

Built for Generations: Toyota Corolla Celebrates 60 Years with 2027 Special Edition

August 18, 2026

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PLANO, Texas (Aug. 18, 2026) – Sixty years, countless journeys and one unmistakable name. The Toyota Corolla is celebrating six decades of reliability, efficiency and a legacy that spans the globe with the new 2027 Corolla 60th Anniversary Special Edition, bringing a fresh look to a name that has kept generations of drivers moving.

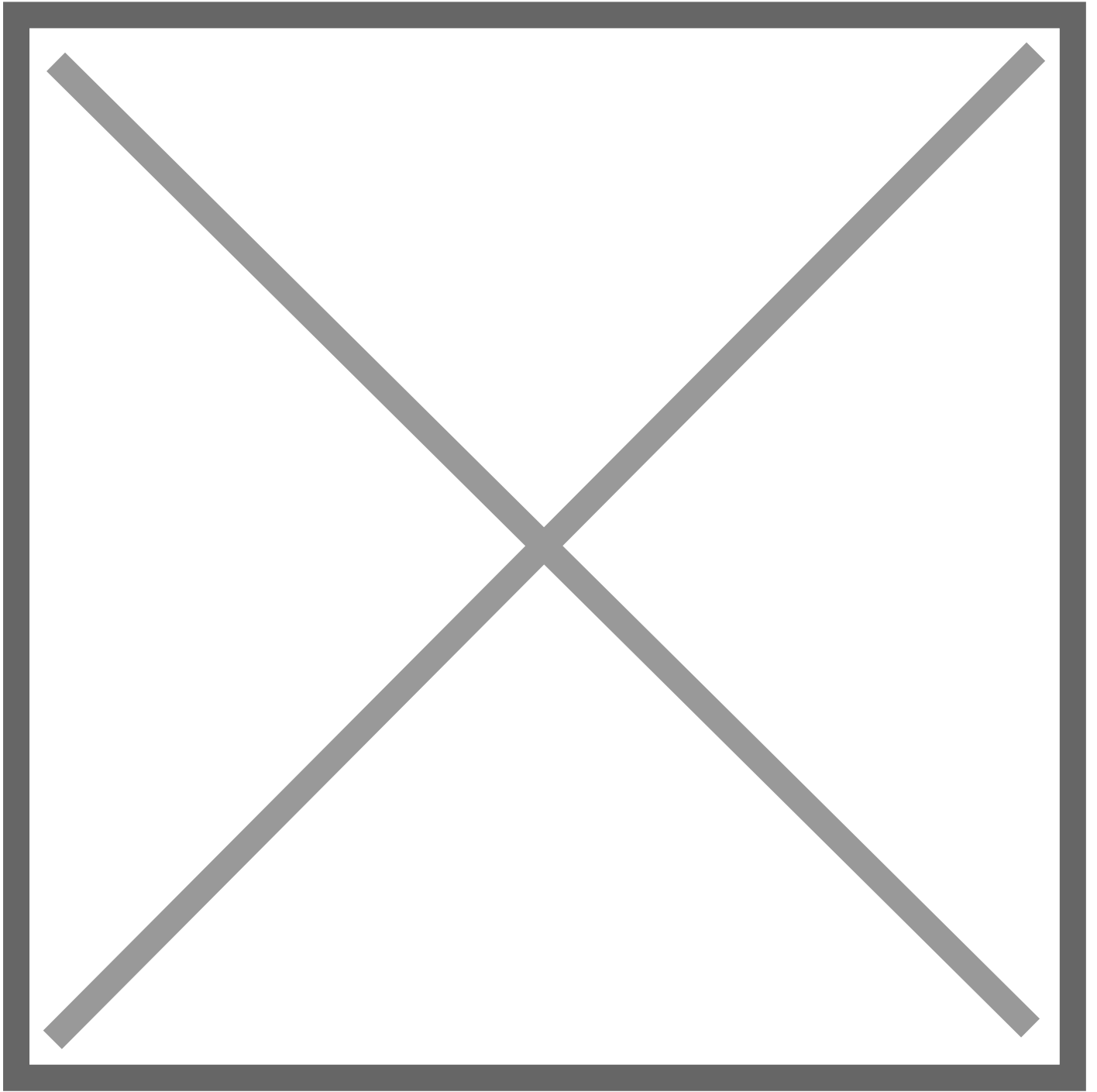
Since its debut in Japan in 1966, the Corolla has grown from a compact car designed for a rapidly changing world into one of the most significant vehicles in Toyota history.

