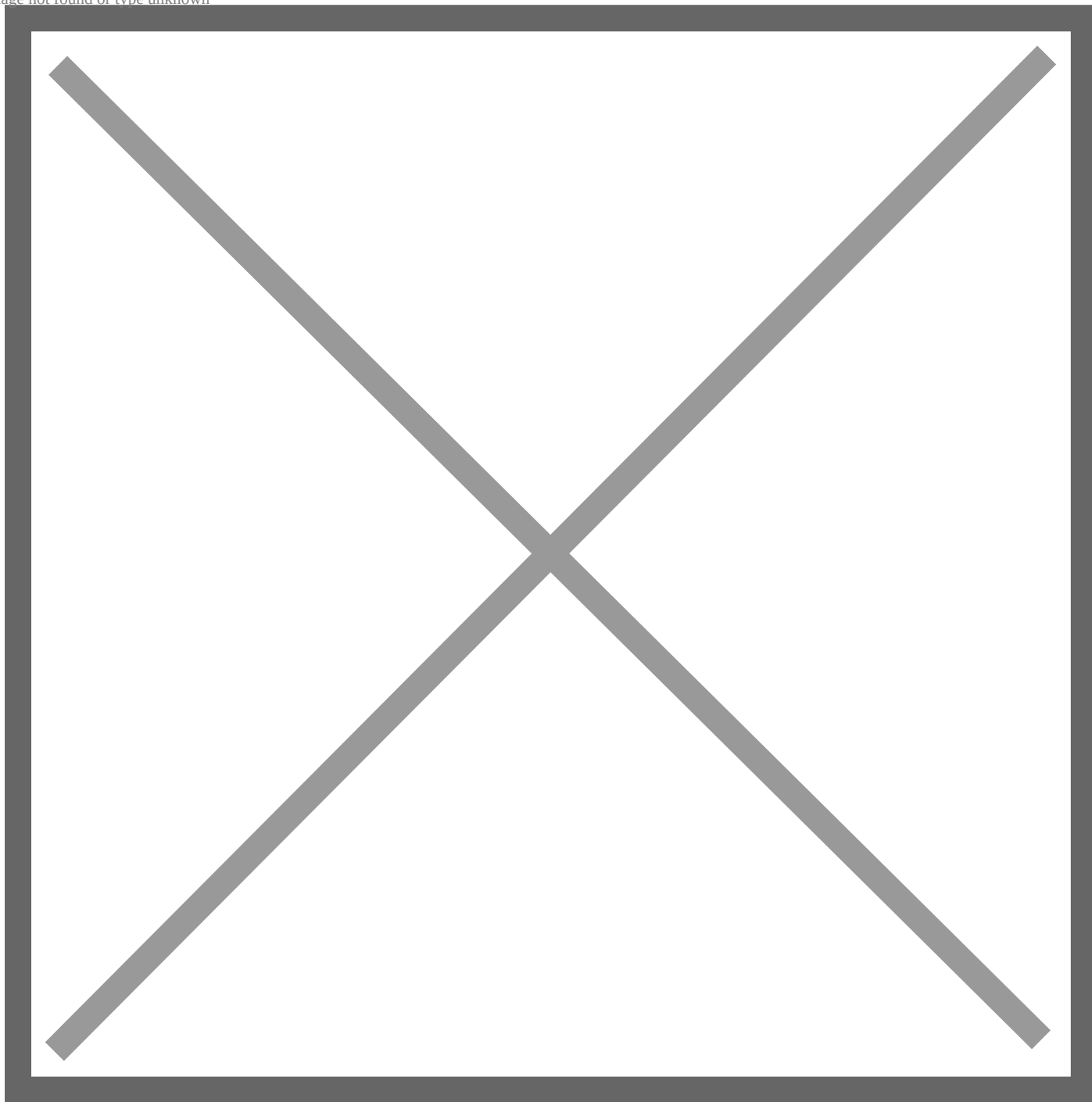


2020 Toyota Yaris Sedan Throws “Entry Level” A Premium Curveball

October 22, 2019

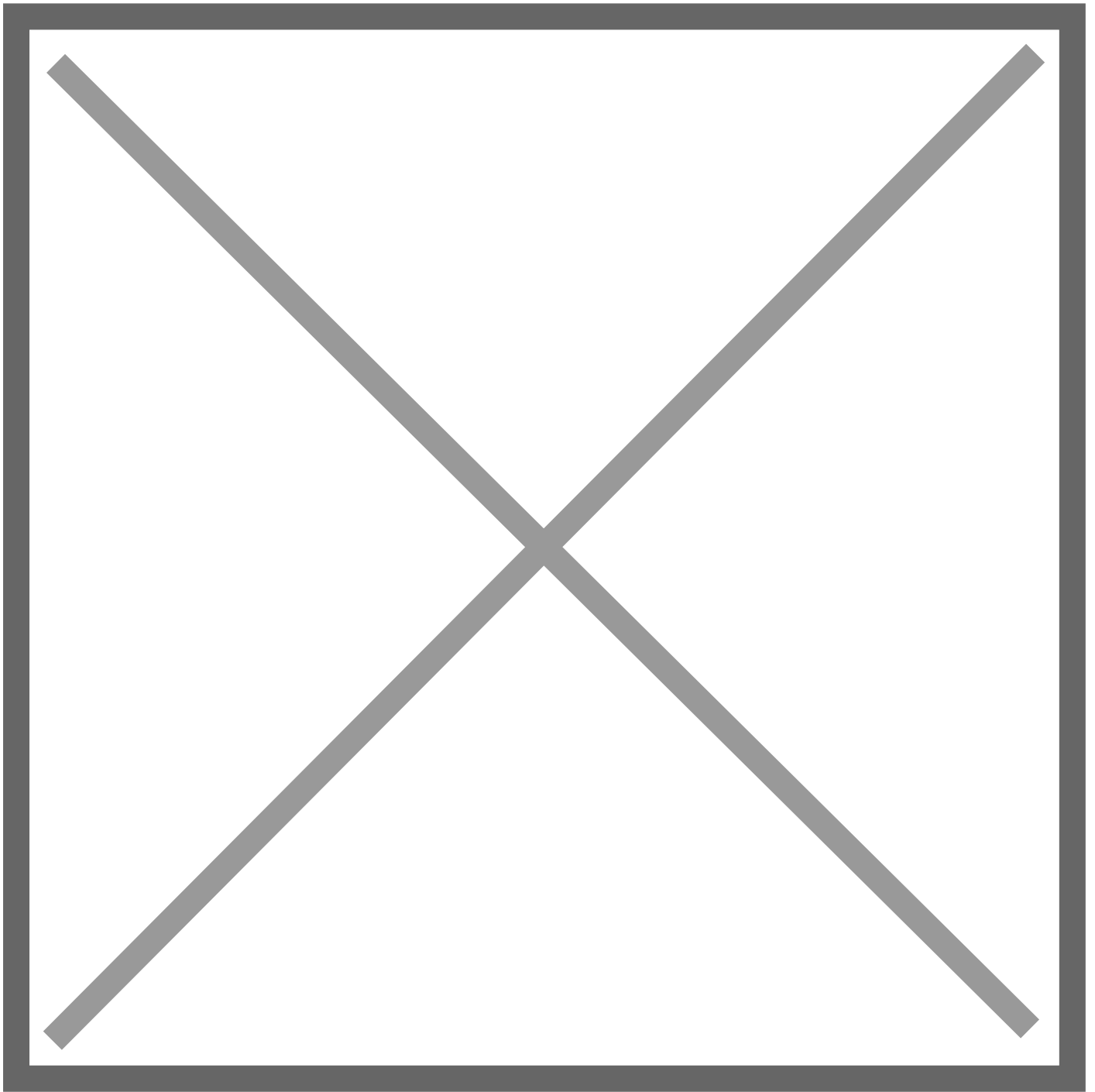
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PLANO, Texas (October 1, 2019) – The Toyota Yaris sedan shreds preconceived ideas about “entry” subcompact cars. While the Yaris has very high fuel economy estimates and a low price, which you’d expect from a subcompact, it offers a spirited sport sedan driving experience that’s totally *unexpected* for the segment.

How many entry sedans come standard with a Low-Speed Pre-Collision System? Yaris has it, in every grade. Low-Speed Pre-Collision System scans the road ahead for potential vehicle collisions. If the system detects a potential frontal collision, an audio/visual alert and braking assistance are designed to automatically activate. Should the driver not respond, this system may automatically apply the brakes.

