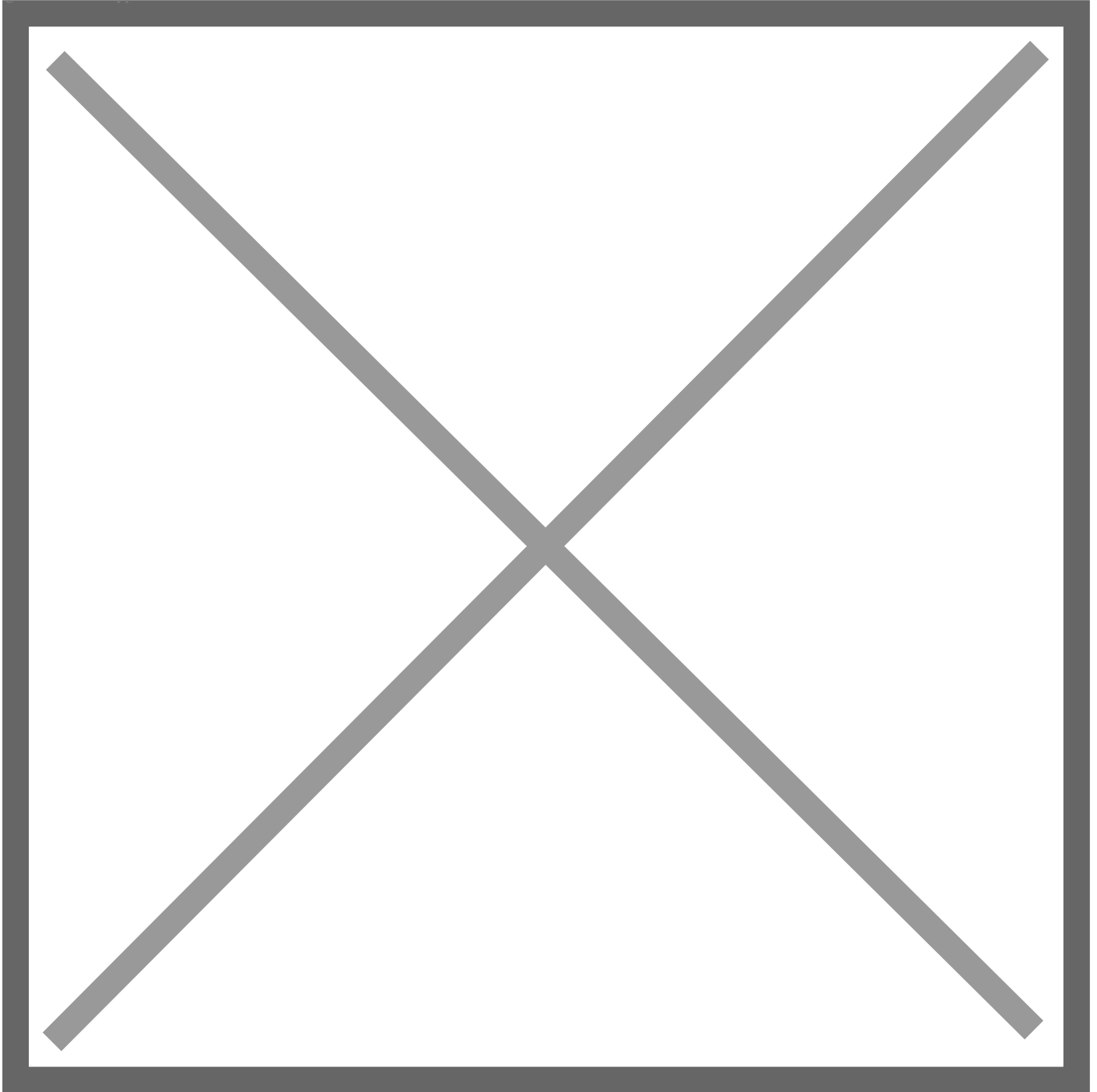


What's New for Toyota's 2023 Sedans and Sports Cars

December 15, 2022

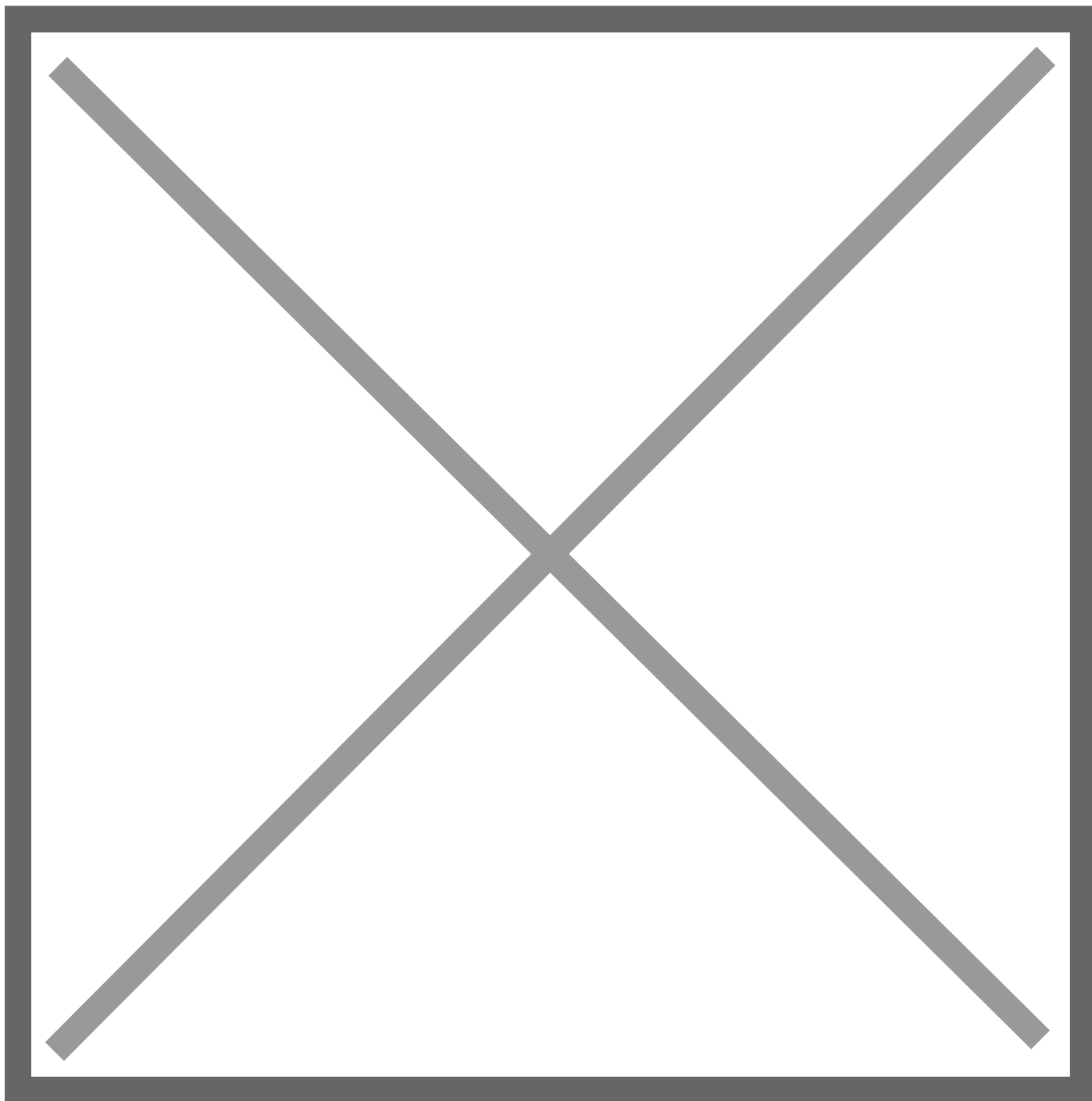
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As Toyota's lineup of vehicles continues to evolve, guests will still recognize the quality, durability and reliability they've grown to expect from the brand. Regardless of powertrain, guests will experience an impressive balance of efficiency and power across the vehicle segments.