Along the way, Corolla helped introduce Toyota to drivers around the world, becoming a familiar presence on roads and in driveways across generations. Through six decades of change, it has continued to evolve alongside the people who drive it.

To celebrate that legacy, Toyota has crafted a special edition that honors Corolla's past while embracing its future with modern hybrid efficiency and sporty styling.

The 2027 Toyota Corolla is expected to arrive at Toyota dealerships this fall. The Manufacturer's Suggested Retail Price, excluding Dealer Processing and Handling, will start at \$23,325 for the LE grade. The 60th Anniversary Special Edition will arrive in early 2027, with pricing to be announced at a later date.

A Limited-Run Celebration

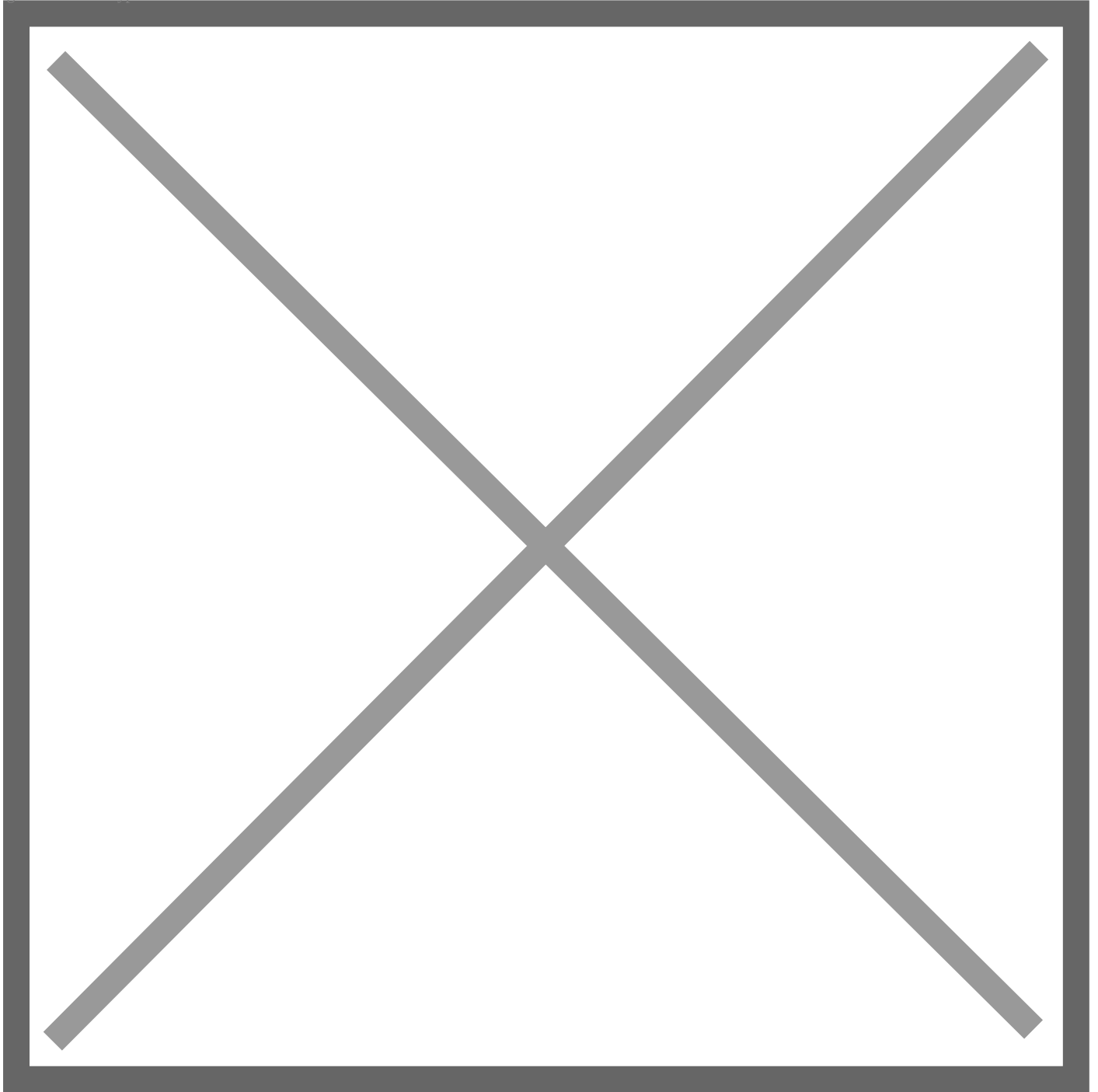


The 2027 Corolla 60th Anniversary Special Edition will be limited to just 2,500 units in the U.S.

Built on the popular and dynamic SE Hybrid grade, this commemorative model perfectly blends Corolla's renowned fuel efficiency with an aggressive, athletic stance. Buyers will have the choice of two bold exterior colors that highlight the Corolla's sleek lines: the crisp, classic Ice Cap or the vibrant Supersonic Red, a color available exclusively on the Special Edition.

Anniversary Details

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Toyota designers ensured the 60th Anniversary Special Edition stands out from the crowd with a curated package of exterior and interior enhancements. As a subtle homage to earlier models of the current generation, the vehicle rides on striking 18-inch machined, black-finished alloy wheels that give it a premium, planted look.

To mark the occasion, the standard SE badging has been removed and replaced with exclusive 60th Anniversary badging on the exterior. Inside the cabin, the celebration continues with driver-focused sport seats featuring Black and Red Sport Fabric inserts.

