

Toyota Yaris Offered in Two Liftback Models For 2013

November 16, 2012

TORRANCE, Calif., Nov. 16, 2012 – The fun, efficient Toyota Yaris, which was all-new for the 2012 model year, continues into 2013 in three-door or five-door liftback models. Sporty styling, outstanding safety features and high fuel economy ratings make the 2012 Yaris a compelling choice in its segment. New for 2013, all model grades come with the Tech Audio Package as standard.

“There is a lot of excitement in the subcompact category today, but the 2013 Toyota Yaris is at the top of the list when it comes to combining value and fuel efficiency with style and fun,” said Toyota Division Group Vice President and General Manager Bill Fay. “Today’s young, price-conscious shoppers want the complete package that the new Yaris offers: room for their friends and gear, along with a strong list of standard convenience and safety features.”

From its smart interior design and quiet, refined passenger cabin to its responsive driving dynamics, the 2013 Yaris delivers an optimal combination of the traits shoppers’ demand in a smaller, fuel-efficient car today. The 2013 Yaris features remarkable attention to detail in the design and engineering.

The Tech Audio Package equips the Yaris with the most in-demand music features, including an AM/FM/CD head unit, six speakers, a USB port with iPod® connectivity, and SiriusXM Satellite Radio compatibility, Bluetooth® wireless technology provides hands-free phone capability, music streaming and phonebook access, and automatic sound leveling adjusts for outside noise. The system plays MP3/WMA CDs, and provides MP3 sound enhancement. An auxiliary input jack enables connecting other types of digital music players.

Liftbacks for Today’s Lifestyles

Today, liftback body styles dominate the subcompact vehicle segment, preferred by 70 percent of new retail car buyers in this category. The Yaris Liftback features a sporty look. The 98.8-inch wheelbase yields a smooth ride and roomy interior, while an overall length of 153.5 inches helps make the Yaris highly maneuverable in tight situations. Compared to the previous-generation Yaris, the current model offers up to 68 percent more cargo room along with additional headroom and passenger volume, all within a highly aerodynamic body yielding a 0.30 coefficient of drag.

The 2013 Yaris is equally at home navigating through city traffic, heading to the mall or hitting the highway for a road trip. With a tight turning circle and quick, responsive steering, the new Yaris proves nimble on crowded streets and parks easily in tight spaces.

Grade Strategy

The 2013 Yaris is offered in three grades, with the entry-level L and value-packaged LE editions available either as a three-door liftback or five-door liftback. The sport-tuned SE is available only as a five-door. A high standard equipment level across all grades and simplified options make it easier for customers to find the car they want at an affordable price.

Emphasis on Driving and Performance

The 2013 Yaris was designed for fun and functionality. All models are powered by a 1.5-liter, 16-valve, four-

cylinder DOHC engine equipped with variable valve timing with intelligence (VVT-i), producing 106 hp at 6,000 rpm and 103 lb.-ft. of torque at 4,200 rpm. The broad torque curve provides plenty of response for both manual transmission and automatic transmission vehicles.

All Yaris L, LE and SE models are available with a four-speed electronically controlled automatic transmission, featuring a compact, lightweight design and reduced friction for greater fuel efficiency. A smooth-shifting five-speed manual transmission is available on L and SE models only.

Both the front MacPherson-strut and rear torsion-beam suspension is tuned to deliver a smooth ride and engaging driving feel. Electric power steering provides good road feel at highway speeds while aiding low-speed parking maneuvers. The Yaris L and LE versions come with 15-inch wheels as standard, while the SE moves up to 16-inch alloy wheels.

Nine Standard Airbags Lead Impressive List of Safety Features

The 2013 Yaris offers an impressive array of safety features. Standard driver and front-passenger dual-stage airbags (SRS) are complemented by front-seat mounted side airbags and a knee airbag for the driver. Roll-sensing side airbags are fitted to both front- and rear-row seats for a total of nine airbags. An impact-absorbing body structure utilizes high-tensile strength steel to effectively distribute collision forces.

In common with all Toyota vehicles, the Yaris features Toyota's 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. The new Yaris also features Smart Stop Technology, Toyota's brake-override system, as standard.

