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Hein Van Gerwen
Managing Director
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The Quadrangle
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Dear Hein Van Gerwen

What a pleasure it is to drive the Toyota Camry. It's well put together, it's quiet, it's well-priced. I don't understand why it's not more popular in this country. As your slogan says, Today Tomorrow Toyota. Just because the car is American is no reason not to buy it.

I'm concerned that you are making the Toyota Prius. Will low emission cars become the norm? My worry is that you're doing it because you are responding to a scare about something that does not exist – namely, climate change. In the past the scare has been global cooling; now it's global warming. I don't want to see Toyota going down the wrong road because of unelected pressure groups jumping up and down and looking for a bit of martyrdom. They're only doing it as a guise for their red agenda and to get in to the knickers of doe-eyed camp followers.

Now if you're making the Prius to chase the green pound then that's a different matter. It becomes a sound business judgement. After all, you're still making your other cars – Agyo, Amazon, Auris, Avensis, Dyna, Land Cruiser, Hilux, Hiace, RAV4, Verso and Yaris. And I notice that the Agyo costs £1000 more for the diesel model than the petrol model. As a businessman myself – a successful one at that in the land of the computer – I realise of course that there are different markets to be exploited so as to maximise profit.

Please assure me that the next time I go into a Toyota showroom for my next model, they won't all be "low emission".

Anyway, good luck to you and your fine company.

Yours sincerely

Peter Shullot