

2010 Toyota Yaris Gains Star Safety System

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TORRANCE, Calif. (September 24, 2009) Toyota has added standard Vehicle Stability Control (VSC) and Traction Control (TRAC) to all Yaris models for 2010. These features make all Yaris models standard with Toyota Star Safety System™, which also includes an Anti-lock Braking System, Electronic Brake-force Distribution (EBD) and Brake Assist. Yaris is the only vehicle in its segment to offer this set of safety features as standard equipment. A manual transmission with standard tachometer is now available on the five-door model. Rear window defroster is now standard on all Yaris models.

The Yaris line includes three distinct models, including a four-door sedan, three-door Liftback and a five-door Liftback.

Yaris remains the smart choice for consumers looking for outstanding value, safety features and fuel economy in the entry subcompact category. With the five-speed manual transmission, Yaris is EPA-rated to achieve 29 MPG city / 36 MPG highway; the ratings are 29/35 with the smooth-shifting four-speed electronic automatic transmission.

Performance and Efficiency

The Toyota Yaris brings a high level of balanced value, safety and a fun-to-drive experience to the entry subcompact segment. Its 1.5-liter four-cylinder engine is equipped with variable valve timing with intelligence (VVT-i) and produces 106 hp at 6,000 rpm and 103 lb.-ft. of torque at 4,200 rpm. The optional four-speed automatic transmission features uphill/downhill shift logic to reduce gear “hunting” for smooth performance when driving in hills.

Handling and Ride

The Yaris is built around a highly rigid structure incorporating strategic use of high-tensile steel. Damping materials strategically located throughout the body structure reduce noise, vibration and harshness (NVH) to help give Yaris a comfortable, quiet ride. Suspension and steering are tuned to deliver responsive handling, a smooth ride and excellent maneuverability, including a remarkably tight 32.6-ft. turning circle for the Sedan and just 30.8-ft. for the Liftback.

The L-arm MacPherson strut front suspension includes a 0.9-inch stabilizer bar. A hydroformed torsion beam axle for the rear suspension provides efficient packaging. Both the Yaris Liftback and Sedan ride on standard 175/65 R14 tires with steel wheels and full wheel covers. Newly-styled 15-inch steel or aluminum-alloy wheels are also available.

The sport-themed Liftback and Sedan S models feature color-keyed front and rear under-bumper spoilers; amber illuminated tachometer; sport seat fabric; leather-wrapped steering wheel and shift knob; rear window defroster; rear window wiper; AM/FM/CD player with MP3/WMA capability iPod® interface; auxiliary audio jack, satellite radio capability, CD text display function; and “S” badging. Aluminum-alloy wheels are available.

Safety and Security

Yaris helps protect its occupants with a reinforced cabin that integrates front and rear crumple zones and energy-absorbing materials on the roof and doors. All five seating positions are equipped with height-adjustable headrests and three-point seatbelts, and the front seatbelts integrate pretensioners and force limiters. Standard driver and passenger advanced dual-stage front airbags (SRS) inflate according to collision severity. A front seat passenger sensor is designed to detect weight capacity on the seat to determine whether the airbag should inflate

and the correct inflation power.

Front-seat-mounted side airbags with first and second row roll-sensing side curtain airbags are standard in all Yaris models. The rear seat is equipped with the Lower Anchors and Tethers for Children (LATCH) uniform child restraint anchorage system.

Comfort and Convenience

The Yaris Liftback interior provides roominess that belies its exterior dimensions. The comfortable cabin provides rear seating for three with headrests in all seating positions. A 60/40 split rear seatback is included in the optional Convenience Package on Sedan and Power Package on Liftback. Yaris models are designed for convenience, providing easy-to-reach audio and climate controls, an array of storage spaces including a center console with built-in storage, and cup holders in the front and rear. The Liftback's rear seatback folds down to expand cargo capacity from 9.3 cubic feet to 25.7 cubic feet. The Yaris Sedan's spacious trunk offers nearly 12.9 cubic feet of capacity.

The instrument cluster is center-mounted and high on the dash to enhance forward visibility. Generous standard convenience features on Yaris Liftback and Sedan models include air conditioning; tilt steering wheel; rear window deforster; tachometer on manual transmission models; digital clock; a map light; intermittent windshield wipers with mist control; and dual sunvisors with vanity mirrors.

Options

Yaris is available with a number of comfort and convenience options, as well as a selection of accessories for individualization. The convenience package is available on the Sedan and Liftback and adds an AM/FM CD player with MP3/WMA playback capability auxiliary audio jack (AUX), satellite radio capability, and CD text display function; upgraded 185/60R 15-inch tires on steel wheels with full wheel covers; and 60/40 folding rear seatbacks. The Liftback includes a rear wiper and a sliding and reclining feature in the rear seats. All audio systems are satellite radio capable.

The optional Power Package further equips Yaris with power door locks, windows, and side mirrors. New for 2010, all Yaris models include a remote keyless entry system and engine immobilizer. The Sedan Power Package also includes upgraded interior trim.

The Sport Package, available on Liftback and Sedan, features color-keyed front and rear under-body spoilers; side rocker panels; rear spoiler; integrated front fog lamps; amber illuminated tachometer; driver and front passenger sport seats with sport fabric; leather-wrapped steering wheel and shift knob; AM/FM/CD player with MP3/WMA capability iPod® interface; auxiliary audio jack, satellite radio capability, CD text display function; and "S" badging.

By selecting the Power or Sport Package, customers can individualize the Yaris with stand alone options, which include 15-inch alloy wheels and cruise control. Integrated fog lamps are available as an option on the Power Package.

The Liftback is available in six colors and the Sedan is offered in nine colors. Only two colors, Polar White and Black Sand Pearl, are shared by both body styles for an array of 15 color choices over the two body styles.

Exterior Design

The Yaris Sedan rides on a longer version of the platform, with a 100.4-inch wheelbase versus 96.9 inches for both Liftback models. The Yaris Sedan has an overall length of 169.3 inches compared to 150.6 inches for the Liftback models, and the Sedan is 2.5 inches lower than the Liftbacks, as well. The Yaris Sedan is distinguished by its own styling, with the grille framed by sharp character lines integrated into the aerodynamic hood and windshield.

Like the Liftback, the Sedan features a “T” face grille that emphasizes the Toyota identity. Eliminating outer moldings from the windshield and door glass helps to enhance aerodynamics and reduce wind noise. In the rear, the tail lamps frame a wide trunk opening. The trunk lid extends down to the bumper molding to provide a substantial appearance as well as easy trunk access.

The distinctive rear styling features large taillights, and the wide liftgate provides easy cargo area access. Styled at Toyota’s European design studio, ED², and Toyota Motor Corporation (TMC) Design Division, the Yaris Liftback features a strong, modern mono-form shape with short overhangs. Its arched beltline and wheels pushed outward at each corner give Yaris Liftback an assertive stance, while integrated bumpers, headlamps, and color-keyed door handles and mirrors lend sophisticated appearance.

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