

Toyota Yaris Engineered for Value, Variety and Safety

June 28, 2010

TORRANCE, Calif. – The value-engineered Toyota Yaris is the only vehicle in the subcompact entry-level segment to offer three distinct body styles for a variety of personal tastes and needs.

Available as a three-door liftback, five-door liftback and four-door sedan, Yaris offers great fuel economy and class-leading safety features. Its highly efficient 1.5-liter four cylinder engine delivers EPA estimated mileage of 29 city and 36 highway.

Starting around \$12,600, Yaris is the only volume entry-level subcompact to offer a coordinated network of five advanced safety enhancements. The exclusive Star Safety System, standard on all Toyota vehicles, combines Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-Lock Brake System (ABS), Electronic Brake-Force Distribution (EBD) and Brake Assist (BA). Additional standard safety features on Yaris include six airbags, tire-pressure monitor system, trunk entrapment release and a reinforced cabin with front and rear crumple zones, which absorb energy in the event of an accident.

Rounding out the Yaris value story is a generous list of standard comfort and convenience features such as air conditioning, tilt steering wheel, digital clock, folding rear seat, interior map light, and electric rear-window defroster. Additional equipment and packages can be ordered as an option.

Yaris is available at more than 1,200 Toyota dealers nationwide.

###

NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com>.

CONTACTS:

Toyota Division Communications

Greg Thome (310) 468-3279 or greg_thome@toyota.com

David Lee (310) 468-2077 or david_lee@toyota.com

Sam Butto (310) 468-7728 or sam_butto@toyota.com

Media Web site: <http://www.toyotanewsroom.com>

Public Web site: <http://www.toyota.com>