

All-New 2012 Yaris: A Great Blend of Performance, Convenience, MPG and Safety

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Torrance, Calif., May 14, 2012 — With sales up 140 percent in April and 70 percent for the year, the 2012 subcompact Toyota Yaris proves to be an outstanding choice for performance, comfort, fuel efficiency and safety.

The all-new Yaris comes in three-door and five-door liftback models, with available five-speed manual or four-speed electronic automatic transmissions. Powered by an efficient 106-hp four-cylinder engine with Variable Valve Timing with intelligence (VVT-i), it's EPA-rated to achieve 30 mpg city and 38 mpg highway with the manual and 30 city/35 highway with the automatic.

Yaris helps protect its occupants with a reinforced cabin that integrates front and rear crumple zones and energy-absorbing materials in the roof and doors. All-five seating positions are equipped with height-adjustable head rests and three-point seatbelts. Also standard are driver and front passenger advanced dual-stage front airbags, front-seat-mounted side airbags, driver knee airbag, driver- and front-passenger seat-cushion airbags and first and second row side-curtain airbags.

Toyota's Star Safety System is standard on all models. It includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology (SST). Toyota is the first full-line manufacturer to make these features standard on all vehicles.

The comfortable cabin provides rear seating for three with headrests in all positions. The interior also features easy-to-reach controls, high center-mounted instrument cluster for excellent on-road visibility, and an array of storage spaces and cup holders. Standard equipment includes air conditioning, tilt steering wheel, rear-window defogger and intermittent wipers.

For an added measure of utility and luggage space, the rear seatback folds down to expand cargo capacity from 9.3 cubic feet to 25.7 cubic feet. A 60/40 split rear seatback is standard on LE and SE grades.

Exterior styling is crisp and contemporary. The grill is accented by sharp character lines that flow into the sleek hood and windshield. To improve aerodynamics and reduce wind noise, outer moldings on the windshield and door glass have been eliminated. In the rear, the tail lamps frame a wide trunk opening.

For those seeking a sportier look and driving experience, Yaris offers an SE model with five-speed manual transmission or four-speed automatic, 16-inch alloy wheels and tires, sport-tuned suspension, quicker-ratio steering and integrated fog lamps.

All Yaris models come with complimentary Toyota Care, which covers normal factory maintenance for two years or 25,000 miles, whichever comes first.

Yaris is available at Toyota dealers nationwide with manufacturer's suggested retail prices starting at \$14,115.