

Pricing Announced for 2014 Yaris

June 18, 2013

TORRANCE, Calif., June 18, 2013 — Toyota Motor Sales announced pricing and product enhancements for the 2014 Yaris Liftback which went into production on June 3, of 2013. Daytime Running Lights (DRL's) will be standard on all MY14 Yaris models.

2014 Yaris Pricing

Grade	Current MSRP	New MSRP	MSRP Chg (\$)	MSRP Chg (%)	Effective Date
YARIS 3-DR L LIFTBACK	\$14,370	\$14,430	\$60	0.4%	June 2013
YARIS 3-DR L LIFTBACK	\$15,095	\$15,155	\$60	0.4%	June 2013
YARIS 3-DR LE LIFTBACK	\$15,955	\$16,015	\$60	0.4%	June 2013
YARIS 5-DR L LIFTBACK	\$15,395	\$15,455	\$60	0.4%	June 2013
YARIS 5-DR SE LIFTBACK	\$16,480	\$16,540	\$60	0.4%	June 2013
YARIS 5-DR SE LIFTBACK	\$17,280	\$17,340	\$60	0.3%	June 2013
YARIS 5-DR LE LIFTBACK	\$16,430	\$16,490	\$60	0.4%	June 2013

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee which is \$795 of passenger cars.