

2013 Toyota Corolla Adds New Premium Packages

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TORRANCE, Calif., Nov. 16, 2012 – The Toyota Corolla, already one of the best-equipped cars in the compact class, offers new comfort amenities with a choice of Premium Packages for both the LE and S grades for 2013. All Corolla models feature a revised chrome-accented grille for 2013, and the LE and S grades include a standard Display Audio system with 6.1-inch touch screen.

The 2013 Corolla LE and S grade models gets a standard 6.1-inch touch-screen control panel for the AM/FM/CD system, six speakers and a USB port with iPod® connectivity. Bluetooth® wireless technology provides hands-free phone capability, music streaming and phonebook access, and automatic sound leveling adjusts for outside noise. The system also comes equipped with an auxiliary input jack. Auto-sound leveling adjusts volume in response to ambient noise. Both the LE and S grades feature steering wheel audio control switches.

Compact car buyers are increasingly seeking premium features, and the 2013 Toyota Corolla LE and S models answer that demand with three Premium Packages. The S grade offers the Premium, Premium Interior or Premium Complete Packages, while the LE, which already offered an optional Premium Package, adds the Premium Interior and Premium Complete Packages for 2013.

In the S grade, the new Premium Package upgrades the car with 17-inch, 5-spoke alloy wheels, 205/55R17 tires and a power tilt/slide moonroof with sliding sunshade. The Premium Interior Package adds automatic climate control, multi-reflector halogen headlights with black sport trim and auto on/off feature, and a leather-wrapped steering wheel with audio controls.

The Premium Complete Package adds to that the Display Audio with Navigation and Entune™ multi-media system. This system includes all of the features in the new base audio system (see above) plus SiriusXM Radio with 90 day complimentary trial, HD Radio with iTunes® Tagging, advanced voice recognition and Entune™ apps.

The Toyota Entune™ system is a collection of popular mobile applications and data services, with three years of complimentary access. Once a smart phone is connected to the vehicle using Bluetooth wireless technology or a USB cable, Entune's features are operated using the vehicle's controls or, for some services, by voice recognition.

Entune™ includes Bing™ and Pandora®; real-time info including traffic, weather, fuel prices, sports and stocks. Apps available at no charge include iHeartRadio, MovieTickets.com and OpenTable®. (See toyota.com/entune for details.)

In the Corolla LE, the available Premium Package (16-inch, five-spoke alloy wheels with P205/55R16 tires, integrated fog lamps and a power tilt/slide moonroof with sliding sunshade) is augmented by the new Premium Interior Package, which shares the features of the S Premium Interior Package, also adding an 8-way power driver's seat. The new Premium Complete Package in the LE model is also similar to that offered for the S grade, but differs in its use of 16-inch alloy wheels with 205/55R16 tires.

The 2013 Corolla continues to offer the two-year or 25,000-mile Toyota Care complimentary maintenance plan.

Performance and Efficiency

The 2013 Corolla is available in three grades: the base-model Corolla L, the LE, and sporty S grade. All models are equipped with the 1.8-liter DOHC four-cylinder engine, which produces 132 hp at 6,000 rpm and 128 lb-ft of torque at 4,400 rpm. Dual Variable Valve Timing with intelligence (VVT-i) controls valve timing on both the intake and exhaust camshafts to help optimize performance and fuel economy.

The 1.8-liter engine is paired with a five-speed manual transmission or a four-speed automatic Electronically Controlled Transmission (ECT) on the base Corolla L and the sporty S grades; the LE model makes the automatic standard. The four-speed automatic uses a torque converter with flex lockup for increased fuel efficiency, as well as uphill/downhill shift control. For a more engaging driving experience, the driver can shift the automatic manually by moving the shift lever to the left from its “D” position into the “S” position, then pushing forward for upshifts and back for downshifts. An indicator inside the combination gauge shows the gear selected.

The 2013 Corolla has earned an EPA-estimated fuel economy rating of 27 mpg city and 34 mpg highway with the five-speed manual transmission, and 26 mpg city and 34 mpg highway with the four-speed automatic transmission.

Handling and Ride

The smooth-riding Corolla is built around a stiff body structure that relies on high tensile strength steel, gussets and cross members for its strength, rigidity and lightweight construction. Front suspension is composed of a compact, rigid L-arm-type MacPherson strut with a stabilizer bar. The Corolla’s torsion beam rear suspension employs a coil-over-shock arrangement that allows efficient packaging along with agile handling and excellent ride comfort.

