The New 2023 Toyota Corolla Hybrid: Efficient, Exciting and Enjoyable to Drive

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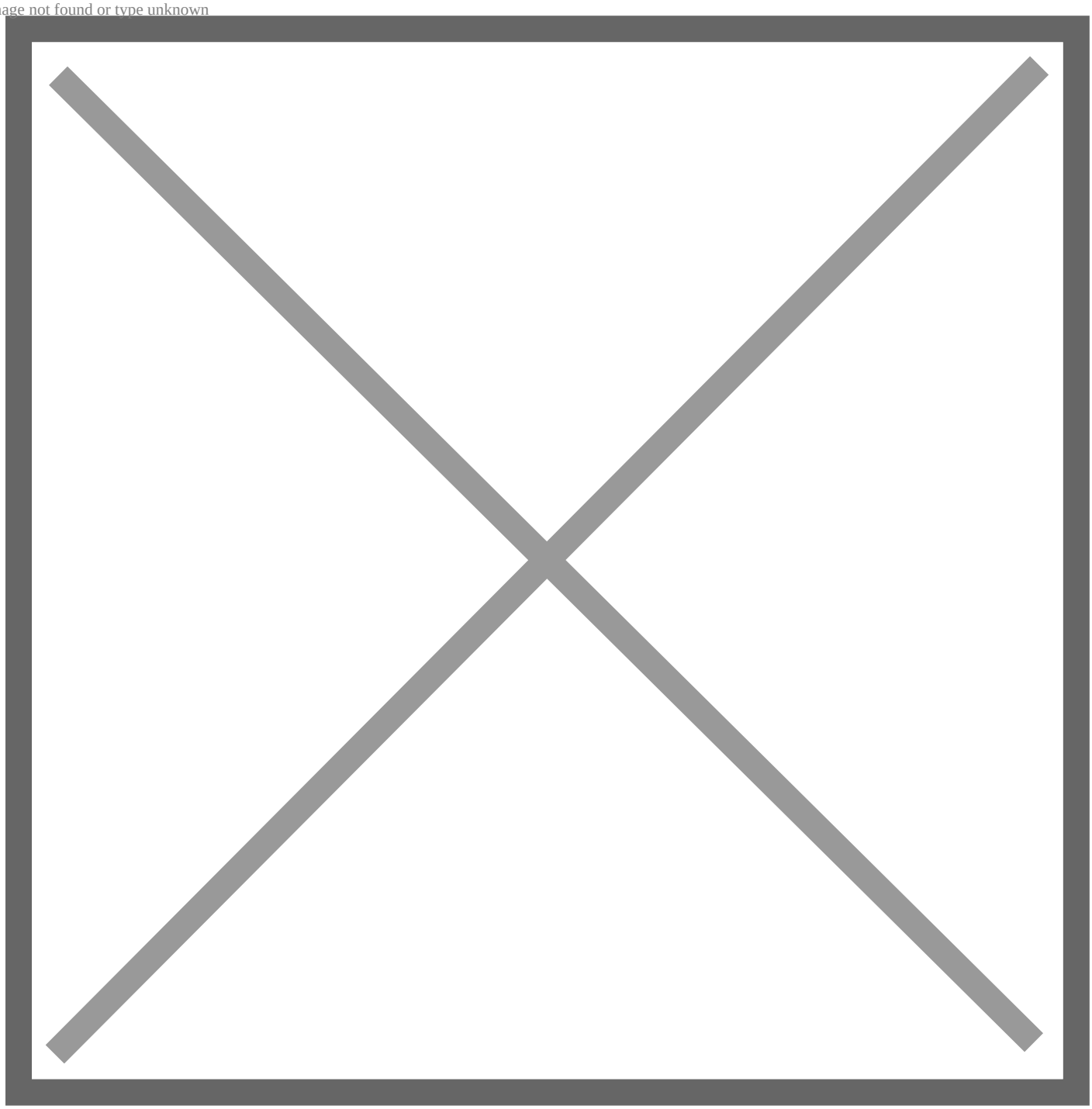


When drivers get behind the wheel of the 2023 Toyota Corolla Hybrid, they will notice it's an efficient and fun drive.

Whether it's dropping kids off at school, taking a road trip to reunite with old friends or simply running errands around the neighborhood, the Toyota Corolla Hybrid sedan helps customers effortlessly reach their destinations in style. Thanks to its powerful hybrid engine with a re-engineered drive motor and lithium-ion battery, updated safety features and enhanced handling, this Toyota sedan has outstanding performance at every turn.

