

Toyota Announces 2013 Corolla LE and S Special Edition Models

March 21, 2013

TORRANCE, Calif., (March 20, 2013) — Toyota Motor Sales has announced two 2013 Corolla Special Editions that will offer consumers appealing equipment at an attainable price point.

The 2013 Special Edition Corollas will offer unique standard features in two grade levels, LE and S. The LE Special Edition offers equipment targeted at consumers who value comfort and convenient entertainment, including 16-inch alloy wheels, Display Audio with Navigation and Entune™ (three-year subscription), Power and heated Beige leather-trimmed seats, Special Edition floor mats and exterior badging, and a unique Black Currant Metallic exterior color.

The sporty Corolla S Special Edition will provide youthful styling along with 17-inch alloy wheels, Display Audio with Navigation and Entune™, Sport fabric seats coordinated with a unique Hot Lava exterior color, and Special Edition floor mats and exterior badging.

A total of 7,500 Corolla special edition vehicles (2,250 LE and 5,250 S) will be manufactured during a two-month period beginning in April at Toyota Motor Manufacturing Canada (TMMC). Each Corolla Special Edition model will be offered at the MSRP \$20,550 (*pricing excludes the Delivery, Processing, and Handling (DPH) fee of \$795*). The Corolla Special Editions arrive at dealerships in late April.