

2017 Toyota Camry Reveals Secret for Remaining America's Top-Selling Passenger Car for 14 Consecutive Years

June 09, 2016

Image not found or type unknown



[2017 Toyota Camry Product Information](#)
[2017 Toyota Camry Hybrid Product Information](#)

The 2017 Toyota Camry continues to offer the best combination of roominess, comfort, quality, safety and performance in the midsize segment, as defined by the best judges of such factors: *customers*. And so you could say that the formula for turning a midsize sedan into America's best-selling passenger car for 14 consecutive years hides in plain sight.

The Camry, now in its 35th year and seventh design generation, adds even more value for 2017, with the XLE and XSE grades now having as standard 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. These additional standard features come at no added cost to the consumer, as the MSRP on all Camry models is carried over from the previous model year. For an extra dash of style, the bold Blue Streak Metallic color, which was on the 2016 Camry Special Edition, is now a regular production color available for the sporty SE and XSE grades.

The 2017 Camry meets the needs of a broad spectrum of midsize sedan customers by offering a broad selection of models. Camry comes in four distinctive grades, including LE, XLE, SE, and XSE. Another key to Camry's ongoing dominance in the midsize segment is found under the hood, where three powertrain choices include a 178-horsepower 2.5-liter four-cylinder engine; 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 and 3.5-liter V6 engines come teamed with a six-speed automatic transmission. Fuel efficiency, long a Camry calling card, comes in at an anticipated 24 MPG city / 33 MPG highway for the four-cylinder and 21 MPG city / 30 MPG highway for the V6.

IIHS TOP SAFETY PICK+

The 2016 model year Camry earned the Insurance Institute for Highway Safety (IIHS) TOP SAFETY PICK+ rating when equipped with the Pre-Collision System that includes automatic emergency braking. The Pre-Collision System with automatic emergency braking carries over to the 2017 Camry as part of the Technology Package that also equips the Camry with Dynamic Cruise Control, Lane Departure Alert and with Auto High Beam.

The 2017 Camry also offers a Blind Spot Monitor with Rear Cross Traffic Alert, an option offered on XLE and XSE grades. All Camry models come equipped with 10 standard airbags, an array that includes driver and front passenger Advanced Airbag System, front and rear seat-mounted side airbags, side curtain airbags and a driver's and front passenger's knee airbag.

The available Safety Connect™ telematics system on XLE grades (with a one-year complimentary trial subscription) covers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Roadside Assistance.

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.

Camry Hybrid: 200 System Net Horsepower, Expected 42 MPG City Rating

Leave it to the world's hybrid leader to create a midsize sedan that delivers both high performance and high fuel efficiency. The Camry Hybrid packs the company's two decades of hybrid experience into its Hybrid Synergy Drive powertrain. The 2017 Camry Hybrid LE anticipates MPG ratings of 42 city/38 highway/40 combined fuel economy. The Camry Hybrid is also available in XLE and SE grades, so hybrid drivers can enjoy the same

luxury and sportiness available in the gasoline model.

Next come some numbers that might take even hybrid aficionados by surprise: The 2017 Toyota Camry Hybrid can accelerate from zero-to-60 mph in 7.6 seconds, placing its performance between the four-cylinder and V6 models.

Most drivers do not measure their cars' performance in seven-second bursts, however. In the cut and thrust of everyday driving and commuting, the Camry Hybrid impresses with its response, helped in large part by the electric motor, which produces a net system output of 200 hp.

Driving the Camry Hybrid, one is aware only of the seamlessness with which Hybrid Synergy Drive combines output from the 2.5-liter Atkinson cycle four-cylinder engine and a high-torque electric motor through its unique transaxle. The system varies power between the gas engine and electric motor, or combines both, as needed. Total system output is 200 horsepower.

More Than Batteries and Gasoline

Toyota pioneered other technologies that helped make its hybrids highly fuel efficient. When applying the brakes, for example, regenerative braking converts the electric motor to a generator that captures kinetic energy from the wheels, storing it in the hybrid battery pack.

The driver can play an active role in fuel efficiency using the driver-selectable modes. Selecting ECO mode optimizes throttle response and air conditioning output to help prioritize fuel economy.

