**Activity 10.5** – Toyota produce a range of cars aimed at different market segments. They even own a separate company, called Lexus, whose cars are aimed at a particular market segment.

Lexus IS 250 Toyota Yaris Toyota Camy Toyota Land Cruiser

1. Look at the photographs of the Toyota range of cars and identify what characteristics the consumers of these models are likely to have. The characteristics you identify might include income (socio-economic group) age, gender, use of product, lifestyle.

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Yaris: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Camy: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Cruiser: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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1. Explain the benefits to Toyota of producing a large range of cars at different market segments.

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