bumper
- Integrated winch preparation



Image credit: Naresh Maharaj



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The colours

The 70th Anniversary model will be offered exclusively in Ivory White and Sand Beige.

Verdict

If you are in the market for a rugged, yet smooth workhorse, that is more than capable of all imaginable tasks, then the Land Cruiser 79 has to be the choice. The Land Cruiser is a rugged, go-anywhere four-wheel-drive SUV with a spacious cabin and a durable diesel engine with plenty of pulling power. All backed by Toyota's incredible reputation, when it comes to reliability. The Land Cruiser is one of the most capable off / on roaders money can buy. It has been around for 70 years and that in itself speaks volumes.

The model line-up

- Land Cruiser 79 Single Cab 4.5 Diesel V8 70th Edition - R 889,700
- Land Cruiser 79 Double Cab 4.5 Diesel V8 70th Edition - R 943,100

A three year/100,000km warranty is included and customers can purchase various service plan packages from their nearest Toyota dealer, with 220 outlets across the country. Service intervals are every 12 months/10,000km.

ABOUT NARESH MAHARAJ

Naresh Maharaj is a petrol head who loves cars and writing about them. He is also a Member of the SA Guild of Motoring Journalists. Naresh is also an international sports correspondent and an acclaimed corporate MC and voice-over artist. Naresh is a sports/news producer for community radio stations and also an award-winning sports journalist. Contact Naresh on nmaharaj321@gmail.com

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