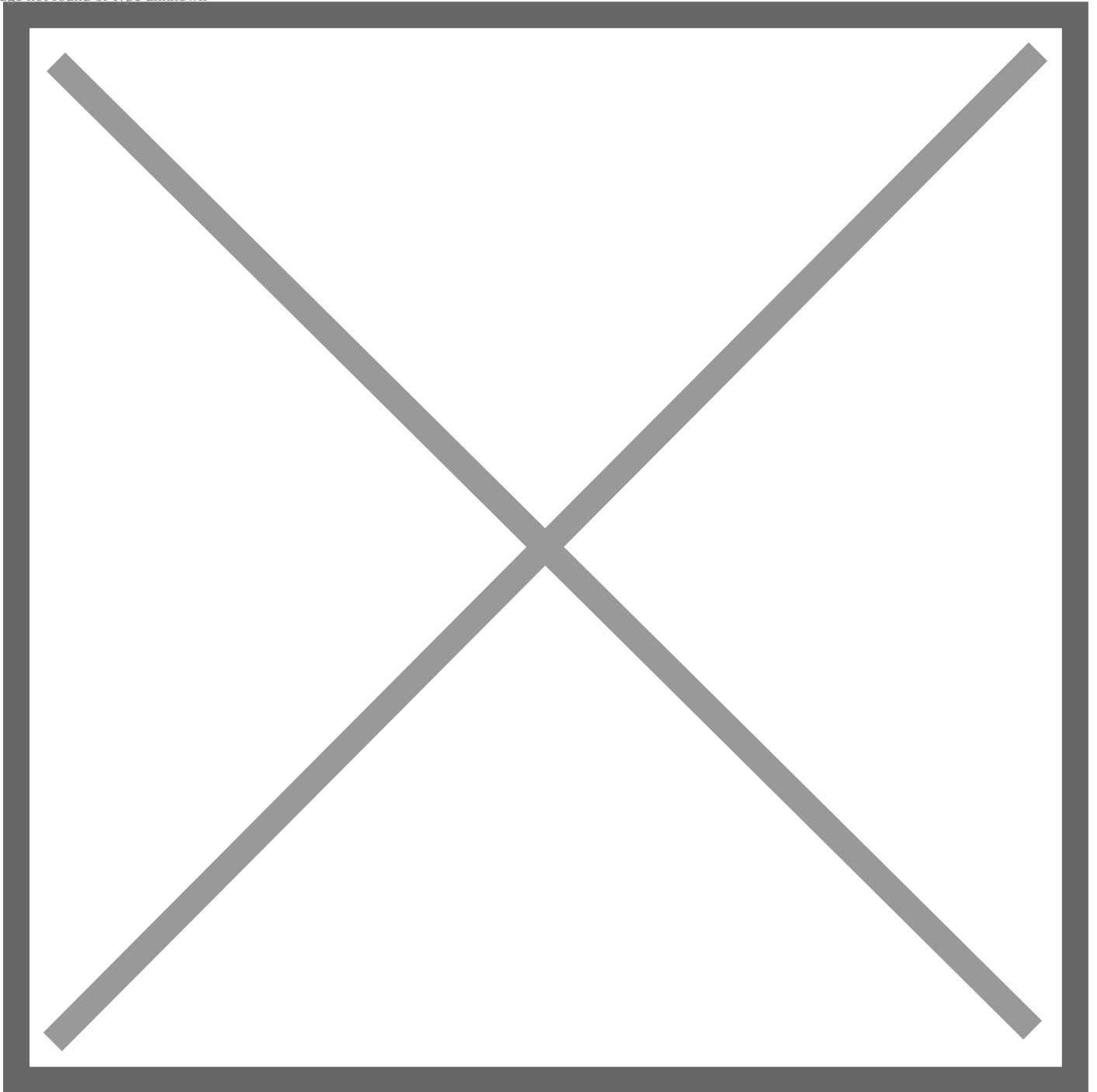


Toyota Announces 2017 Value Pricing for Corolla, Toyota 86 and Corolla iM Models

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TORRANCE, Calif., August 22, 2016 – – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer’s suggested retail prices (MSRP) for the 2017 Corolla, 86 sports car, and Corolla iM hatchback.