The special edition package also includes:

- **10.5-inch Toyota Audio Multimedia System:** Coming standard on the Special Edition, this expansive screen puts navigation, entertainment and connectivity front and center.
- **60th Anniversary Door Sills:** Welcoming drivers and passengers with a nod to Corolla's heritage every time they step inside.
- **60th Anniversary Floor Mats:** Custom-designed mats that help protect the cabin while tying the commemorative theme together.

A Corolla for Every Drive and Driver

Beyond the special edition, Corolla and Corolla Hatchback receive a new rich shade of black called Inked for 2027.

The 2027 Toyota Corolla is available in a diverse range of gas and hybrid grades to suit any lifestyle. Gas models are available in LE, SE and XSE grades, while the highly efficient Hybrid lineup includes Hybrid LE, Hybrid SE, Hybrid XLE and the exclusive 60th Anniversary Special Edition.

Under the hood of Corolla gas models is a 2.0L Dynamic Force 4-cylinder DOHC 16-valve engine that uses Dual Variable Valve Timing with intelligence to achieve 169 horsepower and 151 lb.-ft. of torque. The gas-powered Corolla delivers an engaging drive and has a manufacturer-estimated rating of 32 city/41 highway/35 combined MPG for the LE grade.

Corolla Hybrid models feature Toyota Hybrid System 5 (THS 5), pairing a highly efficient 1.8-liter 4-cylinder engine with an electronically controlled Continuously Variable Transmission (ECVT) to produce a net combined 138 horsepower. These models maximize fuel efficiency with a manufacturer-estimated rating of 53 city/46 highway/50 combined MPG for the Hybrid LE FWD and Hybrid XLE grades.

For drivers looking for added traction, Electronic On-Demand All-Wheel Drive (AWD) is available on Hybrid LE and Hybrid SE grades.

