

2016 Toyota Camry Continues Domination of Midsize Segment and Debuts New Special Edition

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After introducing the boldest-looking, quietest-riding, most comfortable and best-handling Camry ever for 2015, Toyota is boosting the momentum of America's best-selling passenger car by adding a new Special Edition for 2016 and upgrading an already cutting-edge line of multimedia systems.

The redesigned Camry introduced a new chiseled design, and for 2016, the Special Edition shows off the wind-cheating lines to great effect in a choice of two exterior colors, Blizzard Pearl and new Blue Streak Metallic, accented by a smoked taillight treatment. The 18-inch alloy wheels in an exclusive design feature a machined finish and gloss black-painted accents.

The "special" in Special Edition certainly applies to the cabin, where this Camry features a standard power tilt/slide moonroof and a unique interior theme with blue contrast stitching, gauge cluster and trim, plus exclusive floor mats. The Camry Special Edition steps up user technology with a Smart Key System and Qi wireless charging for compatible smart phones. The standard Entune Audio Plus with a new Connected Navigation Scout® GPS Link App, uses the customer's smartphone to provide navigation functionality through the head unit. For those who prefer integrated navigation, the available Entune Premium Audio with Integrated Navigation and App Suite provides it.

Depending on model grade, the Camry offers a variety of audio and Navigation packages with either 6.1-inch or 7-inch touch-screen displays. For 2016, the XLE and XSE upgrade from the 6.1-inch display to the 7-inch. Camry XLE and XSE grades equipped with 4-cylinder engines also gain the new Connected Navigation Scout® GPS Link App. (This Entune Multimedia feature is optional for the LE and SE grades.)

Expressive. Athletic. Exciting. Yes, It's a Camry.

Redesigned for 2015, Camry looks like none that came before it. It's sleek, bold, muscular and confident, with a road-hungry looking front bumper and grille. The Camry offers available LED low- and high beams with auto static leveling, and front turn signal indicators and LED DRL's are integrated for an elegant appearance. Tail lamps wrap around into the tapered rear quarters for a sophisticated appearance.

Getting Sporty, Getting Younger

Long admired for being the standard bearer for quietness and ride comfort in the midsize sedan class, the Camry dialed up the sportiness factor in last year's redesign. So, in addition to evolving to become the best-handling and most comfortable-riding Camry ever, it also became the most agile and engaging to drive.

Toyota had already added a road athlete to the Camry family with the SE model, which has come to account for 45 percent of sales. The SE drivers are, on average, 12 years younger than other Camry customers, too. Toyota upped the ante in the redesign by adding an even more sport-focused specially-tuned suspension on SE, XSE and Special Edition models. The XSE also comes standard with 18-inch machined finish alloy wheels with gloss black accents and P225/45/R18 tires, as well as added amenities.

The LE and SE models are powered by the 178-hp 2.5-liter four-cylinder engine, while the XLE and XSE offer the four-cylinder, or a 268-hp 3.5-liter V6 – one of the few sixes available in the midsize segment. Both Camry gasoline engines employ Dual Variable Valve Timing with intelligence (Dual VVT-i) which controls valve

timing on both the intake and exhaust camshafts for optimal performance and efficiency at all engine speeds. Each engine comes teamed with a six-speed automatic transmission, a combination that resulted in an EPA-estimated 25 MPG city / 35 MPG highway fuel economy ratings for the four and 21 MPG city / 31 MPG highway for the V6.

Camry Hybrid: 43 MPG City

Toyota has become the undisputed hybrid leader, with seven hybrid vehicles in its 2016 model line. With its Hybrid Synergy Drive powertrain, the 2016 Camry Hybrid LE offers an EPA estimated 43 mpg city/39 mpg highway/41 mpg combined fuel economy. The Camry Hybrid is also available in XLE and SE grades, so hybrid drivers can enjoy the same luxury and sportiness available in the gasoline model.

The Toyota Hybrid system remains the standard for seamless performance. Through its unique transaxle, Hybrid Synergy Drive combines output from the 2.5-liter Atkinson cycle four-cylinder engine and a small high-torque electric motor. The system produces a combined 200 horsepower and varies power between the gas engine and electric motor, or combines both, as needed. A 7.6-second zero-to-60 acceleration time places the Camry Hybrid's performance between the four-cylinder and V6 models.

Regenerative braking converts the electric motor to a generator that captures kinetic energy when the brake is applied, storing it in the hybrid battery pack. Hill-start assist control helps prevent the vehicle from rolling backward when starting off on an incline when the brake pedal is released.

Driver-selectable modes help the Camry Hybrid to get the most out of every gallon of gasoline. For example, ECO mode optimizes throttle response and air conditioning output to help prioritize fuel economy. You can select EV mode to operate the Camry Hybrid solely on the electric motor for up to 1.6 miles at lower speeds (below approximately 25 mph). A Hybrid System Indicator and fuel consumption indicator, located in the 4.2-inch TFT screen, helps the driver to operate the car as economically as possible.

