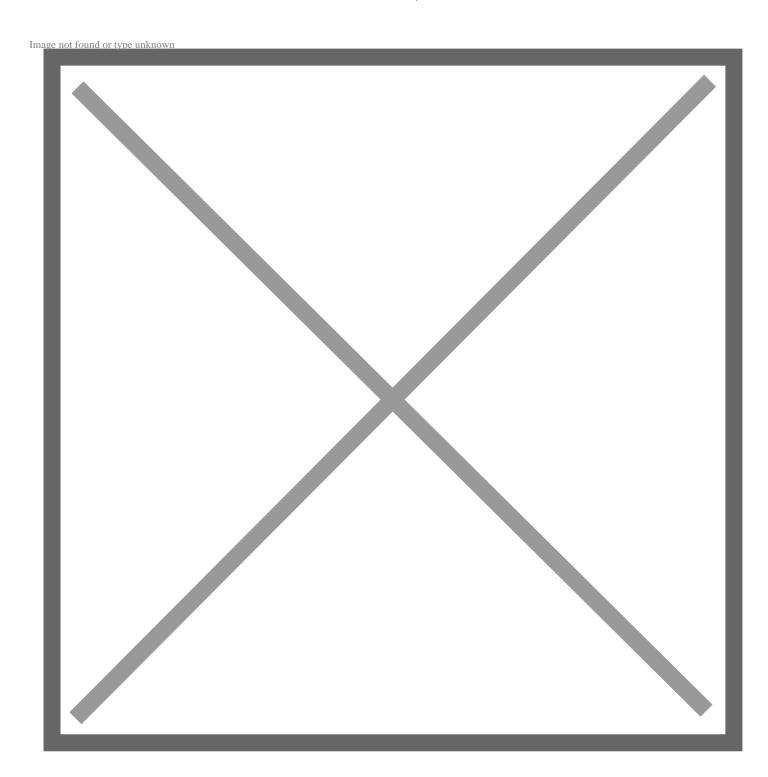
Powerful Performance: Toyota's All-Wheel Drive-Equipped Sedans Are Primed for Winter

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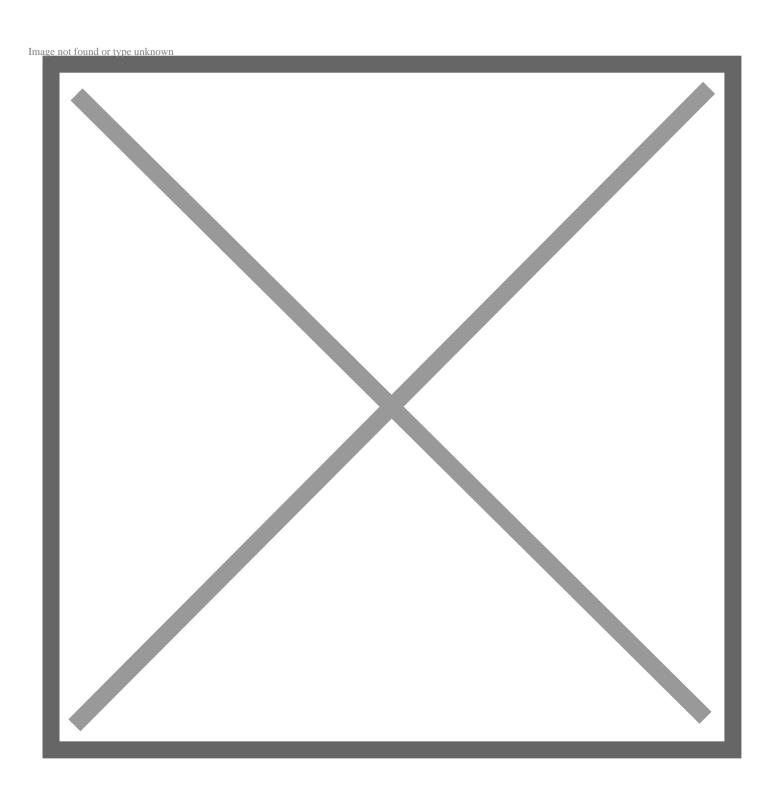
When it comes to navigating snowy roads, drivers sometimes depend on all-wheel-drive (AWD) vehicles to help navigate their journeys safely. For Toyota drivers, options are in abundance in the brand's lineup. From spacious to electrified, there are variety of sedan options to help get passengers safely to their destinations during wintry weather. In fact, the company's expanded all-wheel-drive lineup for the 2023 model year including some legendary Toyota sedans — Camry, Crown and Prius.

The need for increased grip and stability on slick roads is especially critical during winter conditions, when 24 percent of weather-related vehicle crashes occur on snowy, slushy or icy pavement, according to the Federal Highway Administration.

