

The Bold and the Beautiful: Sweeping Redesign Keeps 2015 Toyota Camry at the Top of Its Class

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The best-selling car in America for the last 12 years just got better! When redesigning the Camry for 2015, Toyota went bumper to bumper and floor to roof, changing or re-engineering nearly 2,000 parts. Only the roof remains unchanged, and it caps off the boldest Camry body ever.

That provides an idea of the scope of the transformation that also endows the new Camry with a stiffer body structure, enhanced aerodynamics and its quietest ride ever. The redesigned, upscale interior, and advanced instrumentation with intuitive controls help keep the driver safely focused on the road.

The redesigned interior looks and feels much more upscale, featuring premium, soft-touch materials throughout.

Getting Sporty, Getting Younger

The 2015 model is easily the best-handling and most comfortable-riding Camry ever. Beneath the bolder body lines the Camry's body structure has been bolstered with additional spot welds to enhance rigidity. Retuned suspension systems in all models put an edge on handling agility while taking the edge off bumps.

And, for the 45 percent of Camry customers who have been choosing the sporty SE model (and who are, on average, 12 years younger than other Camry customers), there's even bigger news. The SE is joined by an even sharper-handling XSE grade, with 18-inch wheels, suspension tuning and added luxury. Like the premium XLE grade, each of those sporty models is available with the choice of a 178-hp 2.5-liter four-cylinder engine or the 268-hp 3.5-liter V6. The Camry Hybrid returns, as well, available in LE, XLE and the eco-fun SE grades.

Expressive. Athletic. Exciting. Yes, It's a Camry.

An aggressive looking front bumper and grille, pronounced side character lines and low-profile LED headlamps give the new Camry a far more expressive style.

It's a sleeker look that's also slightly longer (1.8 inches / 45 mm) and features a widened track (0.4 inches / 10 mm) that communicates a dynamic stance and presence. In profile, a pronounced body line starts from the Camry's muscular front fender and spans across the doors and rear quarter panel, conveying a sense of motion.

Sleek new headlamps are the eyes in a new Camry face you won't forget. The 2015 Camry offers available LED low- and high beams with auto static leveling, and front turn signal indicators and LED DRL's are integrated for an elegant appearance. Tail lamps wrap around into the tapered rear quarters for a more sophisticated appearance. The 2015 Camry is available in 10 colors, including the all-new Celestial Silver Metallic and Ruby Flare Pearl. Additional colors new for Camry include Blizzard Pearl; Predawn Gray Mica; and Blue Crush Metallic

Plush, Hushed Cabin

Drivers will love the 2015 Camry interior, and so will passengers. Everywhere you look and touch, the Camry presents premium materials, an overall roomier feel and enhanced amenities. Varying by model, seat cover textures range from premium fabric up to genuine leather trim and Ultrasuede with durable, high contrast French-stitching. Detailed stitching and satin chrome trim give the new Camry cabin a sophisticated appearance and luxurious feel.

The new center stack shows off a high-tech, upscale look that more smoothly integrates with the console. The center console plays a larger role than ever in modern cars, accommodating all manner of personal items as well as presenting multi-media functions. The Camry's console tray offers more storage and a convenient power source in the storage box. The new enclosed bin in front of the shifter offers a 12v power port, USB port and a segment-first, available wireless charging system for select smart phones.

Toyota uses new electronics in the 2015 Camry to help reduce driver distraction, not add to it. The best example of that approach might be the new 4.2-inch TFT screen nestled between the three-dimensional Optitron gauges, standard on all grades except the Camry LE gas model. 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 so you can even see at a glance the pressure in each tire.

Toyota did delete something from the 2015 Camry's interior: noise. With the powertrains already exceptionally quiet, the engineers focused especially on reducing wind and road noise. Among numerous changes throughout the car, window and door seals were improved to keep outside noise out. Even the side mirrors were redesigned

to better control airflow-reducing turbulence and noise. Beneath your feet, the carpet uses 30 percent more noise-insulating material.

Advanced Safety Features

The 2015 Camry offers in-demand advanced safety features including Pre-Collision System, Adaptive Cruise Control, Lane Departure Alert with Auto High Beam Lane Departure Alert, and Blind Spot Monitor with Rear Cross Traffic Alert. That is, of course, in addition to the 10 standard airbags that include dual-stage advanced SRS front airbags, front and rear seat-mounted side airbags, side curtain airbags and a driver's and front passenger's knee airbag.

Like all current Toyota vehicles, the 2015 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. It also features the Smart Stop Technology brake-override system.

For the maximum in customer assurance, the XLE grade offers the Safety Connect™ telematics system (with a one-year complimentary trial subscription), which covers four safety and security features: Automatic Collision Notification, Stolen Vehicle Location, Emergency Assistance Button (SOS), and Roadside Assistance.

Dialing Up Driving Fun

Sharpening the agility in a car the right way starts with a stiffer structure. Toyota added additional spot welds to the Camry's door opening flanges to increase rigidity, which in turn enabled the suspension tuning needed to enable more spirited handling. The combination of MacPherson struts up front, a multi-link configuration at the rear and a stiffer body structure allows for unique suspension tuning across trim levels.

The electric power steering on all 2015 Camry models is tuned for better on-center feel, enhanced straightline stability and more direct-feeling steering inputs. Drivers will also experience better feel from the brake system, which now uses a two-stage booster. Where the rubber meets the road, the 2015 Camry shows off new 16-inch wheel covers (LE) and new 17 and 18-inch alloy wheel designs (other grades).

