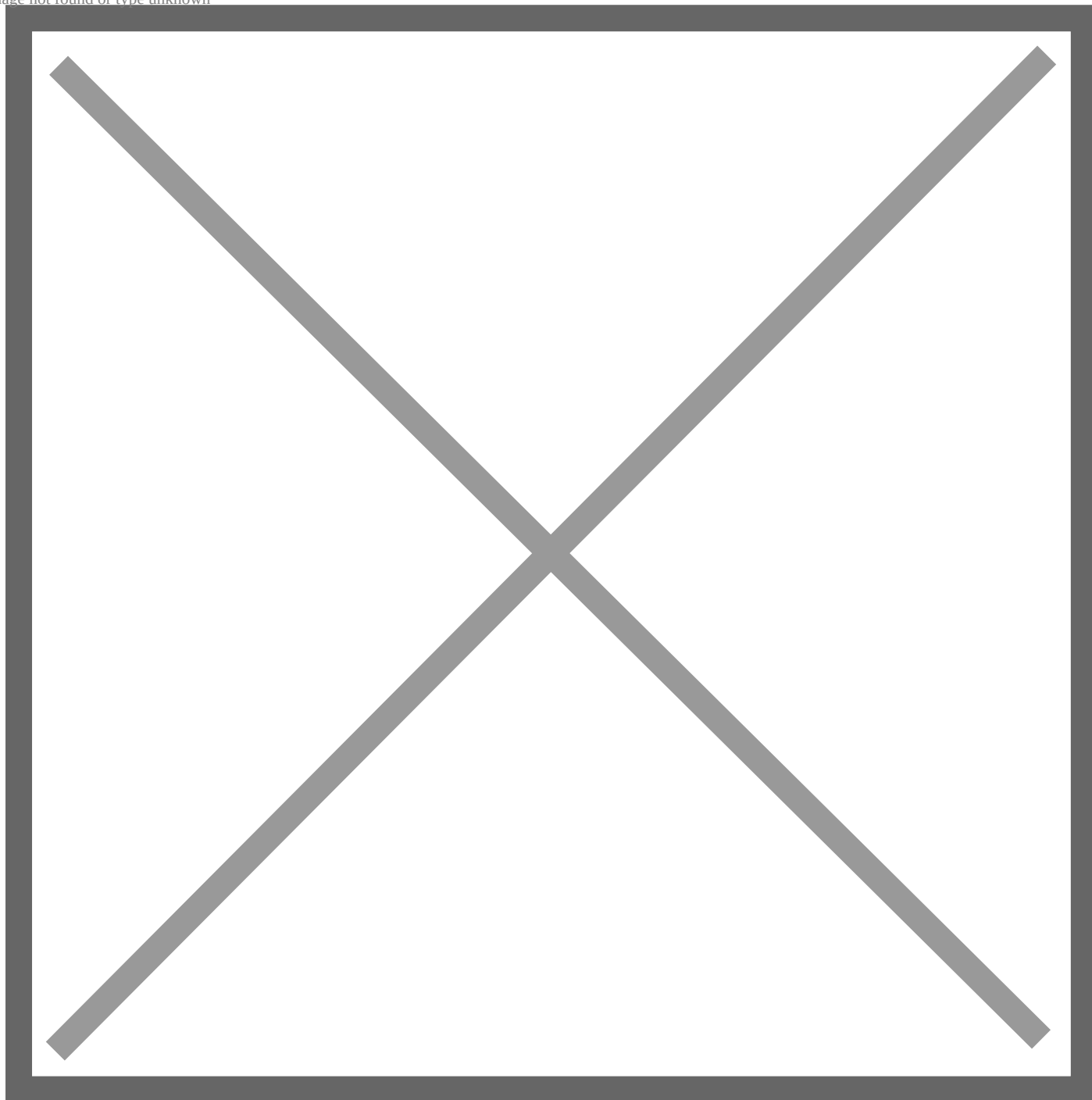


Redesigned 2015 Toyota Yaris Sub-Compact: Sharper Styling, More Comfort and Value Priced

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TORRANCE, Calif., (July 23, 2014) – A bold new look with a distinct European flavor. A new, quieter interior crafted from improved materials. *And a new attitude.* The redesigned 2015 Toyota Yaris checks all of the boxes for small-car shoppers. And then it adds and checks two more boxes for fun and value. In 3-door or 5-door liftback models, the 2015 Yaris makes every day driving less *every day*.

