2014 Toyota Yaris Delivers the Best in Liftback Versatility

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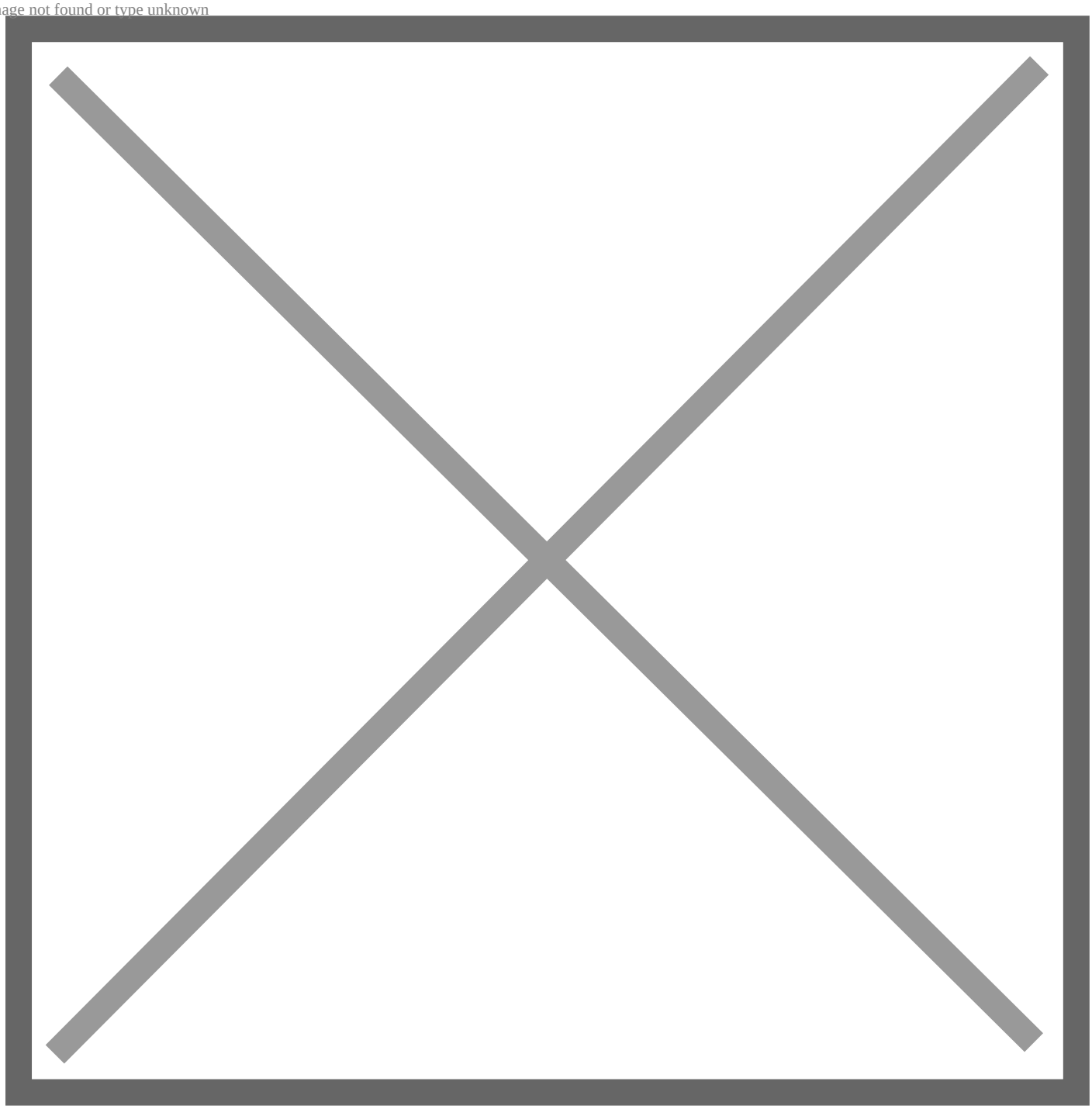

TORRANCE, Calif., (Feb. 4, 2014) — The Toyota Yaris, the brand's fun, efficient compact model, offers the only choice of three-door or five-door liftback models in the segment. Both combine sporty styling with high value from a long roster of standard equipment and safety features, including nine airbags.

The Yaris delivers a high level of refinement in the entry segment, making it an ideal commuter vehicle.. The Yaris offers younger, price-conscious shoppers a comprehensively equipped small car with big fuel economy numbers, a roomy interior and of course the brand's well high QDR (Quality, Dependability and Reliability). New for 2014, daytime running lights (DRLs) are standard on all models

The Yaris line offers five models for 2014: three- and five door models in L and LE grades and the sporty five-door-only SE grade.

Liftbacks for Today's Lifestyles

Liftback body styles dominate the subcompact vehicle segment, preferred by about 70 percent of new retail car buyers in this category. Yaris infuses the body style's practicality with sporty design. The 98.8-inch wheelbase provides a smooth ride and roomy interior, while an overall length of 153.5 inches helps make the Yaris highly maneuverable in tight situations. The aerodynamic body yields a 0.30 coefficient of drag.

Inside, the liftback body style offers flexibility, with 15.6 cu. ft. of trunk space (15.3 for three-door) that expands with the rear seatback folded. Yaris L models feature a one-piece folding rear seat, while LE and SE editions include a 60/40-split fold-down rear seat.