Choosing EV mode allows the Camry Hybrid to drive solely on the electric motor for up to 1.6 miles at speeds below approximately 25 mph. A Hybrid System Indicator and fuel consumption indicator, located in the Optitron gauges, helps the driver to operate the car as economically as possible.

Youth Movement

The Toyota Camry appeals to drivers of all ages, but one model in particular has been bringing in customers that are, on average, five years younger than other Camry customers. That would be the SE, which accounts for about 43 percent of Camry sales.

The SE and the even sportier XSE stand apart with a unique front fascia design with a sport, piano-black mesh grille. A dark chrome coating on the halogen or LED headlamps (standard on V6) of these sporty models accentuates the sporty stance. (Other Camry grades' headlamps have a clear appearance.) The SE and XSE can be paired with either the four-cylinder or V6 powertrain, and the SE treatment is also available for the Camry Hybrid.

It's the way that the Camry SE and XSE drive, though, that really wins over the young and young at heart. Specially tuned suspension sharpens agility yet preserves ride comfort. The SE features 17-inch alloy wheels with a graphite finish. The XSE gets even more of a performance look with 18-inch machine-finish alloy wheels featuring gloss black accents and carrying P225/45R18 tires.

The SE and XSE can rev up the car enthusiast lurking in any driver. In both models, sport front seats with more supportive side bolsters grip the driver, and the driver grips a leather-trimmed three-spoke steering wheel. A multi-mode console shifter and steering wheel paddle shifters control the six-speed automatic transmission. Exclusive to the SE and XSE, the transmission features faster shift times when in "S" mode, along with downshift blipping control to intensify the performance-driving feel.

The Camry offers available LED low- and high beams with automatic leveling, and front turn signal indicators and LED Daytime Running Lights for an elegant appearance.

Camry Comfort

The 2017 Camry upholds its well-earned reputation for comfort with a cabin outfitted in premium soft-touch materials. Depending on model grade, seat cover textures range from premium fabric up to genuine leather trim and Ultrasuede trim with durable, high contrast French stitching. Detailed stitching and satin chrome trim give the Camry cabin a sophisticated appearance and luxurious feel.

A 4.2-inch TFT screen nestled between the three-dimensional Optitron gauges is standard on all grades. The screen's color animation displays a wide range of vehicle functions and coordinates with the multimedia system to display audio, navigation, warnings and communications. It's also networked with the direct Tire Pressure Monitoring System (available on select models), enabling the driver to see the pressure in each tire.

The Camry's console tray offers more storage and a convenient power source in the storage box. The enclosed bin in front of the shifter offers a 12v power port, USB port and an available Qi-compatible Wireless Smartphone Charging system for select smart phones.

Entune™ Multimedia

Camry drivers can count on entertainment and connectivity with a variety of audio and Navigation packages. Depending on model grade, the Camry uses either a 6.1-inch or 7-inch touch-screen displays. Bluetooth® wireless is standard, naturally, for compatible hands-free phone calls and audio streaming. It's accessible in all models from the steering wheel, as is the audio system.

The 7-inch touch screen display serves as a portal for Entune™, Toyota's innovative multimedia system with access to the subscription-free App Suite. Entune with App Suite turns a compatible smartphone into a source of information and entertainment with access to popular mobile applications and data services.

The Entune App Suite includes mobile apps for Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora®, Facebook Places, Yelp™ and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. After pressing a steering wheel switch, you simply speak the name of the Entune App you want to use to launch it. Then, you use the audio controls or voice commands to operate it.

The top Entune multimedia system, available on select models, is equipped with a 7-inch Premium Navigation system with JBL® GreenEdge™ audio. Split-screen capability can simultaneously display navigation and audio information. Available HD Radio includes iTunes® tagging and SiriusXM Satellite Radio™ (with a 90-day complimentary trial).

Every Camry sold in North America is the product of over 7,000 skilled American team members. With significant design and engineering contributions in Michigan, and assembly in Kentucky, a unique American touch goes into each Camry.

Peace of Mind Warranty Protection

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 against corrosion with no mileage limitation. The hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for eight years/100,000 miles.

Standard Toyota Care is a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.