

Wards Names 'Delightfully Daring' Toyota Camry to 2018 10 Best Interiors List

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DETROIT (May 30, 2018) – The all-new 2018 Toyota Camry garnered another significant industry award today, as Wards recognized America’s best-selling passenger car on its 10 Best Interiors list for 2018. Toyota received the commemorative award at the Wards Auto Interiors Conference at Detroit’s Cobo Center.

According to Senior Editor Steve Finlay, the WardsAuto editorial team lauded the Camry for its “artistic approach, eye for detail, high degrees of functionality and onboard technology.” The editorial judges also praised the Camry for the comfort and craftsmanship of its seats, compelling signature lines and a bold, brash use of color, particularly red. One judge was quoted as saying, “Finally, an interior with some color that pops.”

Wards called the Camry “delightfully daring” in its pronouncement of the vehicle making its revered annual list. Jurors praised the cockpit’s sporty appearance, bolstered by just enough “readouts and information not to put the driver into sensory overload.” The editors also universally hailed the Camry’s advanced driver-assistance programs (ADAS) as a “good value” in the mid-size sedan segment.