2015 Chicago Auto Show - 2016 Toyota Avalon Reveal

February 12, 2015

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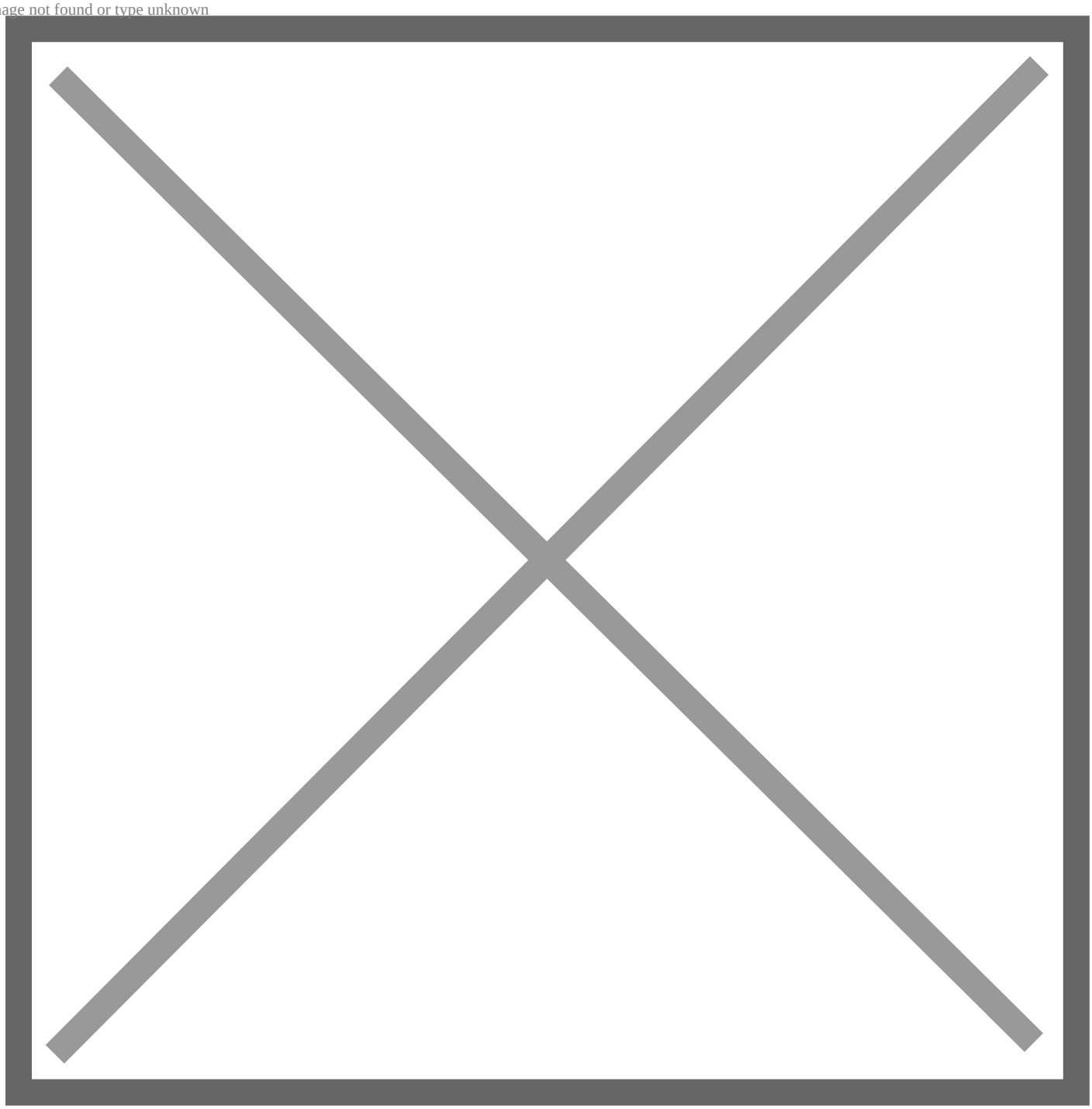

2015 Chicago Auto Show
2016 Toyta Avalon Reveal Press Conference
Chicago
February 12, 2015
Bill Fay, Toyota Group Vice President and General Manager

First Look in the "Second City:" The Refreshed 2016 Toyota Avalon Premium Mid-Sized Sedan

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Good afternoon ladies and gentlemen and thank you for joining us today.

Last year here in Chicago we showed you three of the most adventurous vehicles in Toyota's lineup the TRD Pro …Tundra, Tacoma, and 4Runner.

This year we're switching gears to show you three equally exciting models… but this time without all of the dirt.

The 2016 Camry and Corolla special editions … and the refreshed 2016 Avalon all share something in common.

They are all products of a NEW Toyota.

Our customers have always been drawn to Toyota for its quality, durability and reliability but they also want cars with a little more style …that are a little more
"fun-to-drive."

So not long ago … Akio Toyoda challenged his designers to create cars that spark people's emotions cars that make them say…

"I want this I HAVE to drive this!"

Our designers responded by upping the ante with cars that are more expressive and emotional.

Consumers are taking notice our research shows that all three of our sedans have improved significantly on key image attributes like…attractive styling, technologically advanced, sporty and Fun To Drive.

These metrics are reflective of a younger customer discovering cars that appeal to their sensibilities.

In fact … our Camry and Corolla sport grades are attracting buyers that are more than 10 years younger than their segment averages.

