



TOYOTA BZ4X

The new electric SUV on the block

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As the world goes by, it can be easily determined that the foreseeable future of the human race is electric. EVs in general have been getting more of the commuter treatment as electric cars are getting more accepted than ever before, and according to the statistics, so is the BZ4X - one of the first completely electronic subcompact SUVs from Toyota. With commuting in mind, this new SUV looks to shake up a few things in the world of EVs. Keep reading to find out more.

Design

The Toyota bZ4X takes many similar cues from existing models such as the Toyota C-HR and the Harrier (also known as the Venza) but still manages to keep the design different by introducing subtle sharp body lines prominent around the fenders, which is the only way it can be told that the bZ4X could be an EV. The fenders of the cars have sharp curves under which seats 20-inch wheels, while the bumper is rounded off. The headlights also reflect the sharp body language of the DRLs. The bZ4X primarily competes with the Mazda MX-30 as its local competitor and is ahead of the curve in terms of range and reliability.

The bZ4X also competes with the Tesla Model Y, Hyundai IONIQ 5, and the Audi Q4 e-Tron, just to name a few EVs in the similar class.

Interior

What seems like an EV in the bZ4X is when you get inside; greeted with a squared-off steering wheel outside



of the regular Toyota fashion. Behind the wheel, there is a digital gauge alongside the speedometer to show various information about the car. A 12.3-inch touchscreen with wireless smartphone mirroring is the given standard, supporting features like built-in navigation-free for three years, where later uses will require a subscription fee.

Some additional features of the Limited version include a motion-activated power liftgate, a heated steering wheel, heated and ventilated front seats,

a multi-view camera, 20-inch wheels, and Softex faux-leather upholstery.

Specifications

The Toyota bZ4X comes in two trim models with either a single motor 2WD or a dual motor 4WD, where the 4WD model costs extra above the 2WD variant. When it comes to the engine both variants use AC synchronous motors, where the 2WD variant has 201 horsepower and the 4WD variant has a slight edge with 215 horsepower.

Other than that, the regular 2WD

variant has a 63 kWh battery which can deliver up to 405 km of range, whereas the Limited model with two motors trades off some range for extra power, giving about 370 km of range from a larger 65.5 kWh battery.

Verdict

According to the current pricing on the official Toyota website, the Limited version starts from \$46,700 with 242 miles of estimated FWD range, while the XLE version starts from \$42,000 with 252 miles of estimated FWD range. Even considering the price, The Toyota bZ4X could be a fantastic e-commuter and would fly under the radar as it does not come with the ‘e-flashiness’.

Although the lines in the cars are sharp, it gives off a good character to the car, making sure that a good look can answer the question of whether the car in question is an EV or not. Although the car is indeed an EV, do not expect its speeds to be in Tesla territories. Instead, expect convenience with zero emissions.

Being Toyota’s first-ever car in the EV segment, it can be safely said that the electric vehicle revolution is to be expected sooner than the world thought. Being one of the largest automotive manufacturing companies in the world, they are accepting and adapting to change as soon as possible.

As the car is from Toyota, expect a couple of units even in Bangladesh - as it is the only brand where anything that is offered gets brought. Maybe when it’s released, the Toyota bZ4X might be a popular pick in the local EV scene as well. Only time will tell.

In recent years, there has been a surprising resurgence in the popularity of “dumb phones”, also known as feature phones. While smartphones have dominated the mobile phone market for over a decade, a growing number of people, particularly Generation Z, are looking to cut back on screen time and are turning to these simpler devices.

According to recent data, smartphone sales in the United States have been on the decline. In 2022, sales of smartphones dropped by nearly 20% compared to the previous year, marking the third consecutive year of decline. According to Counterpoint Research, in Bangladesh, smartphone shipments saw a 23.5% YoY decline in 2022. While there are a number of factors that could be contributing to this trend, including the saturation of the smartphone market, the rising cost of these devices, and the overall



connected with friends and family, but without the constant temptation to check social media or browse the internet.

This trend is not limited to the United States, either. In countries around the world, from Japan to Brazil, there has been a growing interest in feature phones. Some companies are even releasing new models of these devices to meet the demand. With sales up 150% from 2020 to 2021, American feature phone manufacturer Light Phone recently reported its strongest financial year.

Rafid Shadman, a final-year student at Brac University has been using a Nokia 105 for the last two years now. “I value the ability to disconnect from technology and focus on the present moment. With a feature phone, I am not constantly bombarded with notifications and distractions. Instead, I can simply make phone calls and send text messages without the temptation to check social media or browse the internet,” he shares.

“I also appreciate the simplicity and reliability of feature phones. They are smaller, lighter, and more affordable than smartphones, making them easy to carry around and less likely to be damaged or lost. They also have a longer battery life, which means that I don’t have to worry about constantly charging my phone.”

Of course, it is unlikely that feature phones will ever completely replace smartphones. There are simply too many functions and conveniences that we have come to rely on, from GPS navigation to mobile banking. But for those who are looking for a simpler, less distracting way to stay connected, feature phones offer an appealing alternative.

As our relationship with technology continues to evolve, it will be interesting to see how this trend develops. Will we see more people switching to feature phones in the coming years, or will the convenience of smartphones continue to hold sway? Only time will tell.

Feature phones or ‘dumb phones’ are becoming popular again

high inflation rate, it is clear that many consumers are looking for alternatives.

One of the most notable alternatives is the feature phone. These devices are often smaller and more affordable than smartphones and offer basic functions such as texting, calling, and maybe some basic internet connectivity. They are also known for their long battery life, which can last for days or even weeks without needing to be recharged.

But why are feature phones becoming popular again? An important reason is that people are becoming increasingly aware of the negative effects of smartphone addiction, such as anxiety, stress, and social isolation. Feature phones provide a way for people to disconnect from constant notifications and distractions and focus on the present moment.

For many, it is simply a matter of wanting to disconnect from the constant barrage of notifications. By switching to a feature phone, they can still stay

