

Toyota Announces Pricing for All-New 2012 Camry and Camry Hybrid

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TORRANCE, Calif., August 23, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc. today announced manufacturer's suggested retail prices (MSRP) for the all-new, seventh-generation Camry, America's best-selling car for nine years running and 13 of the past 14 years. The Camry remains an excellent value as all popular models receive either a price decrease or remain flat in comparison to last generation Camry models. The 2012 Camry and Camry Hybrid debut a bold, sophisticated new design with a more spacious interior, class-leading safety features, improved driving dynamics and an even quieter ride than before.

"Despite all of the enhancements to the all-new Camry, prices for all popular models have been reduced with dramatic repositioning on SE, XLE and Hybrid models, representing the best value in the segment," says Bob Carter, Toyota Group Vice President and General Manager. "Competing in the industry's most competitive segment, we expect the Camry to continue as America's best-selling car."

The all-new Toyota Camry is powered by a revised 2.5-liter four-cylinder engine equipped with Variable Valve Timing with intelligence (VVT-i), which features reduced noise and vibration levels and produces 178 horsepower, an increase of nine horsepower, and 170 lbs.-ft. of torque. Fuel economy is also improved with EPA estimated mpg ratings of 25 city/35 hwy/28 combined. All four-cylinder models are matched with six-speed automatic transmissions.

For those looking for more power, a 24-valve, DOHC 3.5-liter V6, which employs Dual VVT-i is available in the SE and XLE models. The V6 generates 268 horsepower and 248 lbs.-ft. of torque and is matched to a six-speed automatic transmission with sequential shift and has EPA-estimated fuel economy ratings of 21 city/30 hwy/25 combined.

All 2012 Camrys are equipped with a class-leading 10 standard airbags, and like all Toyota models, the Camry will feature Toyota's Star Safety System™ standard, 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 standard Smart Stop Technology brake-override system. An electronic tire pressure monitoring system is also standard.

Simplified Model Line-Up

The all-new Camry and Camry Hybrid will offer four different model grades to choose from. Camry will be available in the entry-level L, value-driven LE, premium XLE and sporty SE grades. The XLE and SE are available with four-cylinder or V6 engines. The Camry Hybrid is offered in LE and XLE grades.

The Camry L is equipped with an impressive list of standard features including standard Bluetooth® hands-free capability, air conditioning with air filter, power windows with driver's auto-down, power door locks, cruise control, dual color-keyed power outside mirrors, projector beam headlamps, a tilt and telescopic steering wheel, tire pressure monitor system and a six-speaker AM/FM/CD audio system with an auxiliary audio jack and USB with iPod® connectivity. It also comes with 16-inch wheels and four-wheel disc brakes. All of this standard equipment in the Camry L adds up to an excellent value with a base MSRP of \$21,955.

For \$545 more, the Camry LE model adds to this package a long list of additional features starting with the all-new Display Audio system, which features a 6.1-inch touch screen that provides vehicle information and offers phone book access and music streaming via Bluetooth wireless technology. The LE model also includes remote keyless entry, auto on/off headlamps, side rocker panels with chrome inserts, steering wheel with audio and Bluetooth controls, and variable intermittent wipers. The Camry LE will carry a base MSRP of \$22,500, a decrease of \$200 or 0.9 percent compared to the 2011 model.

The sporty Camry SE four-cylinder model is a tremendous value, adding 17-inch alloy wheels, the all-new Display Audio system, a stylish integrated body kit, sport-tuned suspension and steering, unique headlamps with black sport trim bezels, chrome exhaust tip(s), heated outside mirrors, a leather-wrapped steering wheel with paddle shifters, a leather shift knob and unique Softex-trimmed sport seats, all for only \$500 more than the LE model.

Four-cylinder SE models will have an MSRP of \$23,000, a decrease of \$965 or 4.0 percent. Despite adding content such as 18-inch alloy wheels, sport-tuned suspension, unique body styling, smart key, and Display Audio with navigation and Entune™, the 2012 SE V6 model will remain priced at \$26,640.

The Camry XLE adds premium content with additional standard features like the all-new Display Audio, 17-inch alloy wheels, premium chrome exterior accents, heated outside mirrors, integrated chrome fog lamps, leather-wrapped steering wheel with integrated audio and Bluetooth controls, wood-style interior trim, dual-zone auto climate control with rear air vents and eight-way power driver seat.

The Camry XLE will start at \$24,725 for four-cylinder models, a decrease of \$2,000 or 7.5 percent compared to previous model year. Camry XLEs equipped with the V6 engine will come standard with Display Audio with Navigation and Entune, along with leather-trimmed seats with heated driver and front passenger seats, back up camera, and smart key. The MSRP for XLE V6 models will be \$29,845, which is the same price as the 2011 model.

Camry Hybrid Offers More Power and Class-Leading MPG

The Camry Hybrid model is also reinvented for 2012, utilizing a highly revised Hybrid Synergy Drive powertrain that includes a new 2.5-liter four-cylinder engine, which produces a combined 200 horsepower and offers better MPG, all while featuring a significantly lower MSRP than its predecessor.

The Camry Hybrid LE not only delivers the best MPG of any mid-size sedan, achieving manufacturer-estimated 43 city/39 mpg hwy/41mpg combined, but it will also carry a MSRP of \$25,900, an impressive decrease of \$1,150 compared to the 2011 model. The premium Camry Hybrid XLE model features a MSRP of \$27,400, a decrease of \$800 compared to the previous model with upgrade package.

The new Camry models with four-cylinder and V6 engines will begin reaching Toyota dealers in October; Camry Hybrid models will arrive in November. The MSRPs for the 2012 Camry do not include the delivery, processing and handling (DPH) fee. The DPH for the Camry is \$760. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.