Plus, there are five grade options to choose from – LE FWD, LE AWD, sporty SE, SE AWD, and a premium-focused XLE – giving drivers additional selections of features that complement their lifestyle and individual needs.

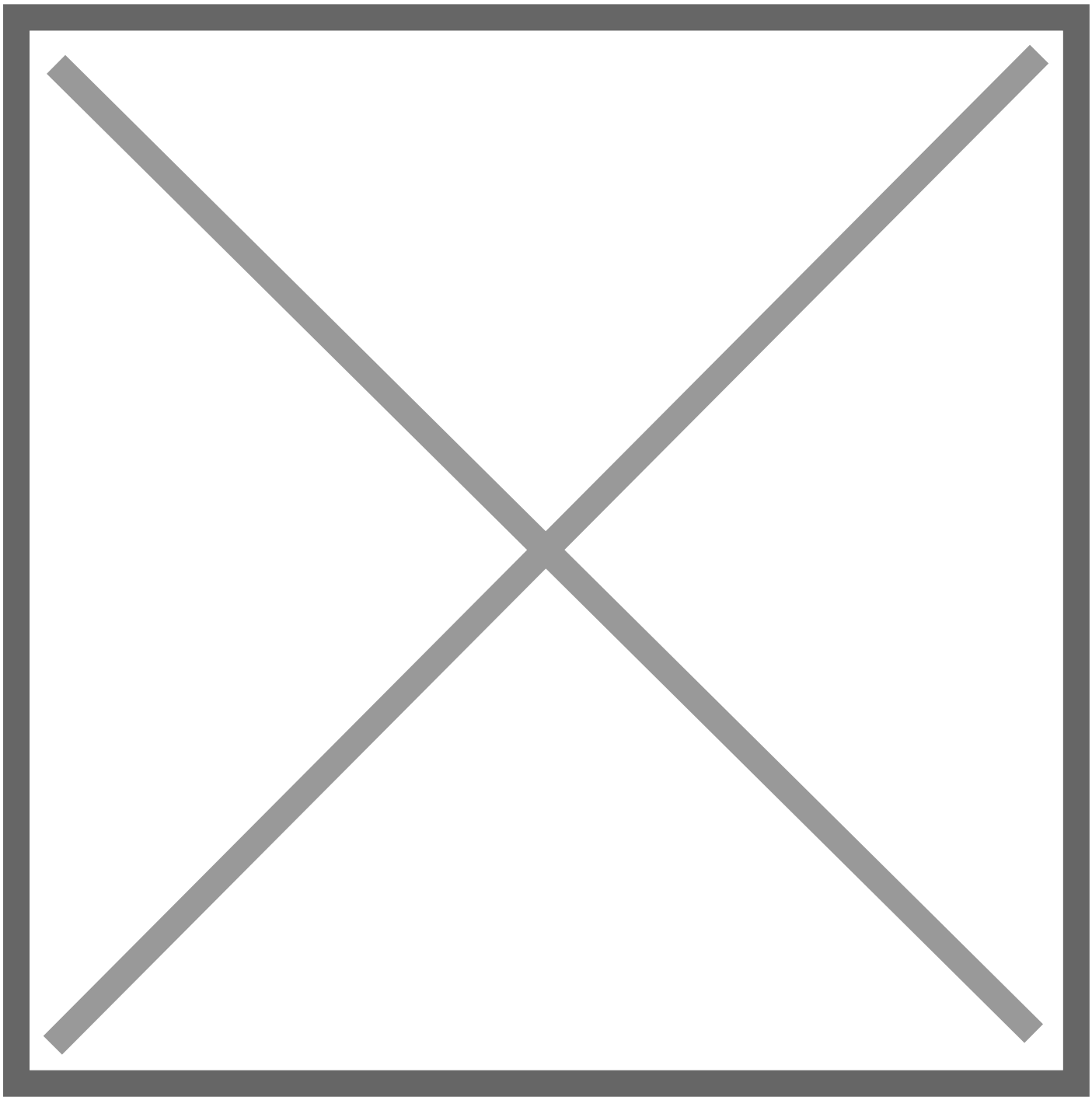
"The 2023 Toyota Corolla offers a stylish yet efficient entry to the Toyota brand that not only carries the trusted reliability of the badge, but it does so at a relatively affordable cost," says Blake Williams, vehicle marketing at Toyota Motor North America.

More Control, More Confidence

The Toyota Corolla brings handling that makes a statement. For starters, it offers an Electronic On-Demand All-Wheel-Drive (AWD) system. Why is this special? Well, it employs a separate rear-mounted electric motor to power the rear wheels when needed. Plus, with enhanced brake controls, drivers can take on corners with confidence. What's more, the vehicle's handling is a direct response to the harmonious synchronicity between the engine, steering, suspension, braking, and transmission, which customers can feel when they get behind the wheel.