SE and XSE Grades: You'll Grade Them on A Curve

The Camry SE made it possible to get a charge out of driving the country's most popular family sedan, and its success inspired Toyota engineers to take the concept even further. The result is the 2015 Camry XSE.

Both the Camry SE and XSE are distinguished by a unique front fascia design with a piano-black mesh grille. The halogen or LED headlamps (standard on V6) on these sporty models get an almost sinister-looking dark chrome coating, in contrast to the clear appearance on the other grades. (The dark headlamps look especially sinister with the Attitude Black Metallic exterior color.)

Behind the wheel, it's all good clean fun in the XSE thanks to model-specific 18-inch wheels, higher rate coil springs, unique shock absorbers with internal rebound springs, firmer bushings and unique electric power steering tuning. The wheels carry meaty 225/45R18 all season tires. The Camry SE features its own sporty suspension tuning and 17-inch alloy wheels. Both models upgrade to a leather-trimmed three-spoke steering wheel and sport front seats with more supportive side bolsters.

Whether equipped with the 2.5-liter four or the 3.5-liter V6, these sporty Camry models feature a multi-mode console shifter and steering wheel paddle shifters for 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 heighten the performance driving feel.

Toyota took a bold step in mid-2014 by combining the agility of the SE with the high fuel economy of the

Camry Hybrid. It's now got permanent status in the redesigned 2015 Camry lineup, and it's more than just a sharper look. Specific suspension tuning, with unique stabilizer bar, absorber valve structure, and control arm bushing components, make this one fun-loving hybrid sedan. Even the vehicle stability control system has been retuned for smoother intervention and a more natural driving feel.

Performance and Efficiency

The standard 2.5-liter four-cylinder gasoline engine produces 178 horsepower and 170 lb.-ft. of peak torque. It's teamed with a standard six-speed automatic transmission, and the combination offers EPA-estimated 25 MPG city / 35 MPG highway fuel economy.

The DOHC 3.5-liter V6, one of the few sixes available in the midsize segment, is available in the XLE and XSE grades and delivers 268 horsepower at 6,200 rpm and 248 lb.-ft. of peak torque at 4,700 rpm. It, too, is teamed to the six-speed automatic. Impressive EPA MPG estimates of 21 city / 31 highway are among the best for a V6. Both Camry gasoline engines employ Dual Variable Valve Timing with intelligence (Dual VVT-i) which controls valve timing on both the intake and exhaust camshafts for optimal performance and efficiency at all engine speeds.

Camry Hybrid: 43 MPG City Rating

Toyota remains the world's leader in hybrid vehicles, and the choice of seven hybrids for 2015, including the redesigned Camry, shows why. With its Hybrid Synergy Drive powertrain, the 2015 Camry Hybrid LE offers an EPA estimated 43 mpg city/39 mpg highway/41 mpg combined fuel economy.

The Toyota Hybrid system is still the industry standard for seamless performance. Through its unique transaxle, Hybrid Synergy Drive combines output from the 2.5-liter Atkinson cycle four-cylinder engine and a small high-torque electric motor. The system produces a combined 200 horsepower and varies power between the gas engine and electric motor, or combines both, as needed. A 7.6-second zero-to-60 acceleration time places the Camry Hybrid's performance between the four-cylinder and V6 models.

Regenerative braking converts the electric motor to a generator that captures the kinetic energy when the brake is applied, storing it in the hybrid battery pack. Hill-start assist control helps prevent the vehicle from rolling backward when starting off on an incline when the brake pedal is released.

Driver-selectable modes help the Camry Hybrid to get the most out of every gallon of gasoline. For example, ECO mode optimizes throttle response and air conditioning output to help prioritize fuel economy. You can select EV mode to operate the Camry Hybrid solely on the electric motor for up to 1.6 miles at lower speeds (below approximately 25 mph).

A Hybrid System Indicator and fuel consumption indicator, located in the 4.2-inch TFT screen, helps the driver to operate the car as economically as possible.

Entune™ Multimedia

New multi-media offerings in the 2015 Camry will be music to customers' ears. Depending on model grade, the Camry offers a variety of audio and Navigation packages with either 6.1-inch or 7-inch displays. The display serves as a portal for Entune®, Toyota's innovative multimedia system with access to the subscription-free App Suite. The available HD Radio system includes iTunes® tagging and SiriusXM Satellite Radio™ (with a 90-day complimentary trial).

All 2015 Camry models feature a standard Bluetooth® wireless connection for compatible hands-free phone calls, and a phone book transfer function is available. Steering wheels in all models feature integrated audio and

Bluetooth controls. A standard USB port allows playing music and video from portable audio devices, using the vehicle sound system and available in-dash display screen, and includes full iPod® integration.

The top-of-the-line system is equipped with a seven-inch Premium HDD Navigation system with Entune® and JBL GreenEdge™ audio system. The system's split-screen can simultaneously display navigation and audio information. The GreenEdge™ eight-channel amplifier is lighter and produces higher sound output than conventional amplifiers while consuming less energy.

The Entune® multimedia system with subscription-free App Suite turns a compatible smartphone into a new source of infotainment with access to popular mobile applications and data services. You launch Entune apps by pressing a switch on the steering wheel and speaking the name of the app, then using the audio controls or voice commands to operate it.

The Entune App Suite includes mobile apps for Bing™, iHeartRadio, MovieTickets.com, OpenTable®, and Pandora®. Entune data services include a fuel price guide, sports scores, stocks, traffic and weather. The audio unit can download new Entune apps as they're developed, including the necessary voice recognition components.

Every Camry sold in North America is the product of over 7,000 skilled American team members. From design and engineering in Michigan, to 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.