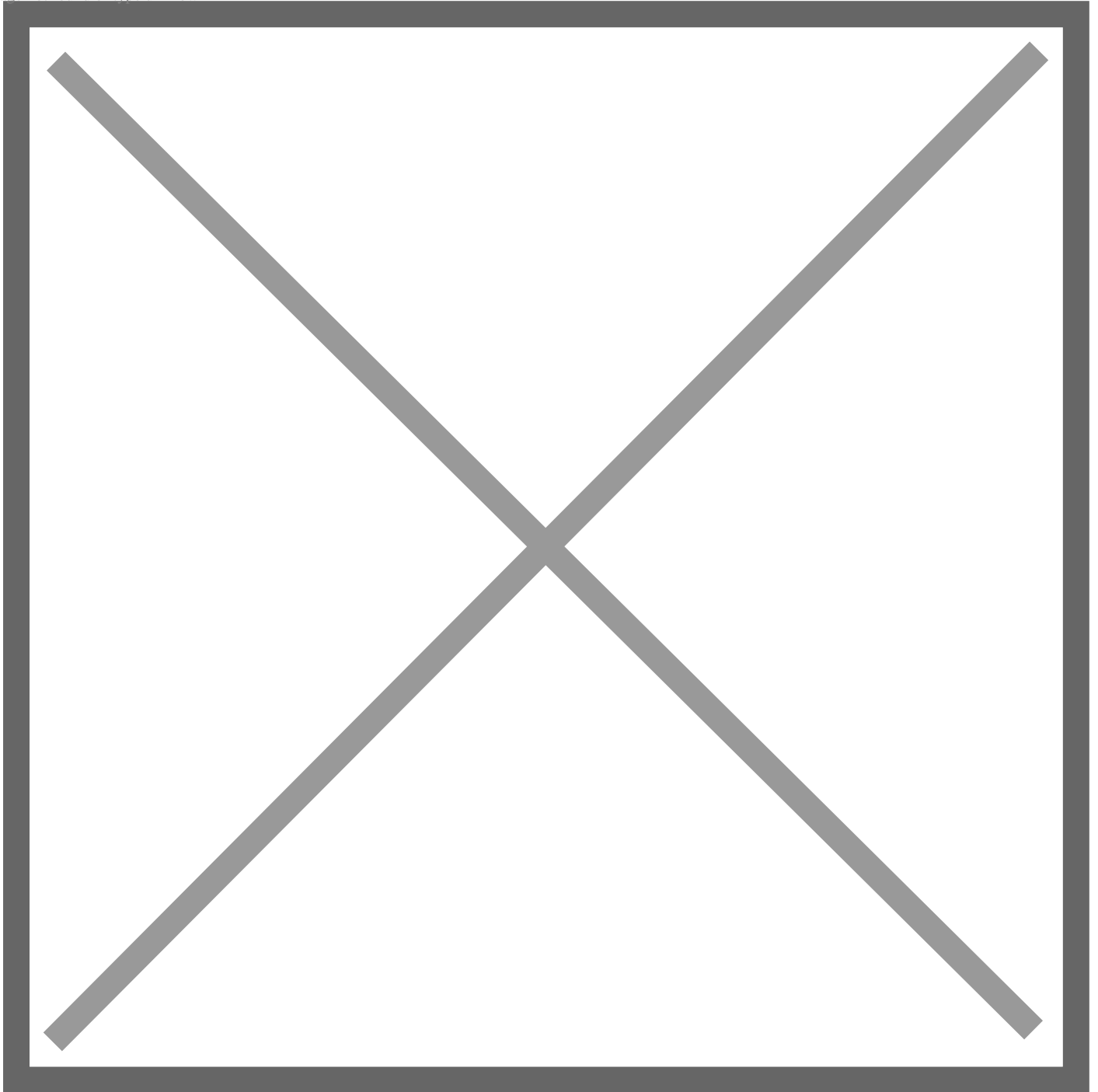


Toyota Announces Pricing for the 2017 Camry

June 09, 2016

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TORRANCE, Calif., June 8, 2016 -- The Toyota Camry mid-size sedan has a formula for success that combines roominess, comfort, quality, safety and performance. As the best-selling car in America, 14 years and counting, perhaps the most important factor in the Camry success story is *VALUE*.