"When driving the 2023 Toyota Corolla Hybrid, drivers will notice the vast improvements that were made with the system to not only make it smoother to drive, but to have better acceleration feel," says Williams.

Simply put, drivers can hit the road calling the shots creating an effortless and dynamic overall driving experience.



AWD that Comes Out Ahead

“With the addition of four grades to Corolla Hybrid, we’ve added our Electronic On-Demand All-Wheel Drive system to Corolla,” says Williams. “Offered on both LE and SE Hybrid trims, this system is not only efficient, but it has some major wins when it comes to winter-weather testing.”

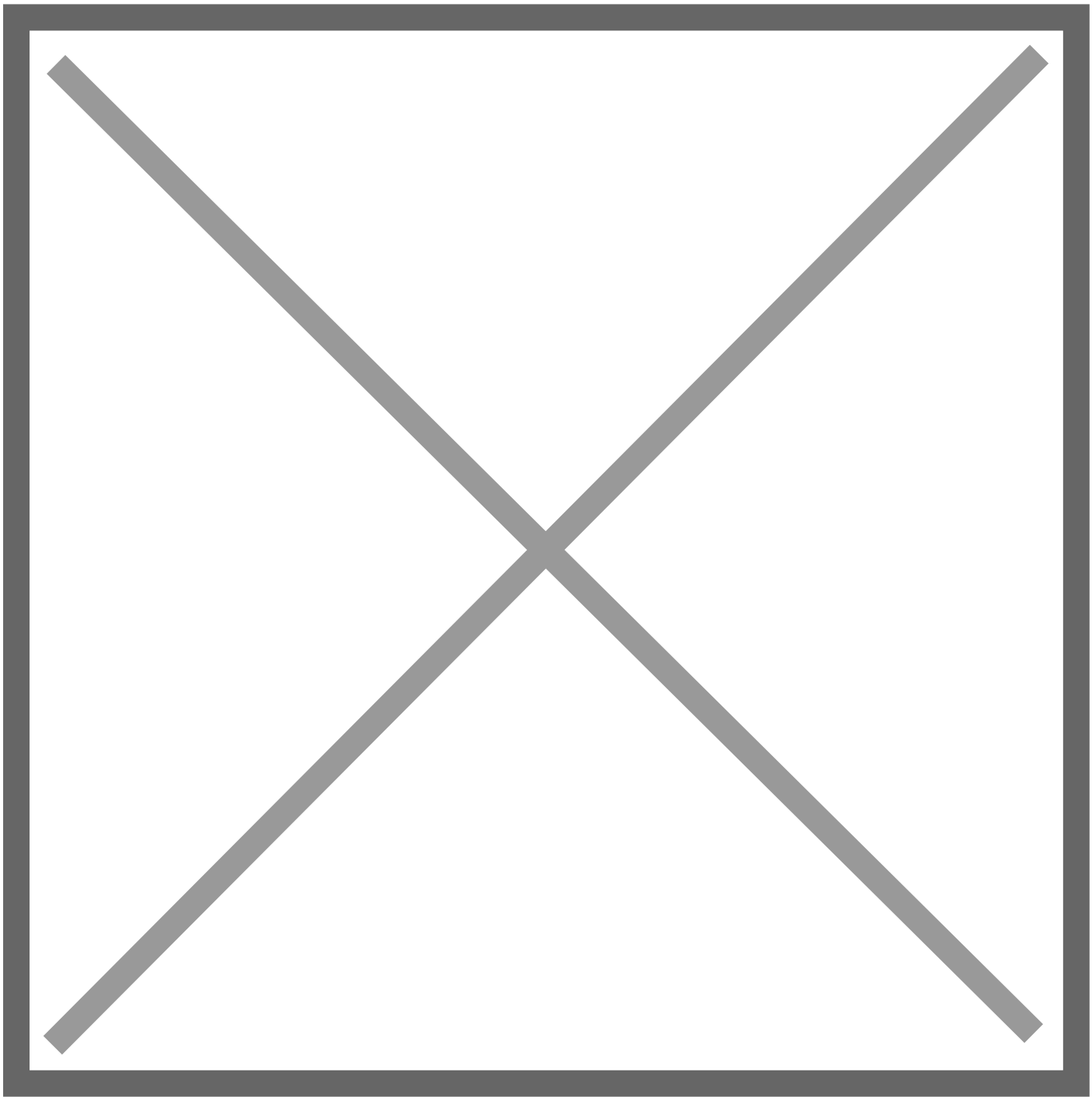
The 2023 Corolla Hybrid’s AWD system dominates. In fact, it recently outperformed the 2023 Subaru Impreza Premium Sedan and the 2023 Mazda3 Hatchback Premium in a series of winter-driving tests conducted in

January 2023 by AMCI Testing — an independent automotive research firm specializing in unbiased, exclusive, comparative evaluations of automotive products.