For 2020, the affordable, fun Yaris sedan adds standard Apple CarPlay and Android Auto compatibility in all model grades. The new tech makes the standard 7-inch multimedia system, which features voice recognition, even more versatile.



Toyota offers the Yaris sedan in three grades, including the sporty, high-value L, the LE grade with more amenities, and the premium XLE grade with luxury features. “Premium” certainly seems like a fitting description for a tight-handling, fun-to-drive sedan equipped with leatherette-trimmed front seats, leather-trimmed steering wheel, shift knob and parking brake, automatic climate control system, automatic LED headlights, rain-sensing windshield wipers and illuminated entry.

The first thing you notice about the Yaris Sedan is that you *notice* it. The dynamic, coupe-like profile cuts through the air with slippery aerodynamic efficiency, while distinctive details ensure it stands apart in its class.

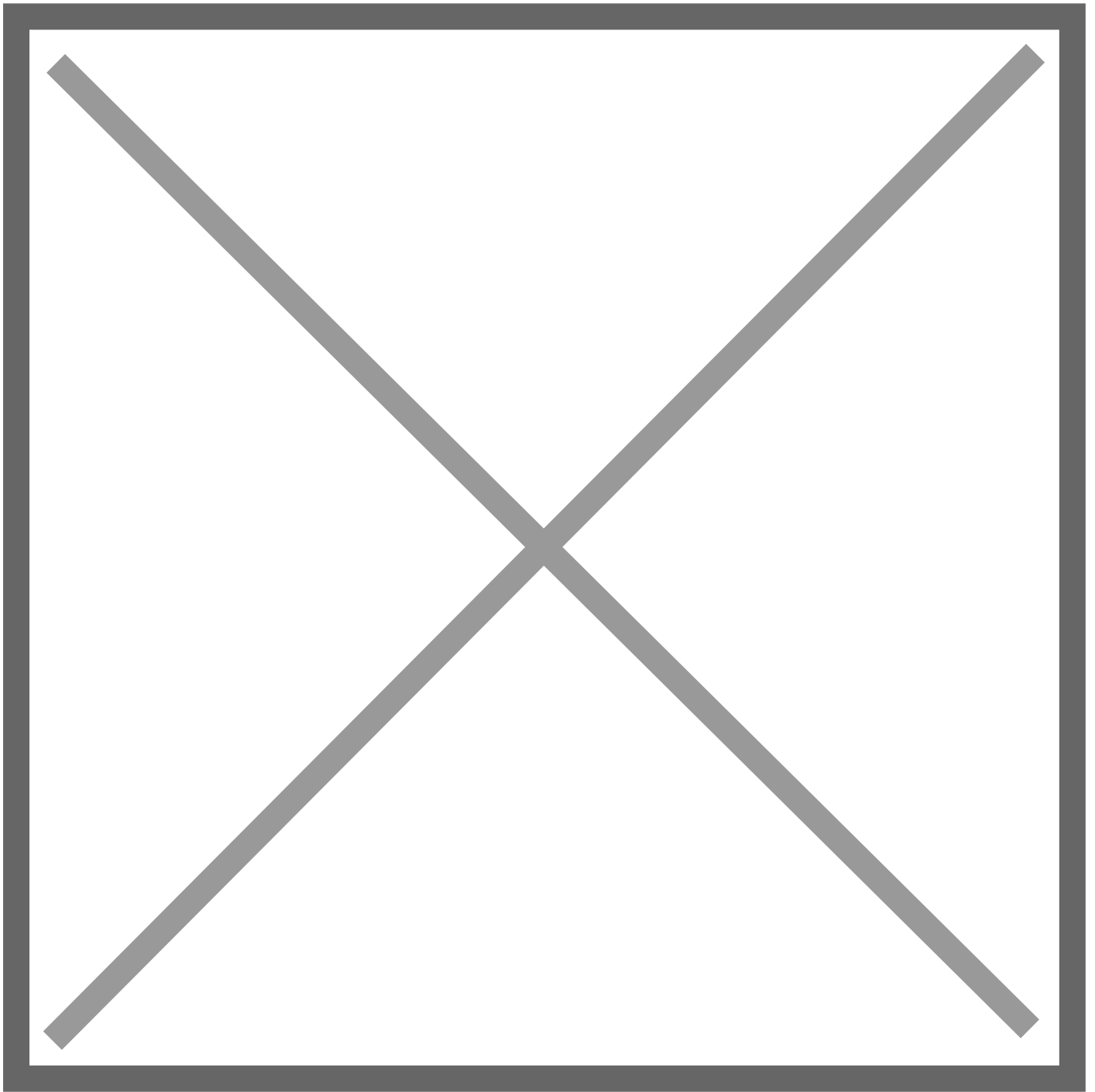
Piano black accents and chrome trim add an upscale vibe. The Yaris color palette brings out the best in the stylish body, with a choice from seven colors including Frost, Chromium, Graphite, Stealth, Sapphire, Pulse and Icicle.

