

Six Things to Know About the All-New GR Corolla

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Toyota's sports car line up just got bigger with the powerful and stylish first-ever Toyota GR Corolla. This bold hot hatch that customers have been waiting for offers performance, handling and functionality while also joining the Corolla lineup, known for its standard of excellence and durability.

Assembled at the automaker's production facility in Motomachi, Japan, the [2023 Toyota GR Corolla](#) is assembled in unconventional ways. Instead of the traditional conveyor system, the production is much more hands-on and requires manual assembly.

In addition to the meticulousness and precision this hands-on process creates, owners of the 2023 GR Corolla will enjoy a complimentary one-year membership to the National Auto Sport Association¹ — giving them an easy and affordable way to get on the track as well as access to a high-performance driving event² with expert instruction.

Read on to find out what other benefits and features make the GR Corolla a one-of-a-kind vehicle that sports car fans and Corolla customers alike will appreciate.

Test Drive

Under the thorough and careful guidance of the TOYOTA GAZOO Racing team, it comes as no surprise that the GR Corolla is equipped with everything it needs to excel as a hot hatch. Born from rally racing and thoroughly tested and refined at every turn to help ensure optimal performance, this vehicle has even been approved by master driver Akio Toyoda, also known as Morizo.



Double Take

What's better than one version of the GR Corolla? Two, of course. Customers can choose from the Core or Circuit Edition models. Available in two grades, the innovative vehicle speaks to a driver's preference. The Core Grade is available in white, black and Supersonic Red. These striking colors will make the car a standout on the road. It will also feature a color-keyed roof with a black rear lip spoiler, GR-FOUR-stamped side rockers and wide-fender flares. Sound sporty? It doesn't stop there. The interior boasts seating for five and is outfitted with GR-logoed fabric sport seats for added race car appeal.

For special edition enthusiasts, the Circuit Edition answers the call. The limited-run model is only available through 2023. Standard colors include white, Supersonic Red and Heavy Metal with the same GR-FOUR-stamped side rockers and wide-fender flares. A forged carbon fiber roof, vented bulge hood, sporty rear spoiler and an exclusive Morizo-signed shift knob to round out some of the fine details. These added elements elevate the driving experience, giving customers a true race car feel.

Both grades offer quality features that make them excellent choices for sports car enthusiasts.

Sporty Style, Top-Notch Performance

While sporty characteristics are abound throughout, the exterior design is undeniably noteworthy. The vehicle's wide stance and broad hatch exterior project a strong, dashing style with the black GR-badged functional matrix grill: perfect for those who like to make a grand entrance and stylish statement.

Drivers will admire the bold look of the flanked air ducts outfitting both sides. The front grille on the Circuit Grade comes in Gloss-Black and features integrated LED fog lamps, designed to illuminate the path for drivers who find themselves in poor-visibility situations. The wide track and flaring of the rear wings emphasize the car's wide and low silhouette.

Both grades have mounted shark-fin antennas for extra oomph that race car fans can respect.

Gloss-Black heated power outside mirrors with turn signal indicators, gloss-black window molding and black GR Corolla badges might be standard on both grades, but the sleek look is anything but ordinary.

Lightweight, with a three-cylinder turbo engine, this vehicle delivers 300 horsepower and 273 pound-feet of torque. Engineered for snappy acceleration out of corners, drivers can hit a peak of 3,000 to 5,500 revolutions per minute (rpm), with max horsepower coming at 6,500 rpms. Its unique triple exhaust makes for a powerful ride and reduces back pressure for ultimate speed.

Standard on both grades is a push-button GR engine start/stop button, aluminum sport pedals, two USB charging ports, one 12-volt auxiliary power outlet, front console tray and rear console box. All these amenities add extra comfort and convenience, creating a pleasant environment and ride for all.



Power Drive

Built with race car elements in mind, it only makes sense that the GR Corolla's drivetrain would be inspired by the rigors of rally racing.

The G16-E engine is paired with Toyota's rally-developed GR-FOUR all-wheel drive (AWD) drivetrain. This system gives drivers a choice of 60-40, 50-50 or 30-70 power distribution to the front and rear wheels. If there's one thing that is synonymous with race cars, it's a stick shift and clutch. So of course, the GR Corolla is offered exclusively in a manual transmission, staying true to its hands-on rally-racing roots. Shifting gears can be a fun aspect that puts the driver in control while providing a racing effect.

The GR Corolla also includes Toyota's first sports AWD system in over 20 years. It delivers exceptional levels of traction and control with engineering designed to optimize drive power to each wheel while also being simple and lightweight. Plus, it's designed to weather a variety of conditions. Whether the driver is looking to adjust performance for dirt, rain or snow, or is just in the mood for a different feel, the GR-FOUR system offers

settings to match. This feature gives drivers the confidence to traverse a range of terrains with ease and precision.

With the twist of a dial, GR Corolla can adjust four-wheel drive performance to fit the driver's needs. From everyday driving situations to competitive track driving, this vehicle is designed to handle it all. In each mode, the torque balance can automatically adjust in response to the driver's inputs, vehicle behavior and road or track conditions.



Screen image simulated

Can't-Miss Multimedia Amenities

High-quality multimedia amenities are a Corolla hallmark, and the GR is no exception. Simply put, a car of this caliber must be equipped with advanced features; and it doesn't disappoint. All GR Corollas feature Toyota's all-new, North American developed Toyota Audio Multimedia system. Featuring an 8-inch touchscreen, the system offers an improved user experience and a wide range of enhanced connectivity and convenience features, including being Over-the-Air (OTA) updatable. Users can interact with the new system's design through touch and voice activation. With Intelligent Assistant available through Drive Connect³ trial or subscription simple phrases like "Hey Toyota" awakens the system for voice-activated commands to search for

directions, find Points of Interest (POI), adjust audio controls, change the cabin temperatures and more.

Additionally, Toyota Audio Multimedia allows for simultaneous dual Bluetooth® phone connectivity with support for wireless Apple CarPlay® and Android Auto™ capability — offering personalized connectivity that drivers have come to expect.

Safety Tech

Safely transporting drivers and passengers has always been a top priority for Toyota. Thanks to technological advances, Toyota's active safety features are better than ever. All GR Corolla grades come standard with Toyota Safety Sense 3.0 (TSS 3.0)⁴, which includes enhancements made possible by system sensors with improved detection capability.

The Pre-Collision System with Pedestrian Detection⁵ is also capable of detecting bicyclists, motorcyclists and guardrails in certain conditions. When making a turn or approaching an intersection, the system is designed to detect forward or laterally approaching oncoming vehicles and provides audio and visual alerts and automatic braking in certain conditions. Improved lane recognition helps refine performance of the Lane Departure Alert with Steering Assist⁶ and Lane Tracing Assist⁷.

But that's not all. In addition to TSS 3.0, the GR Corolla comes standard with Blind Spot Monitor⁸, which is designed to help detect and warn you of vehicles approaching or positioned in the adjacent lanes and Rear Cross Traffic Alert⁹ for added peace of mind by helping to detect and provide warning when there are vehicles approaching from either side while backing out.

Collectively, these high-tech safety features are designed to help give drivers peace of mind.

Find more information on the 2023 Toyota GR Corolla [here](#).