Outstanding Driving Experience

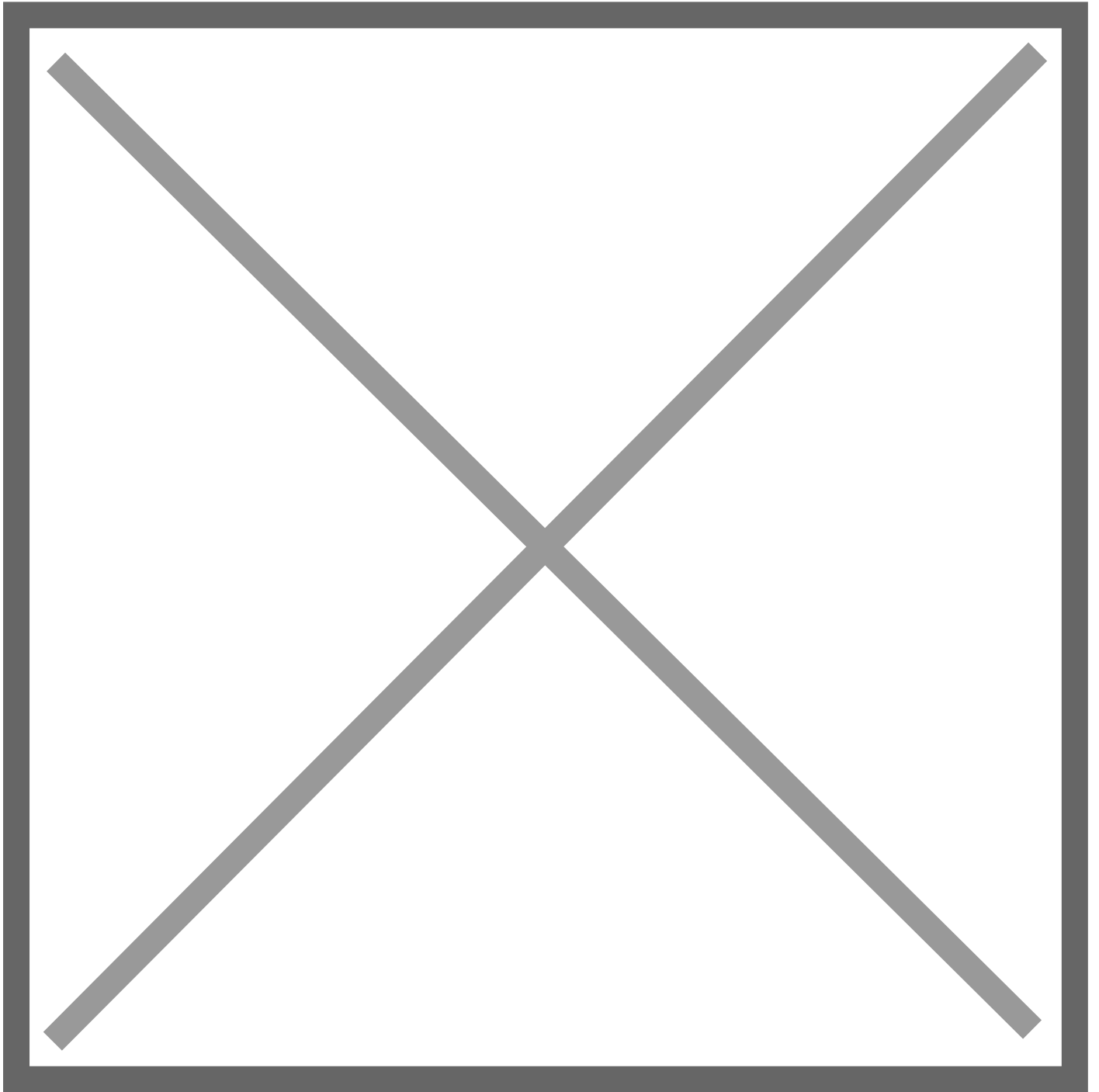
The 2027 Corolla offers a diverse model variety made possible by the TNGA-C platform. A super-rigid structure, low center of gravity and highly refined tuning of the MacPherson strut front suspension and available multi-link rear suspension endow Corolla models with exemplary handling agility, ride comfort and distinctive driving personality.

In all 2027 Corolla gas engine models, the standard Dynamic Shift continuously variable transmission gives a distinct performance feel thanks to a gearset used as a launch gear for start-off acceleration, before seamlessly handing off to the Continuously Variable Transmission's pulley system. Synchronization of the increasing engine revs and vehicle speed help provide a linear acceleration feel.

For Corolla Hybrid models, an Electronically controlled Continuously Variable Transmission (ECVT) uses a planetary gear system and electric motors to seamlessly blend power from the 1.8-liter engine and hybrid battery, providing a smooth and responsive driving experience.

Drivers can also customize their Corolla's drive feel to suit their preferences with available NORMAL, ECO and SPORT drive modes. The XSE grade also features paddle shifters, allowing drivers to shift through 10 pre-set ratios for a sportier driving experience.