This recent -generation Yaris' are equipped with Toyota's Advanced Whiplash Injury-Lessening (WIL) front-seat structure helps to ensure that the region from the head to the lower back are equally supported, helping to reduce whiplash-type injuries during certain types of rear end collisions.

Comprehensive List of Standard Features

In addition to its many safety features, all Yaris models are well equipped with popular comfort, convenience and technology features.

Starting with the Yaris L, all models include standard electric power steering, power-assisted ventilated front disc brakes, power door locks and a Cold Weather Package. Other standard features include air conditioning, six cup and bottle holders, and storage cover for the cargo area. Halogen headlamps and intermittent front windshield wiper are also standard.

The single-windshield wiper with wet-arm system reduces weight and provides better performance than the traditional two-arm type. The system sprays washer fluid from the base of the wiper arm directly in the path of the blade for improved cleaning and wiping action.

All 2013 Yaris is now standard equipped with Tech Audio on all grades (formerly only standard on LE and SE grades). Tech Audio includes AM/FM CD player with MP3/WMA playback capability and MP3 sound enhancement, six speakers, SiriusXM Satellite Radio compatible (additional hardware and subscription required), HD Radio™, auxiliary audio jack, USB port with iPod® connectivity, auto sound leveling, hands-free phone capability, phone book access, and music streaming via Bluetooth® wireless technology and iPod® interface.

The Yaris LE includes standard power windows with driver's auto-down, power mirrors, cruise control, steering wheel audio controls, and a remote keyless entry system with engine immobilizer.

Exterior Styling

The bold and assertive presence of the Yaris design is visible from all angles, starting with the distinctive protruding front profile with wide headlamps and integrated turn signals.

The profile displays a steeply sloped beltline, and flowing curves that appear to stretch the image of the vehicle. The shoulder lines continue around to the rear, creating a sharp, solid look.

Unusual for a car in this segment, eight exterior colors are available for the 2013 Yaris, including Super White, Classic Silver Metallic, Magnetic Gray Metallic, Black Sand Pearl, Absolutely Red, Lagoon Blue Mica, Wave Line Pearl and Blazing Blue Pearl.

Interior Design

The Yaris interior provides a level of detail not often seen on cars in this price class. The doors close with a smooth, solid feel. Additional sound-absorbing and insulating materials make for a quieter ride. Upgraded fabrics and a soft-touch dash highlight a more premium, sporty interior. The front seats are now wider, and sculpted to help reduce fatigue on long trips.

The driver experience is enhanced with a three-spoke tilt steering wheel, featuring a thick grip and a flat-bottom shape to reduce knee interference. The instrument cluster located in front of the driver and includes a multi-instrument display with odometer, twin trip meters, clock, outside temperature reading, fuel economy display, average speed and Eco-Driving indicator.

Yaris L models feature a one-piece folding rear seat, while LE and SE editions include a 60/40 split fold-down rear seat. Compared to the previous Yaris liftback, the luggage compartment area has been lengthened by 5.7 inches, and widened by 2.1 inches, to increase cargo volume by 64 percent in the 3-door and 68 percent in the 5-door. Cargo capacity with the seat up is 15.3 cu. ft. on the 3-door and 15.6 cu. ft. on the 5-door.

The Sport-Tuned Yaris SE

The Yaris SE provides more driving fun with its sport-tuned suspension, quicker ratio steering, standout styling and driver-oriented interior. The SE features both front and rear disc brakes, with the front disc nearly an inch larger in diameter than L and LE versions. The SE is equipped with P195/50R16 tires and alloy wheels.

The SE makes a distinctive statement with smoke-trim multi-reflector halogen headlamps, integrated fog lamps and color-keyed grille with sport mesh insert. It features color-keyed front and rear underbody spoilers, rear spoiler and rear diffuser, set off by a chromed exhaust tip and SE badge.

Inside, the driver faces a sporty instrumentation package, with an analog speedometer, tachometer, fuel gauge, and digital Multi-Instrument Display. The leather-trimmed tilt three-spoke steering wheel includes audio controls and standard cruise control. Exclusive sport seats help add shoulder-level support for more comfort and control. The Yaris SE also includes a six-way adjustable driver's seat and four-way adjustable passenger seat with sport fabric trim.

Toyota Quality, Warranty and Care

Toyota's 36-month/36,000 mile basic new-car 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 all-new Toyota Yaris will also come standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

#