Plush, Hushed Cabin

Everywhere you look and touch, the Camry cabin presents premium soft-touch materials, an overall roomier feel and enhanced amenities. Varying by model, seat cover textures range from premium fabric up to genuine leather trim and Ultrasuede with durable, high contrast French-stitching. Detailed stitching and satin chrome trim give the new Camry cabin a sophisticated appearance and luxurious feel.

The center stack shows off a high-tech, upscale look that smoothly integrates with the console. The Camry's console tray offers more storage and a convenient power source in the storage box. The enclosed bin in front of the shifter offers a 12v power port, USB port and an available wireless charging system for select smart phones.

A 4.2-inch TFT screen nestled between the three-dimensional Optitron gauges is standard on all grades. The screen's color animation displays a wide range of vehicle functions and coordinates with the multimedia system to display audio, navigation, warnings and communications. It's also networked with the direct Tire Pressure Monitoring System (available on select models) so you can even see at a glance the pressure in each tire.

IIHS Top Safety Pick+

Like all 2016 Toyota vehicles, the Camry comes standard with the STAR Safety System, which includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist. It also features the Smart Stop Technology brake-override system.

The 2016 Camry offers in-demand advanced safety features in the available Technology Package which includes Pre-Collision System, Adaptive Cruise Control, and Lane Departure Alert with Auto High Beam. A Blind Spot Monitor with Rear Cross Traffic Alert is also available on select models. So equipped, the 2015 model earned

the Insurance Institute for Highway Safety (IIHS) Top Safety Pick+ rating. That's in addition to the 10 standard airbags that include dual-stage advanced SRS front airbags, front and rear seat-mounted side airbags, side curtain airbags and a driver's and front passenger's knee airbag.

The available Safety Connect™ telematics system on XLE grades (with a one-year complimentary trial subscription) covers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Roadside Assistance.

The SE and XSE Youth Movement

What's driving younger customers to choose the new Camry? Two key reasons are the SE and XSE model grades. Both feature specially tuned suspension that takes advantage of the Camry's highly rigid body structure to offer sporty agility. Each also comes with a sporty look that brings out the driving enthusiast in you.

Both the Camry SE and XSE are distinguished by a unique front fascia design with a sport, piano-black mesh grille. The halogen or LED headlamps (standard on V6) on these sporty models get an almost sinister-looking dark chrome coating, in contrast to the clear appearance on the other grades. Each model has its own specific suspension tuning, with the SE riding on 17-inch alloy wheels with graphite finish and the XSE with 18-inch machine finish alloy.

There's performance DNA deeper down, too. In both models, sport front seats with more supportive side bolsters grip the driver, and the driver grips a leather-trimmed three-spoke steering wheel. Both the SE and XSE feature a multi-mode console shifter and steering wheel paddle shifters for the six-speed automatic transmission. Exclusive to the SE and XSE, the transmission features faster shift times when in "S" mode, along with downshift blipping control to heighten the performance-driving feel.

The SE treatment is also available for the Camry Hybrid and it's more than just a sharper look for this eco-sensitive model. Specific suspension tuning, with unique stabilizer bar, absorber valve structure, and control arm bushing components, make this one fun-loving hybrid sedan. Even the vehicle stability control system has been retuned for smoother intervention and a more natural driving feel.

Entune™ Multimedia

All 2016 Camry models feature a standard Bluetooth® wireless connection for compatible hands-free phone calls, and a phone book transfer function is available. Steering wheels in all models feature integrated audio and Bluetooth controls. A standard USB port allows playing music and video from portable audio devices, using the vehicle sound system and available in-dash display screen, and includes full iPod® integration.

The top-of-the-line Entune multimedia system is equipped with a 7-inch Premium HDD Navigation system with Entune® and JBL GreenEdge™ audio system (available on select models). The system's split-screen can simultaneously display navigation and audio information. The GreenEdge™ eight-channel amplifier is lighter and produces higher sound output than conventional amplifiers while consuming less energy. The available HD Radio system includes iTunes® tagging and SiriusXM Satellite Radio™ (with a 90-day complimentary trial).

The available 7-inch touch screen display serves as a portal for Entune®, Toyota's innovative multimedia system with access to the subscription-free App Suite that turns a compatible smartphone into a source of information and entertainment with access to popular mobile applications and data services. Launch Entune apps by pressing a switch on the steering wheel and speaking the name of the app, then using the audio controls or voice commands to operate it. The Entune App Suite includes mobile apps for Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora®, Facebook Places, Yelp™ and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stock.

Every Camry sold in North America is the product of over 7,000 skilled American team members. With significant design and engineering in Michigan, and assembly in Kentucky, a unique American touch goes into each Camry.

Peace of Mind Warranty Protection

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and against corrosion with no mileage limitation. The hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for eight years/100,000 miles.

Standard Toyota Care is a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.