AMCI measured each of the vehicles' AWD traction and acceleration on snow, ice, and a combination of the two on a split surface. Each of the surfaces was also tested at four different speed intervals (0-20MPH, 0-30MPH, 0-50MPH and 0-100MPH). For example, each vehicle was accelerated at full throttle from a standing start on a groomed snow, smooth ice, or combination surface. If available, ice/snow mode was used.

Additionally, each vehicle's AWD active-safety performance was put to the test. An AWD emergency evasive-maneuver performance on snow was measured, which means each vehicle was driven at its maximum-possible speed around a two-lane displaced obstacle, then back to the original lane of travel on a groomed-snow surface. If available, ice/snow mode was used, and all electronic-driving aids were active.

After testing was complete, the Toyota Corolla Hybrid scored higher overall than Subaru Impreza and Mazda 3 in the snow. Earning it a coveted spot in AWD performance.



Safety

The ability for the 2023 Corolla Hybrid to outperform other vehicles on wintry roads is a testament to Toyota's commitment to providing customers with quality vehicles designed to help get them to their destinations safely.

While the AWD is laudable, it's not the only feature when it comes to safety. All new Toyota vehicles come standard with the Star Safety System, a suite of six safety features designed to help keep drivers and passengers out of harm's way.

The system includes Enhanced Vehicle Stability Control, Traction Control, Electronic Brake-Force Distribution, Brake Assist, Anti-Lock Braking System and Smart Stop Technology.

These features help give drivers peace of mind when on the road. For instance, if a driver finds themself in a sudden braking situation, Brake Assist will help them stop the vehicle by adding additional brake pressure if it detects that the driver is braking too lightly.

Fueling Peace of Mind

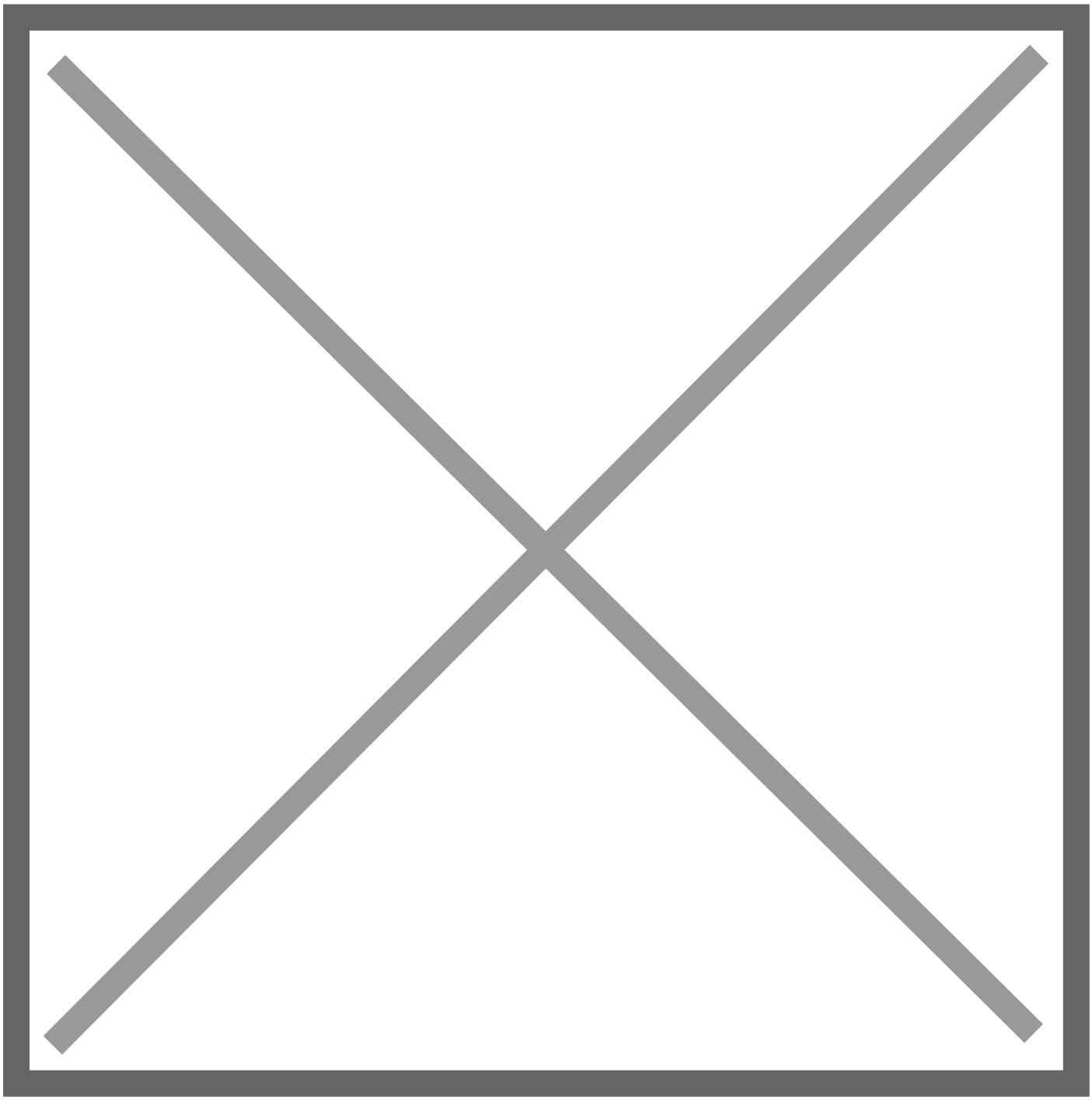
The 2023 Corolla Hybrid comes standard with next-generation Toyota Safety Sense 3.0 with new Proactive Driving Assist (PDA), including Obstacle Anticipation Assist and Deceleration Assist. Using the vehicle's camera and radar, and when system operating conditions are met, PDA provides gentle braking into curves or gentle braking and/or steering to help supporting driving tasks such as distance between the vehicle and a preceding vehicle, pedestrian, or bicyclist.