86

It’s got a new name, a new look and higher performance: the Scion FR-S adopts the Toyota 86 identity used in other global markets, as the Scion sports car transitions to the Toyota brand.

For its move to Toyota, the 86 sports car adopts more aggressive styling with a larger center intake emphasizing the low, wide stance of the car. The front of the car has a new high-tech design with standard LED front headlamps, daylight running lights, and turn signals, a new fog lamp bezel and revised bumper. The rear sports LED tail lamps and more sculpted bumper design with integrated aerodynamic diffuser. The alloy wheels feature a new twisted spoke design and 86 logos have been incorporated into a badge on the front fender, as well as inside the front headlamps.

The interior also features the 86 logo on the new “Granlux” material used on the instrument panel surround. The same material adds a new, soft feel to the door trim. Drivers also will enjoy new seating material with silver stitching and a revised steering wheel with integrated audio controls and an 86 logo on the center hub.

Enhanced control and agile performance are achieved through revised shock tuning and a spring rate change. On the six-speed manual version of the car, additional performance comes from a differential gear ratio change and revised engine tuning that increases the torque to 156 lb.-ft, as well as a five-horsepower increase to 205 hp. On both manual and six-speed automatic 86 models, Hill Start Assist Control (HAC) helps prevent the car from rolling back on steep hills from a stop.

The Toyota 86 also delivers outstanding fuel economy for a sports car: EPA-estimated 23 mpg city and 32 mpg highway with the six-speed automatic transmission and 20 city/27 highway with the six-speed manual.

The MSRP for the 2017 Toyota 86 is \$26,255 when equipped with a six-speed manual transmission, an increase of \$950 or 3.8 percent, and \$26,975 for the six-speed automatic, reflecting an increase of \$570, or 2.2 percent.

Corolla

Since it first launched in 1966, more than 43 million Toyota Corollas have been sold world-wide, making it the best-selling nameplate of all-time. Toyota celebrates Corolla’s 50th anniversary with refreshed styling and, more significantly, a new safety system. Just for good measure, though, Toyota has also introduced a Corolla SE 50th Anniversary Special Edition model.

The Corolla gets a sportier look for 2017 thanks to a new front grille and LED headlamps. The L, LE and LE Eco grades gain Bi-LED headlamps, while complex-LED headlamps come standard on SE, XSE and XLE grades. With the base L model adding a back-up camera, that feature is now standard across the Corolla line. Redesigned 16-inch wheels are standard on the LE and XLE, while the SE and XSE step up into standard 17-inch alloy wheels.

The 2017 Corolla’s upgraded fabric interior offers a choice between added elegance in the LE with Almond, Ash/Dark Gray or Black/Brown color schemes, or bold sportiness with Softex-trimmed sport seats with Vivid Blue, Orange Zest, and Black premium fabric inserts in the SE. A redesigned climate control panel and circular air vents add an upscale touch.

Standard Bluetooth and Entune™ Audio are among the features that help make the 2017 Corolla a standout value in its segment. Audio and connectivity upgrades abound, including available Entune Audio Plus with Connected Navigation (Scout® GPS Link App) or available Entune Premium Audio with Integrated Navigation and App Suite. Both the Entune Audio Plus and Entune Premium Audio systems feature a 7-inch touch screen

for 2017.

What Corolla customers are sure to appreciate, even more than great audio, is the advanced Toyota Safety Sense-P (TSS-P) technology. Standard on all Corollas, TSS-P is a safety system that bundles the Pre-Collision System with Pedestrian Detection; Lane Departure Alert with Steering Assist; Dynamic Radar Cruise Control and Automatic High Beams.

The Corolla 50th Anniversary Special Edition adds an exclusive exterior color, Black Cherry Pearl. Also available in Classic Silver and Blizzard Pearl, the Corolla SE 50th Anniversary Special Edition will be offered in a run of 8,000 vehicles.

Inside, Toyota made this anniversary model extra special with black mixed media seats with Black Cherry piping and contrast stitching. Black Cherry contrast stitching also trims the black interior's steering wheel and shift boot. The distinctive Black Cherry theme also distinguishes the dash panel and door trim, and unique "50th Anniversary Edition" floor mats and exterior rear badging make the final touch.

