

Pricing Announced For 2013 Yaris Subcompact

September 18, 2012

TORRANCE, Calif., (Sept. 18, 2012) – Toyota Motor Sales announces a pricing increase on the 2013 Yaris subcompact that went into production on Sept. 3.

Changes in feature content for Yaris L include Tech Audio as standard equipment. Tech Audio includes AM/FM CD player with MP3/WMA playback capability and MP3 sound enhancement, six speakers, SiriusXM Satellite Radio compatible (additional hardware and subscription required), HD Radio™, auxiliary audio jack, USB port with iPod® connectivity, auto sound leveling, hands-free phone capability, phone book access, and music streaming via Bluetooth® wireless technology and iPod® interface. Cruise control is also now standard equipment on the Yaris LE trim level.

The MSRP for the 2013 Yaris does not include the delivery, processing, and handling (DPH) fee of \$760. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

Grade	Current MSRP	New MSRP	MSRP Chg (\$)	MSRP Chg (%)
YARIS 3-DR L LIFTBACK	\$14,115	\$14,370	\$255	1.8%
YARIS 3-DR L LIFTBACK	\$14,840	\$15,095	\$255	1.7%
YARIS 3-DR LE LIFTBACK	\$15,625	\$15,955	\$330	2.1%
YARIS 5-DR L LIFTBACK	\$15,140	\$15,395	\$255	1.7%
YARIS 5-DR SE LIFTBACK	\$16,400	\$16,480	\$80	0.5%
YARIS 5-DR SE LIFTBACK	\$17,200	\$17,280	\$80	0.5%
YARIS 5-DR LE LIFTBACK	\$16,100	\$16,430	\$330	2.0%

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