Fog lights, a rear lip spoiler and 16-inch alloy wheels with dark gunmetal finish give the Yaris LE and XLE grades a particularly sporty stance. Every Yaris grade is fitted with a roof-mounted, color-keyed shark fin antenna for available satellite radio. Power outside mirrors come standard on the L, while the LE and XLE are equipped with power outside heated mirrors with LED turn-signal indicators.

Efficiency Can Be Fun

The energetic and sporty Yaris sedan is a blast to drive, thanks to its high-compression, quick-revving 1.5-liter double overhead-cam (DOHC) four-cylinder engine that doles out 106 horsepower and 103 lb.-ft. of torque. There's plenty of pep for highway onramps and to seamlessly navigate workday traffic. The standard 6-speed manual transmission is a joy to operate, thanks to a lightweight design with a short-throw shifter for smooth, quick gear changes. The available 6-speed automatic transmission cracks off quick, smooth shifts and raises the fun factor with a driver-selectable Sport mode.

With either transmission, Yaris has impressive fuel economy estimates: 32 MPG city / 40 MPG highway / 35 MPG combined with the available 6-speed automatic, and 30 MPG city / 39 MPG highway / 34 MPG combined with the 6-speed stick.



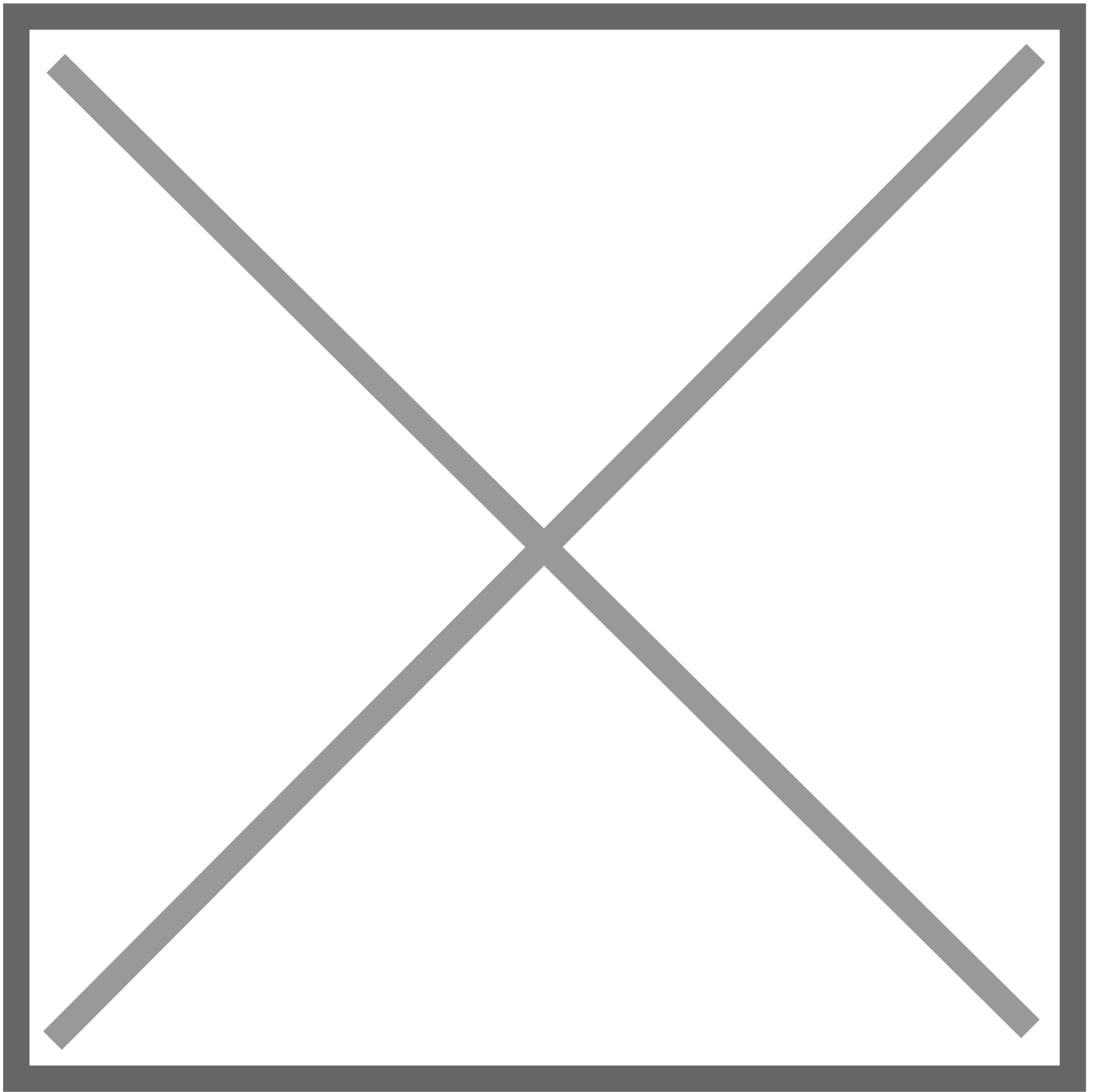
Sporty handling is engineered into the chassis with effective use of high-tensile steel in the structure. The MacPherson strut front suspension and responsive torsion beam rear suspension deliver a sport sedan driving experience that feels solid, agile and smooth – again, defying the “entry” label and price.