Frugal Yet Fun

The 2014 Yaris was designed for fun, functionality and frugality. All models are powered by a 1.5-liter, 16-valve, four-cylinder DOHC engine equipped with variable valve timing with intelligence (VVT-i), producing 106 hp at 6,000 rpm and 103 lb.-ft. of torque at 4,200 rpm. The broad torque curve provides plenty of response for both manual transmission and automatic-transmission vehicles.

All Yaris L, LE and SE models are available with a four-speed electronically controlled automatic transmission, featuring a compact, lightweight design and reduced friction for greater fuel efficiency. A smooth-shifting five-speed manual transmission is available on L and SE models only.

The front MacPherson-strut and rear torsion-beam suspension systems are tuned to deliver a smooth ride and engaging driving feel. The electric power steering provides good road feel at highway speeds while aiding low-speed parking maneuvers. The Yaris L and LE come with 15-inch wheels as standard, while the SE rolls on 16-inch alloy wheels with 195/50R16 tires. Responsive electric power steering makes the Yaris nimble on crowded city streets and easy to park in tight spaces. The L and LE models have a tight 30.8-ft. turning circle.

Nine Standard Airbags Lead Impressive List of Safety Features

In common with all Toyota vehicles, the Yaris features Toyota's 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. The Yaris also features Smart Stop Technology, Toyota's brake-override system.

An impact-absorbing body structure utilizes high-tensile strength steel to effectively distribute collision forces. The 2014 Yaris features nine standard airbags. Driver and front-passenger dual-stage airbags (SRS) are

complemented by front-seat mounted side airbags and a knee airbag for the driver. Roll-sensing side airbags are fitted to both front- and rear-row seats.

The Advanced Whiplash Injury-Lessening (WIL) front-seat structure helps to ensure that the region from the head to the lower back are equally supported, helping to reduce whiplash-type injuries during certain types of rear end collisions.

Comprehensive Standard Features

Yaris models are well equipped with popular comfort, convenience and technology features. Starting with the Yaris L, all models include standard electric power steering, power door locks and a Cold Weather Package. Other standard features include air conditioning, six cup and bottle holders and a storage cover for the cargo area.

Halogen headlamps and an intermittent front windshield wiper are also standard. The single-windshield wiper with wet-arm system reduces weight and provides better performance than the traditional two-arm type. The system sprays washer fluid from the base of the wiper arm directly in the path of the blade for improved cleaning and wiping action. All models come with a standard rear window wiper.

The Yaris LE includes standard power windows with driver's auto-down, power mirrors, cruise control, steering wheel audio controls, and a remote keyless entry system with engine immobilizer.

All Yaris models are equipped as standard with Tech Audio, which includes AM/FM CD player with MP3/WMA playback capability and MP3 sound enhancement, six speakers, SiriusXM Satellite Radio compatibility (additional hardware and subscription required), HD Radio, USB port with iPod® connectivity, and music streaming via Bluetooth® wireless technology and iPod® interface. Bluetooth wireless technology also provides hands-free phone capability and phonebook access. Automatic sound leveling adjusts for outside noise. An auxiliary input jack enables connecting other types of digital music players.

The Sport-Tuned Yaris SE

The Yaris SE provides more driving fun with its sport-tuned suspension, quicker ratio steering, standout styling and driver-oriented interior. The SE features both front and rear disc brakes, with the front discs nearly an inch larger in diameter than L and LE versions. The SE is equipped with P195/50R16 tires and alloy wheels.

The SE makes a distinctive statement with smoke-trim multi-reflector halogen headlamps, integrated fog lamps and color-keyed grille with sport mesh insert. It features color-keyed front and rear underbody spoilers, rear spoiler and rear diffuser, set off by a chromed exhaust tip and SE badge.

Inside, the driver faces a sporty instrumentation package, with an analog speedometer, tachometer, fuel gauge, and a digital Multi-Instrument Display. The leather-trimmed tilt three-spoke steering wheel includes audio controls and standard cruise control. Exclusive sport seats add shoulder-level support for more comfort and control. The driver's seat has six-way adjustability.

Exterior Styling

The bold and assertive presence of the Yaris design is visible from all angles, starting with the distinctive protruding front profile with wide headlamps and integrated turn signals. The profile displays a steeply sloped beltline, and flowing curves that appear to stretch the image of the vehicle. The shoulder lines continue around to

the rear, creating a sharp, solid look.

Unusual for a car in this segment, eight exterior colors are available for the 2013 Yaris, including Super White, Classic Silver Metallic, Magnetic Gray Metallic, Black Sand Pearl, Absolutely Red, Lagoon Blue Mica, Wave Line Pearl and Blazing Blue Pearl.

Interior Design

The Yaris interior provides a level of detail not often seen on cars in this price class. The doors close with a smooth, solid feel. Additional sound-absorbing and insulating materials make for a quiet ride. High-quality fabrics and a soft-touch dash highlight a premium, sporty interior. The front seats are sculpted to help reduce fatigue on long trips. All models have dual extendable sun visors with vanity mirrors, a convenience some cars leave out.

The driver experience is enhanced with a three-spoke tilt steering wheel, featuring a thick grip and a flat-bottom shape to reduce knee interference. The instrument cluster includes a multi-instrument display with odometer, twin trip meters, clock, outside temperature reading, fuel economy display, average speed and Eco-Driving indicator.

Toyota Quality, Warranty and Care

Toyota's 36-month/36,000 mile basic new-car 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 Yaris also comes standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

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