The 2015 Yaris, like the previous-generations, comes in 3-door and 5-door liftback configurations, but the style is all-new. The new Yaris combines an energetic shape with a more comfortable cabin. The 2015 Yaris receives an aggressive new look with a horizontal chrome grill treatment that appears to continue right in to the headlamp. A larger, bolder grille opening gives this fun-to-drive car just the right touch of “attitude” in its look.

Newness permeates the Yaris cabin. Sitting in premium seats, the Yaris driver faces a sporty new dashboard design and touches new, softer materials throughout.

Retuned suspension, a more rigid body structure, additional sound insulation and attention to aerodynamic details all help to give the 2015 Yaris a smooth, dynamic and quieter ride. With safety always at the forefront, the Yaris continues to come equipped with nine standard SRS airbags, including curtain shield airbags and front seat cushion airbags.

Altogether, that’s a lot of *new* packed into an easy-driving small car with big fuel economy numbers and the brand’s penchant for high QDR (Quality, Dependability and Reliability).

The Value of Fun

Fun, functionality and value come together in the 2015 Yaris. The smooth-revving 1.5-liter, 16-valve, four-cylinder DOHC engine equipped with variable valve timing with intelligence (VVT-i) produces 106 hp at 6,000 rpm and 103 lb.-ft. of torque at 4,200 rpm. The broad torque curve makes those numbers seem even bigger when you’re driving the Yaris, which offers snappy response with either transmission.

A smooth-shifting five-speed manual transmission, made smoother by an improved hydraulic clutch, is standard. An available four-speed electronically controlled automatic transmission features a compact, lightweight design and low friction for high fuel efficiency.

Toyota Value Through and Through

The Yaris comes in base L, premium LE and sporty SE models, each a single-spec trim that eliminates option packages. Standard features on the L grade include air conditioning, 60/40 split fold-down rear seat, new, quick ratio, sport-tuned Electric Power Steering with power-assisted rack-and-pinion, power windows with driver’s side auto down, three-spoke tilt steering wheel, power door locks, Daytime Running Lights, and 15-inch wheels with wheel covers.

The Yaris LE adds the convenience of cruise control, power mirrors, steering wheel audio controls silver/metallic interior accents and remote keyless entry with an engine immobilizer. The LE rides in style on 15-inch alloy wheels.

The SE package turns the Yaris into an urban-cool sporty ride, with projector headlamps and LED daytime running lights, integrated fog lamps, rear spoiler and special gloss black with machine-surfaced 16-inch alloy wheels. The SE adds a sport-tuned suspension, now with a solid stabilizer bar, and four-wheel disc brakes that are one-inch larger in the front.

Inside, the SE is equipped with a leather-trimmed tilt three-spoke steering wheel and shift knob, sport meter and tachometer. The SE has its own unique sport fabric and includes gloss black accents throughout.

All models get Yaris Entune Audio with a 6.1-inch touch screen, an AM/FM CD player with MP3/WMA playback capability, six speakers, HD Radio™ with iTunes® Tagging, auxiliary audio jack, USB port with iPod® connectivity and control, hands-free phone capability, voice recognition, and music streaming via Bluetooth® wireless technology.

For the first time in a Yaris, a navigation system is available as a dealer-installed option.

The redesigned mono-spec Yaris adds up to an excellent value. The manufacturer's suggested retail price (MSRP) for the 2015 Yaris will range from \$14,845 for the three-door L with a manual transmission to \$17,620 for the five-door SE with a four-speed automatic.

The MSRP for the 2015 Yaris does not include the delivery, processing, and handling (DPH) fee of \$825 for vehicles scheduled for processing on, or after, July 27, 2014. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

Model#	Grade	Transmission	Body Style	2014 MSRP	2015 MSRP	MSRP change (\$)	MSRP Change (%)
1421	L	5MT	3DR	\$14,430	\$14,845	\$415	3%
1422	L	4AT	3DR	\$15,155	\$15,570	\$415	3%
1424	LE	4AT	3DR	\$16,015	\$16,505	\$490	3%
1463	SE	5MT	5DR	\$16,540	\$16,820	\$280	2%
1462	L	4AT	5DR	\$15,455	\$15,945	\$490	3%
1464	SE	4AT	5DR	\$17,340	\$17,620	\$280	2%
1466	LE	4AT	5DR	\$16,490	\$16,880	\$390	2%

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