Toyota Announces 2012 Camry SE Sport Limited Edition Model

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TORRANCE, Calif., August 30, 2012- Toyota announces that the new 2012 Camry SE Sport Limited Edition four-cylinder model begins, and should arrive at Toyota dealers by Labor Day weekend.

This new Camry SE Sport edition combines a desirable equipment package with the proven Camry mid-size, four-cylinder sedan formula at a very accessible Manufacturer's Suggested Retail Price of $25,995 (price does not include a Destination Preparation and Handling fee). The Camry SE Sport includes 18" alloy wheels with smoked finish, 8-way power seat, power sunroof, and Display Audio (6.1-inch touchscreen) with Navigation and Entune™.

The exterior colors offered for the Camry SE Sport include Barcelona Red, Attitude Black, and for the first time on this latest generation of Camry, Blizzard Pearl. This limited production model will offer a choice of black or black/ash interior. Production of the Barcelona Red and Attitude Black models began August 6. The Pearl White will be available for only three months from the start of production on September 12 to November 12. All Camry sedans are manufactured at Toyota's Kentucky plant.