Six all-wheel-drive grades are available in the Camry lineup, which has been one of Toyota's best-selling sedans for nearly 20 years. The AWD drivetrain layout, available on 4-cylinder engines only, strengthens and adds to the Camry's long-standing reputation for quality, durability and reliability. Crown comes standard with one of two AWD systems: Electronic On-Demand All-Wheel Drive or Full Time Electronic All-Wheel Drive. Available in early 2023, the recently revealed, all-new Prius will offer an available Electronic On-Demand AWD system which uses a motor to drive the rear wheels for extra grip when needed.

More Power, More Control

With an AWD system, the vehicle responds to the road in real time, adjusting itself in the moment to inclement conditions to help maintain stability. The system is designed to provide instant power distributing torque between the front and rear axles, as well as the two rear wheels and uses advanced technology (including electromagnetic coupling) to engage or disengage the rear wheels when needed. For instance, to help limit the slippage in a Camry's front wheels, it sends up to 50 percent of the engine torque to the rear wheels when hitting rough surfaces. Essentially working smarter, not harder.



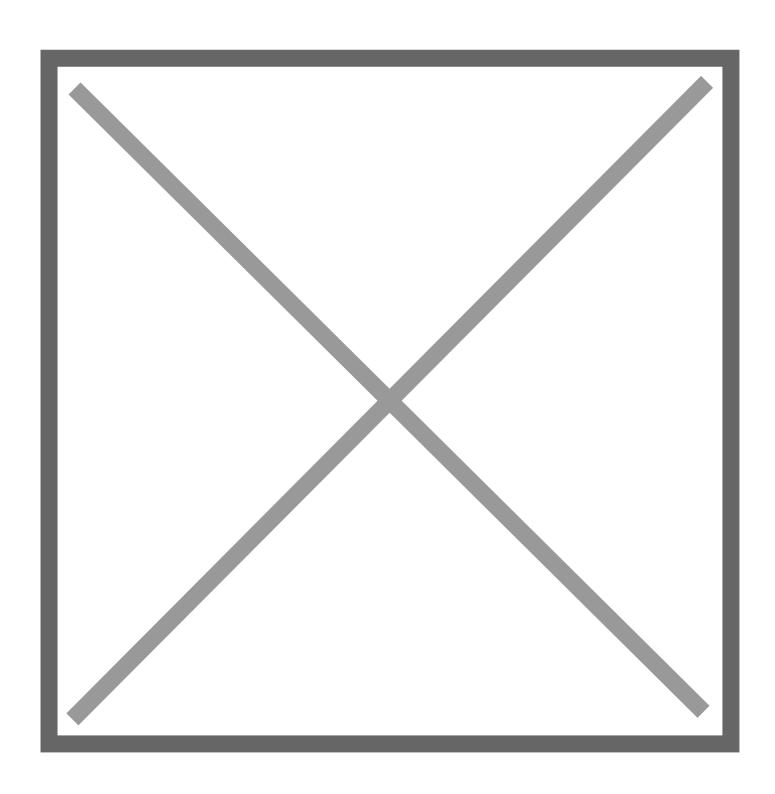
The Versatility of AWD With The Comfort of a Sedan

With the Toyota New Global Architecture (TNGA) — the unified vehicle platforms used across the brand's fleet of vehicles — the latest AWD-equipped sedans share the same parts as other popular Toyota vehicles. The Camry, for instance, retains the same body structure as past models but uses the engine and transmission from the popular RAV4 and other elements from the Highlander. This practice helps allow the AWD system to live in harmony with these models.

Enhanced Efficiency

Toyota's all-wheel-drive systems can also offer impressive fuel economy. For example, Toyota engineers kept the prized, sleek sedan design intact, adding only 165 pounds to the Camry with the additional AWD feature, which helps with fuel economy.

The result is a set of vehicles that can drive more and stop less. The Crown and Camry have an EPA-estimated combined 41 and 28 miles per gallon, respectively.



Purpose-Built Performance

For the 2023 model year, the all-new Prius AWD offers 196 horsepower and a 0-60 time of 7.0 seconds. A high-output IPM (Interior Permanent Magnet) motor has been adopted for the rear motor on AWD models, allowing for a compact design that helps enhance the low traction road climbing performance and the stability when turning.

Same Expected Agility

Of course, stability isn't a driver's only concern. Those seeking a sportier, nimble vehicle won't be disappointed. AWD-equipped models between Camry, Crown and Prius feature high-quality tuning, vehicle agility and cabin quietness. Functionality also remains for those driving the whole family, with no sacrifices in passenger space, trunk room or ride comfort.

In the Camry XSE, for instance, drivers will find the same sport-tuned suspensions and 19-inch wheels in both FWD and AWD versions. The Crown's standard AWD system helps give drivers the confidence they need while driving through less-than-perfect road conditions by automatically supplying power to the rear wheels to help improve traction. No compromises, only bonuses, abound with these offerings.

Toyota's sedans continue to gain traction and blaze their own paths with enhanced drivetrains providing even more options to fit guests' lifestyles.