As a result for the first time ever Camry, Corolla, and Avalon led their respective segments in sales in 2014 a clean sweep proving that Quality, Durability, and Reliability …mixed with a shot of adrenaline …is a winning combination.

So where do we go from here?
We're going to build on this success and continue offering special edition vehicles that appeal to a younger buyer and give them even more of what they want.

So let's take a closer look at the 2016 Camry Special Edition.

The Camry has been the #1 selling car in America for 13 straight years.

For 2015 it was boldly redesigned … only three years into its model cycle. We went bumper to bumper … changing or re-engineering nearly 2,000 parts.

Only the roof remained unchanged.

Now … less than a year later we're at it again … infusing even more excitement into the Camry line with a special edition that adds an extra dose of both sportiness and technology.

Based on the youthful Camry SE … the exterior gets even sportier with…

- New 18" alloy wheels with a machined face and piano black accents…
- Aggressive smoked taillights as well as …
- A Standard Moonroof

The sporty-theme continues on the inside with …

- High contrast blue stitching.
- Exclusive seats trimmed with black SofTex and blue inserts.
- And a Blue meter cluster.

Lastly …we've added some high-tech features that owners will love like…

- A smart key system with push-button start,
- And Qi wireless charging for smartphones.

The Camry Special Edition will be available in 2 colors … Blizzard Pearl, and this blue streak metallic which is available only on this model.

A limited production run is scheduled to start this fall at our Georgetown, Kentucky plant … with a target of 12,000 units.

Now … let's talk about this red hot Corolla over there.

The Toyota Corolla is the world's best-selling nameplate of all-time.

In fact … more than 40 million Corollas have been sold worldwide since 1966.

Launched in 2013 … this all-new 11th generation Corolla is the roomiest and most fuel-efficient ever.

With the sporty Corolla S grade providing the canvas this Special Edition will dial up the excitement with …

- steering wheel mounted paddle shifters,
- Sport Mode setting that adjusts throttle response for spirited driving,
- Rear disc brakes,
- and unique 17" alloy wheels with gloss black finish.

A sharply designed interior matches its fun-to-drive spirit with red stitching on the … seats, shift boot, arm rest, and leather-wrapped steering wheel.

We've even added red accents to the dash and the door trim.

We know how much our youthful buyers like technology …so this Corolla also includes standard features, such as …

- smart key with push-button start,
- Bluetooth capability,
- automatic climate control,
- and a rear backup camera.

The Corolla special edition will come in three colors … Super White, Black Sand Pearl, and this appropriately named Absolutely Red … which will only be available on this model.

A limited production run will start this fall at our Cambridge, Ontario plant with a target volume of 8,000 units.

These two special editions are the latest in a long line of vehicles demonstrating the new approach to Toyota design …an approach that started in 2012 with the debut of the all-new Toyota Avalon.

The first Toyota vehicle to be designed, engineered, and assembled in North America … the Avalon was completely reimagined with Stunning lines, engaging driving dynamics and high-tech features.

These improvements struck a chord with customers and Toyota's flagship sedan vaulted to the top of the premium midsize segment with an impressive sales increase of 140% in its first year.

Avalon rose to the top of its segment by giving customers what they wanted …

- A stylish exterior
- A comfortable, refined interior with advanced technology features
- And more aggressive driving dynamics

In the spirt of continuous improvement Chief Engineer Randy Stephens and his team listened to customers and never stopped looking for ways to make the next Avalon even better.

We are excited to show you the results of their customer-focused approach here today.

Ladies and gentlemen … the new 2016 Toyota Avalon.

Toyota's flagship will roll out with a fresh new front end … complete with these sophisticated new available LED headlights and daytime running lights.

Around back new LED taillights give it a high-performance look.

All Avalons will be fitted with new wheels … including these 18-inch alloys with a dark gray finish that come on this Touring grade.

The 2016 Avalon will continue to offer an energetic … yet silky-smooth V6 powertrain as well as a hybrid model.

Five distinct grades on the V6 models give customers a wide array of choice.

Hybrid customers can choose from three separate grades adding luxury features and technology options as they move up the chain from XLE through Limited.

Randy and his team developed two unique suspension systems to better align with diverse customer preferences.

One tuning prioritizes a comfortable ride for the XLE through Limited grades…

The other a more dynamic and responsive driving experience for the Touring grade.

Both of these suspension tunings are new and represent significant improvements.

The 2016 Avalon will once again turn heads when it arrives in showrooms this Fall.

You might have noticed that these cars are painted Red, White and Blue.

That's NO coincidence.

These core models are shining examples of our commitment to North America.

Camry and Avalon were designed and engineered in Ann Arbor and both are built at our award winning Georgetown, Kentucky plant where we have produced more than 10 million vehicles since 1988.

Our Cambridge, Ontario and Blue Springs, Mississippi plants join forces to produce the more than 300,000 Corollas that join American families each year.

And earlier today in Blue Springs we celebrated a significant milestone with the 500,000th Mississippi-built Corolla rolling off the line.

Across the Toyota lineup … more than 70% of what we sell in North America is built right here.

When you add it all up … these three vehicles here on stage today account for more than 800,000 sales… all produced in North America.

Ladies and gentlemen … the Toyota product renaissance continues.

Stay tuned.

There are many more chapters of our story yet to be told and we look forward to another major announcement in New York.

Randy Stephens and I will be here to answer any questions you might have.

Please allow the photographers a minute or two to take a few shots before you come up to the stage.

Thank you and enjoy the rest of the show.

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