More Standard Equipment – Same Standard Price

The Camry, now in its 35th year, adds even more value for 2017 with the XLE and XSE grades now having as standard equipment the Entune™ Audio Plus multimedia system with Connected Navigation app & JBL® Audio. The XLE, XSE four-cylinder and XLE Hybrid now also come standard with Qi Wireless Smartphone Charging for compatible phones. For an extra dash of style, the bold Blue Streak Metallic color, which was previously available only on the 2016 Camry Special Edition, is now a regular production color available for the sporty SE and XSE grades. All of these standard features are added to each of these Camry models at no additional cost.

Making the Grades

The 2017 Camry meets the needs of a broad spectrum of mid-size sedan customers by offering a wide selection of models. Camry comes in four distinctive grades, including LE, XLE -for those who prefer an elegant exterior styling, SE, and XSE – for those who prefer sportier exterior styling. The Camry Hybrid is available in three models, including the LE, XLE and SE grades.

Strong Performance

Under the hood, the 2017 Camry offers three powertrain choices including a 178-horsepower 2.5-liter four-cylinder engine; a 268-horsepower 3.5-liter V6; and the Hybrid model, which is expected to offer up to a 40 MPG combined rating.

The 2.5-liter four-cylinder and the 3.5-liter V6 engines are teamed with a six-speed automatic transmission. Fuel efficiency, long a Camry calling card, is expected to come in at ratings of 24 MPG city/33 MPG highway for the four-cylinder and 21 MPG city/30 MPG highway for the V6.

Safety

All Camry models come equipped with 10 standard airbags, an array that includes a driver and front passenger Advance Airbag System, front and rear-seat seat-mounted side airbags, rear side curtain airbags and a driver's and front passenger's knee airbag.

Like all 2017 Toyota vehicles, the Camry comes standard with the STAR Safety System, which includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist.

Value Pricing

Even with upgraded content added as standard equipment to some Camry models, prices for all Camry and Camry Hybrid models are unchanged from the previous model year, reflecting its great value.

The MSRP for the 2017 Camry will range from \$23,070 for the efficient LE four-cylinder grade to \$31,370 for the premium XSE V6. The MSRP for the Camry Hybrid will range from \$26,790 for the base LE grade to \$30,140 for the premium XLE. The MSRP for the 2017 Camry and Camry Hybrid does not include the delivery, processing, and handling (DPH) fee of \$835. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

The 2017 Camry and Camry Hybrid are arriving at Toyota dealers this week.

2017 Camry Pricing

Model #	Grade	Engine	MSRP 16MY	MSRP 17MY	MSRP Chg (\$)	MSRP Chg (%)
2532	LE	L4	\$23,070	\$23,070	\$0	0.0%

2546	SE	L4	\$23,840	\$23,840	\$0	0.0%
2540	XLE	L4	\$26,310	\$26,310	\$0	0.0%
2554	XLE V6	V6	\$31,370	\$31,370	\$0	0.0%
2548	XSE	L4	\$26,310	\$26,310	\$0	0.0%
2550	XSE V6	V6	\$31,370	\$31,370	\$0	0.0%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.

2017 Camry Hybrid Pricing

Model #	Grade	Engine	MSRP 16MY	MSRP 17MY	MSRP Chg (\$)	MSRP Chg (%)
2559	HV LE	Hybrid	\$26,790	\$26,790	\$0	0.0%
2561	HV SE	Hybrid	\$27,995	\$27,995	\$0	0.0%
2560	HV XLE	Hybrid	\$30,140	\$30,140	\$0	0.0%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.