The 2017 Corolla 50th Anniversary Edition comes standard with a 7-inch touch-screen and Entune Audio Plus with Connected Navigation (Scout® GPS Link App). There's also a color 4.2-inch TFT Multi-Information Display in the gauge panel. A standard Smart Key system with push button start and power tilt/slide moonroof add an upscale touch to this special Corolla.

The MSRP for the 2017 Corolla ranges from \$18,500 for the L CVT grade with a continuously variable transmission with intelligent shift (CVTi-S) to \$22,680 for the XSE with CVTi-S. The MSRP's reflect an average overall increase of \$281, or 1.5 percent.

Corolla iM

For Corolla buyers looking to hatch up some great adventures, the iM is the perfect addition to the line-up. With its versatile hatchback, the new 2017 Corolla iM has plenty of room to handle gear for new excursions. Add in the iM's fun-to-drive, high-style, high-content and high-MPG features, and affordable pricing, creating an excellent value.

The Corolla iM's cabin is roomy, refined, versatile, and high-tech equipped. The chassis, with sophisticated double-wishbone rear suspension and standard 17-inch alloy wheels, smooths out urban bumps and tames adventurous curves. For more hands-on driving fun, a six-speed manual transmission is also available.

For 2017, the iM comes with standard Toyota Safety Sense™ C (TSS-C), as well as eight standard airbags, including a driver's knee airbag and a front passenger seat cushion airbag.

The TSS-C package features three proprietary active safety technologies and combines a camera and laser beam for enhanced performance and reliability. With Lane Departure Alert, Automatic High Beams and a Pre-Collision System, TSS-C can help prevent or mitigate collisions in a wide range of vehicle speeds.

Compact car buyers like to avoid pain at the pump no matter what. The iM offers a sweet spot of performance and efficiency, and is rated by the EPA an estimated 28 city/36 hwy/31 combined for the CVTi-S model and 27 city/35 hwy/30 combined for the six-speed manual.

Then comes the fun side. The 137 horsepower 1.8-liter 4-cylinder engine uses Valvematic continuously variable valve timing (lift and phasing) technology to offer a broad torque curve, so the iM feels responsive in all situations.

Both the manual and automatic iM models come standard with Hill Start Assist, which helps prevent roll-back when pulling away from a stop sign or traffic light on an incline.

The Corolla iM MSRP is \$18,750 for the six-speed manual, an increase of \$290, or 1.6 percent and \$19,490 for the CVTi-S Automatic with Sport Sequential Shiftmatic Mode, reflecting an increase of \$290, or 1.5 percent.

Toyota MSRPs do not include a delivery, processing and handling of \$865 for Toyota passenger cars. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

The 2017 Toyota 86 and Corolla iM will begin rolling into dealerships later this month. The 2017 Corolla will reach dealerships in early September.

2017 Toyota Prices

MODEL#	GRADE	MSRP 16MY	MSRP 17 MY	MSRP CHANGE (\$)	MSRP CHANGE (%)
6253	86 4-cyl. 6MT	\$25,305	\$26,255	\$950	3.8%
6252	86 4-cyl. 6AT	\$26,405	\$26,975	\$570	2.2%
1832	Corolla L 4-cyl. CVTi-S	\$17,900	\$18,500	\$600	3.4%
1852	Corolla LE 4-cyl. CVTi-S	\$18,735	\$18,935	\$200	1.1%
1856	Corolla XLE 4-cyl. CVTi-S	\$22,195	\$21,825	(\$370)	-1.7%
1863	Corolla SE 4-cyl. 6MT	\$21,665	\$21,665	\$0	0.0%
1864	Corolla SE 4-cyl. CVTi-S	\$20,065	\$20,445	\$380	1.9%
1866	Corolla XSE 4-cyl. CVTi-S	\$23,125	\$22,680	(\$445)	-1.9%
1872	Corolla LE Eco 4-cyl. CVTi-S	\$19,135	\$19,335	\$200	1.0%
6273	Corolla iM 4-cyl. 6MT	\$18,460	\$18,750	\$290	1.6%
6272	Corolla iM 4-cyl. CVTi-S	\$19,200	\$19,490	\$290	1.5%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.