Effortless Curb Appeal



Every grade of the 2027 Corolla offers stylish design differences starting with the front fascia. The LE and Hybrid LE grades feature a horizontal front grille with slits and vertical gradation for a more refined look, while the sport grades and the 60th Anniversary Special Edition have a sport mesh gloss black grille and a rear sport diffuser to give the Corolla a more athletic and powerful feel.

On the LE, customers will find 16-inch steel wheels, while the sport grades come standard with 18-inch graphite-colored alloy wheels that complement the sleek lines of the Corolla's profile.

Exterior color options for the standard lineup include Blueprint, Wind Chill Pearl, Ice Cap, Ruby Flare Pearl, Underground, Classic Silver Metallic, Celestite and the newly added Inked.

The SE and XSE add an available two-tone look with Ice Cap, Ruby Flare Pearl, Wind Chill Pearl, Classic Silver Metallic, Celestite and Underground. The 60th Anniversary Special Edition is available in Supersonic Red, a Corolla sedan first, and Ice Cap.

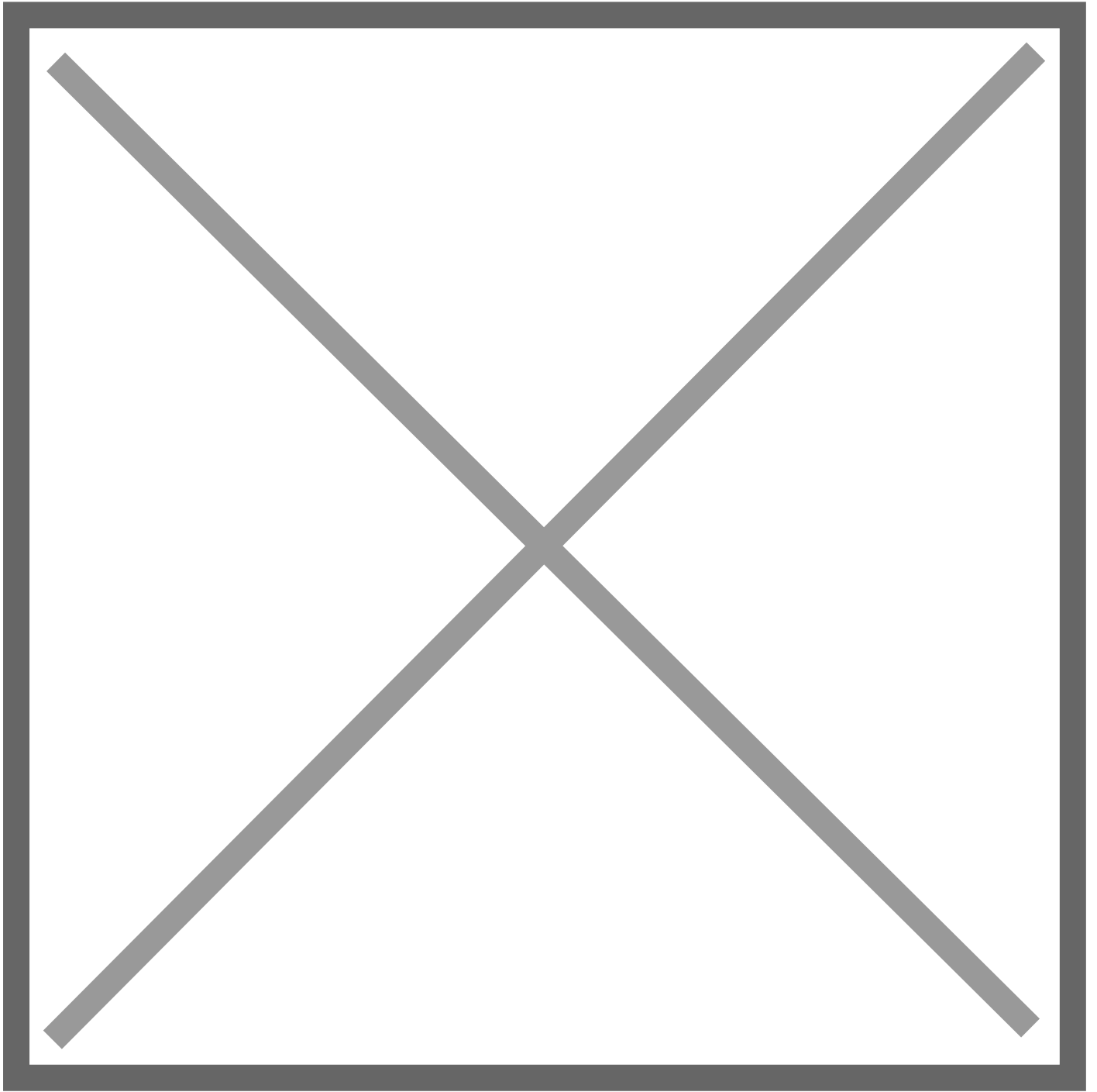
Interior Comfort and Style

Inside, the Corolla features a comfortable and spacious cabin with quality materials, designed with a focus on comfort. In the LE and SE grades, there is a standard 6-way adjustable fabric driver's seat and a 4-way adjustable front passenger seat. The 60th Anniversary Special Edition builds upon this setup with sport seats featuring Black and Red Sport fabric inserts.

The XSE and Hybrid XLE grades upgrade to a standard SofTex®-trimmed 8-way power-adjustable and heated front driver's seat and a 4-way adjustable front passenger seat.

Other impressive features include a Qi wireless charger and a power tilt/slide moonroof, which are standard on the XSE and available on LE and SE grades.

Intuitive Multimedia and Connectivity



Technology and convenience remain front and center with Toyota Safety Sense 3.0 standard across all grades as well as wireless Apple CarPlay® and Android Auto™ compatibility.

The 2027 Corolla comes standard with an 8-inch touchscreen equipped with the Toyota Audio Multimedia system. A 10.5-inch screen is available on the SE and Hybrid SE grades and comes standard on the XSE and Hybrid XLE grades as well as the 60th Anniversary Special Edition.

Complementing the multimedia screens, the Corolla features a standard 7-inch fully digital gauge cluster. For an even more premium tech experience, a massive 12.3-inch digital gauge cluster comes standard on the XSE and