The electronic power steering is designed for smooth, effortless operation. For more spirited driving, Sport Mode provides improved steering feel at the flip of a switch. The braking system is tuned to deliver progressive feedback when cornering; the pedal gives a cushioned feel that gets progressively more rigid as G-force rises. That’s a feature one might expect on a \$35,000 sport sedan, but *the Yaris MSRP starts under \$16,000.*

Exceptional Value in Three Grades

Casting the “entry” positioning to the wind, every Yaris features a 7.0-inch touchscreen multimedia system with voice recognition, remote interface, steering wheel controls and Bluetooth connectivity. The touchscreen also displays the standard backup camera. A 6-speaker sound system fills the Yaris cabin with rich sound, and with plenty of choices for music sources. Yaris includes available satellite radio with a 3-month complimentary SiriusXM® All Access trial. An integrated AM/FM antenna, auxiliary audio jack and USB port with iPod® connectivity complete the package.

All Yaris sedans feature a stylish instrumentation cluster that includes an analog speedometer, digital tachometer and trip meter. A standard 60/40-split rear seat easily expands carrying capacity and versatility. Push button start, cruise control, and power windows with driver-side auto up/down and jam protection are *standard on all Yaris sedans*. The L grade features a remote keyless entry system while both the LE and XLE are equipped with Smart Key System.



High Standard of Safety

The standard Low-Speed Pre-Collision System is just one part of Yaris sedan's safety credentials. Every Yaris is equipped with an Active Safety System that includes Dynamic Stability Control (DSC), Traction Control System (TCS), Brake Assist (BA), Electronic Brake-Force Distribution (EBD), Anti-Lock Brake System (ABS) and a Brake Override System (BOS).

A driver and front passenger airbag system and seat-mounted side airbags are standard, as are front and rear side curtain airbags. Other standard safety features include a driver-side Emergency Locking Retractor (ELR), and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts. Lower Anchors and Tethers for Children (LATCH) are also fitted on outboard rear seats, with tethers and anchors on all rear seats. A Tire Pressure Monitor System (TPMS) is equipped on all grades.

Limited Warranty and ToyotaCare

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 corrosion with no mileage limitation. The Yaris also comes standard with ToyotaCare, a plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and 24-hour roadside assistance, unlimited mileage.