An electric power-assist steering system uses a compact motor, speed reducer and torque sensor built into the steering column. The system varies the amount of assistance according to engine RPM and vehicle speed. The result is appropriate weight and responsiveness at higher speeds, and light effort at low speeds. Electric power steering reduces parasitic losses to the engine, thereby aiding fuel economy. It is also environmentally efficient, because it does not require hydraulic oil.

Safety

The 2013 Corolla comes equipped with the standard Toyota 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 standard Smart Stop Technology brake-override system.

The Corolla is engineered to absorb and disperse impact energy throughout the entire body structure, including front and rear crumple zones. Strengthened door beltline reinforcements help share the impact load, which in side impacts is also directed to the underbody. A direct tire pressure monitor system comes standard on every Corolla.

All Corolla models are equipped with six standard airbags, including advanced front airbags, front seat-mounted side airbags, and front-and-rear side-curtain airbags. Seatbelt pretensioners retract the seat belt at the time of a frontal collision, and the dual-stage force limiter helps limit the seat belt force applied to the passenger’s chest.

Front seats integrate active headrests. If the vehicle is struck from the rear with sufficient force, a cable-actuated mechanism in the active front headrest moves the headrest upward and forward to help limit the movement of

the occupant's head.

Comfort and Convenience

The 2013 Corolla upholds a 40-plus year heritage for providing outstanding value in standard equipment. All models feature a standard all-weather package. The Corolla L grade features 15-inch steel wheels with full wheel covers; P195/65 R15 tires; color-keyed exterior door handles and mirrors; a heavy-duty rear window defogger with timer; power windows, door locks, multi-function in-key remote keyless entry system with lock, unlock, trunk release, panic and remote illuminated entry; AM/FM/CD audio with four speakers with MP3/WMA playback capability, auxiliary audio jack, and auto sound leveling; air conditioning with pollen filter; intermittent windshield wipers; daytime running lights; tilt and telescopic steering wheel; multi-information display with outside temperature, current fuel economy, average fuel economy, average speed and travel distance; fabric-trimmed six-way adjustable driver's seat; four-way adjustable front passenger seat; 60/40 split folding rear seats and a 12-volt auxiliary power outlet.

In addition to the new audio system, the popular Corolla LE grade adds variable intermittent windshield wipers with mist cycle; color-keyed power heated outside mirrors; cruise control, and a tilt telescopic steering wheel with metallic accents.

The sporty Corolla S grade interior gets an exclusive upgrade with front sport seats, metallic style interior trim and analog sport instrumentation.

Exterior Design

Built on a 102.4-inch wheelbase, the Corolla provides room for five, with a 12.3 cu. ft. trunk. Just above the dense mesh grille that helps form the now familiar Toyota T-face, an interlayer of anti-chipping coating is used to help minimize paint damage from stone chips. The sporty Corolla S grade projects a street-smart look with 16-inch alloy wheels and 205/55 R16 tires; and multi-reflector halogen headlamps with black housings. The standard body kit on the Corolla S model adds a sporty look while also enhancing aerodynamics. The kit includes color-keyed front and rear underbody spoilers, sport side rocker panels, chrome-tipped exhaust, unique S badge and rear mudguards; color-keyed rear spoiler and integrated fog lamps.

Numerous features contribute to low wind noise in the Corolla, including specially shaped A-pillars, acoustic glass windshield and side window structures that resist vibration. The windshield molding, wiper blade covers and shape of the cowl air intake louvers are all designed to minimize noise. Windshield washer nozzles are partially shielded by the rear edge of the hood. Inside, the carpeting is designed to absorb noise.

Interior Design

The Corolla's driving position and front seats are tailored to a wide range of driver heights. A standard tilt and telescope steering wheel in all models makes it easy for taller drivers to find a comfortable position. A multi-information display presents a variety of information, including outside temperature, current fuel economy, average fuel economy, average speed and travel distance.

The Corolla's rear seat offers space and comfort for three adults. Careful attention to exhaust system routing provides a nearly flat rear floor, enhancing comfort for the middle passenger. Three interior color schemes are available: Ash, Dark Charcoal, Bisque and Bisque High Contrast.

Easy-to-reach storage spaces provide convenience and usability inside the Corolla. These include center console side pockets; a storage box above the usual glove box; a console box with a large-capacity main tray and a smaller accessory tray; an overhead console useful for storage of sunglasses or garage-door openers, and front and rear-door storage pockets with sculpted bottle holders that can hold 20-ounce bottles.

Limited Warranty

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 corrosion with no mileage limitation.

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