Hybrid XLE grades.

The Corolla audio system includes six speakers standard. The XSE and Hybrid XLE grades kick it up a notch with the available JBL® Premium Audio system.

Five-year trials of Connected Services are included for Safety Connect and Service Connect, as well as an up to 30-day/3 GB trial for Wi-Fi Connect. Remote Connect is available with a 5-year trial on select grades (LE and Hybrid LE with Premium Package, SE, 60th Anniversary Special Edition, XSE, Hybrid SE FWD and Hybrid XLE) and Remote Connect is subscription-capable on LE and Hybrid LE. Additionally, a 3-month Drive Connect trial is available on select grades.

Connected Services are 4G network dependent. Visit [Toyota Connected Services](#) to learn more.

Safety and Convenience

Blind Spot Monitor with Rear Cross-Traffic Alert is standard on all grades. It is designed to help detect and warn drivers of vehicles approaching or positioned in adjacent lanes. Rear Cross-Traffic Alert helps detect vehicles approaching from either side while backing out and provides visual and audible warnings.

The 2027 Toyota Corolla comes standard with Toyota Safety Sense 3.0. The suite includes:

- Pre-Collision System with Pedestrian Detection
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Departure Alert with Steering Assist
- Lane Tracing Assist
- Road Sign Assist
- Automatic High Beams
- Proactive Driving Assist

For complete details on Toyota Safety Sense 3.0, please visit [Toyota.com/safety-sense](#).

Pricing**

Model #	Grade	Base MRSP
1852	Corolla LE	\$23,325
1864	Corolla SE	\$25,765
1866	Corolla XSE	\$29,040
1882	Corolla Hybrid LE	\$25,175
1886	Corolla Hybrid SE	\$27,615
1892	Corolla Hybrid XLE	\$29,540
1883	Corolla Hybrid LE AWD	\$26,575
1887	Corolla Hybrid SE AWD	\$29,015

**MSRP Excludes Dealer Processing and Handling fee of \$1,295. All prices are subject to change.

The 2027 Toyota Corolla gas models are built at Toyota Mississippi in Blue Springs, Mississippi, while the Corolla Hybrid models are built at the Takaoka Plant in Japan.

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 Toyota Corolla also comes standard with ToyotaCare, a maintenance plan that covers normal factory-scheduled service for one year or 10,000 miles, whichever comes first, and 24-hour roadside assistance for two years, unlimited mileage.