TSS 3.0 also offers standard enhanced Pre-Collision System with Pedestrian Detection (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA), Dynamic Radar Cruise Control (DRCC), Lane Tracing Assist (LTA), Road Sign Assist (RSA) and Automatic High Beams (AHB).

The system helps provide customers with a smooth ride and is designed to help protect drivers and passengers. For example, if a driver is cruising on the highway, DRCC is designed to help keep them at a safe range using vehicle-to-vehicle distance control by maintaining a preset distance from the vehicle ahead.

Toyota's Safety Connect trial or subscription, links drivers to 24/7 Enhanced Roadside Assistance, Automatic Collision Notification, Stolen Vehicle Locator, Collision Assistance, and an Emergency Assistance Button (SOS). These features are designed to assist drivers when in a bind.

For example, if a driver finds themself on the side of the road in need of a spare tire, with the press of a button, they can access the Enhanced Roadside Assistance and know that help is on the way.



Multimedia Matters

In addition to safety features and Connected Services trials, the 2023 Corolla Hybrid comes equipped with a tech-driven multimedia system.

“Along with Corolla’s comfortable ride, we added the new Toyota Audio Multimedia System standard on all grades. Equipped with wireless Apple CarPlay and wireless Android Auto compatibility, the Toyota Audio Multimedia System offers a cleaner, more user-friendly infotainment experience at passengers’ fingertips,” says

Williams.

Drivers can use the system's cutting-edge, intuitive features with the ease of their voice or slight of their touch. Thanks to the Intelligent Assistant feature that is included in a Drive Connect trail or subscription, users can simply say, "Hey Toyota," to awaken the system for voice-activated commands to ask for directions, find points of interest (POI), adjust audio controls, change the cabin temperature and more.

Being hands-free allows drivers to keep their eyes on the road while taking full advantage of the amenities the vehicle offers.

And the offerings don't end there. With available Drive Connect, Corolla customers also have access to Cloud Navigation and Destination Assist with their Drive Connect trial or subscription. The navigation gets directions from the latest available map, sends traffic updates, and provides routing information. The assist function gives drivers access to 24/7 live agent assistance to locate their next destination.

For those looking for a booming audio system and enhanced audio experience, the Corolla SE, XSE and XLE grades offer an available JBL® Premium Audio system with nine speakers, including an 800-watt amplifier and a 10-in. subwoofer.

This way, drivers and passengers can listen to their favorite playlists and podcasts with a superior sound that turns the cabin into a venue-worthy space.

And as Williams reiterates, "With Corolla, the opportunities are endless."