Read on to discover what's new in Toyota vehicles for the 2023 model year:

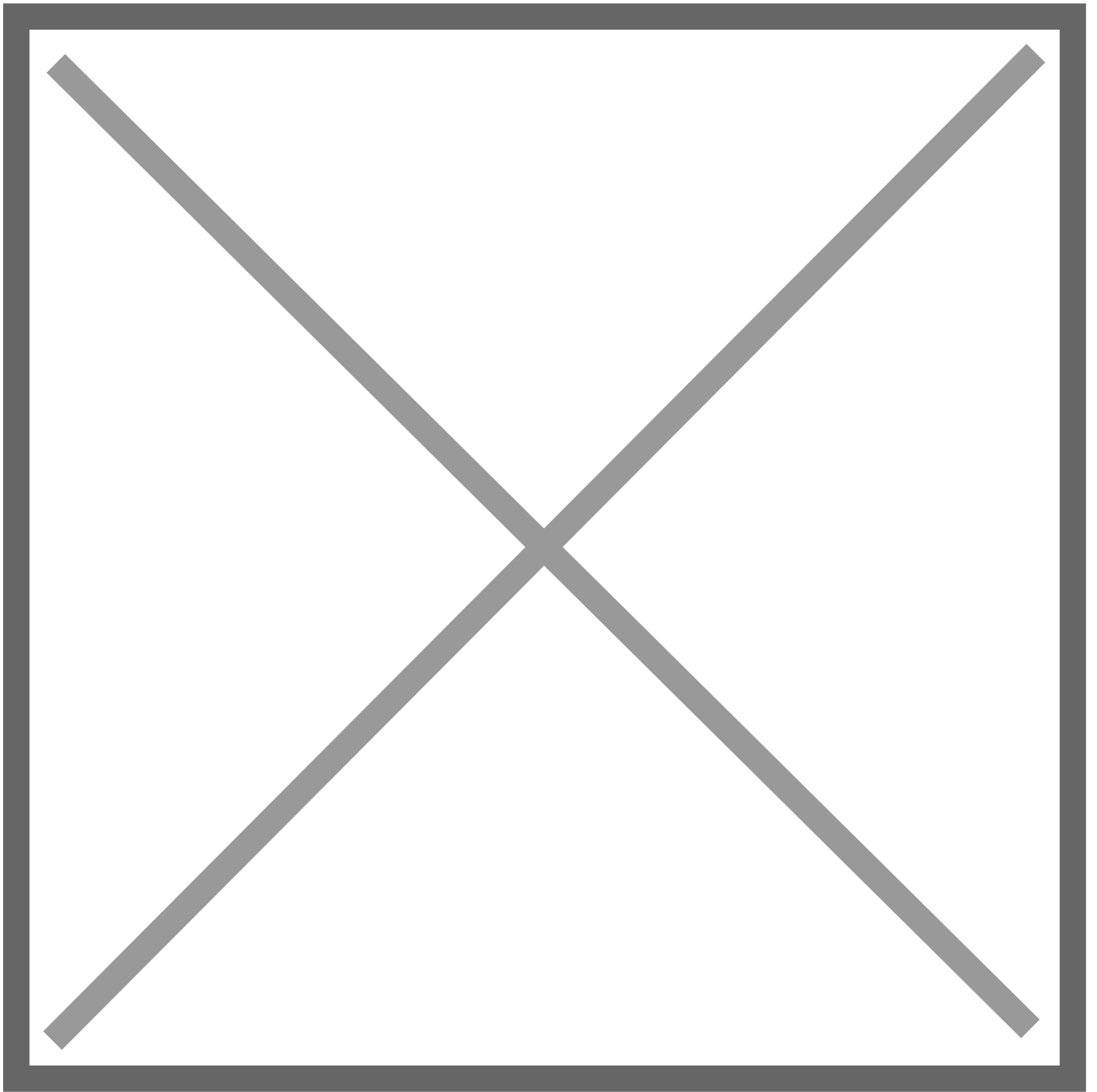
Sedans



Toyota Camry

Introducing the 2023 Toyota Camry SE Nightshade Edition: Available in gas, hybrid, front-wheel drive and all-wheel drive, the SE Nightshade stuns with 19-inch TRD matte bronze-finished aluminum alloy wheels and black exterior features like window trim, mirror caps, shark fin antenna, as well as black-trimmed headlights and taillights. Available in Ice Cap, Midnight Black Metallic and the all-new Reservoir Blue on the outside, this Special Edition also showcases black rear badging.

The 2023 Camry TRD grade also has a few updates. The exterior is now available in an exclusive new color, Underground, with a black roof. On the inside, the seat insert has been updated from white/black to red/black.



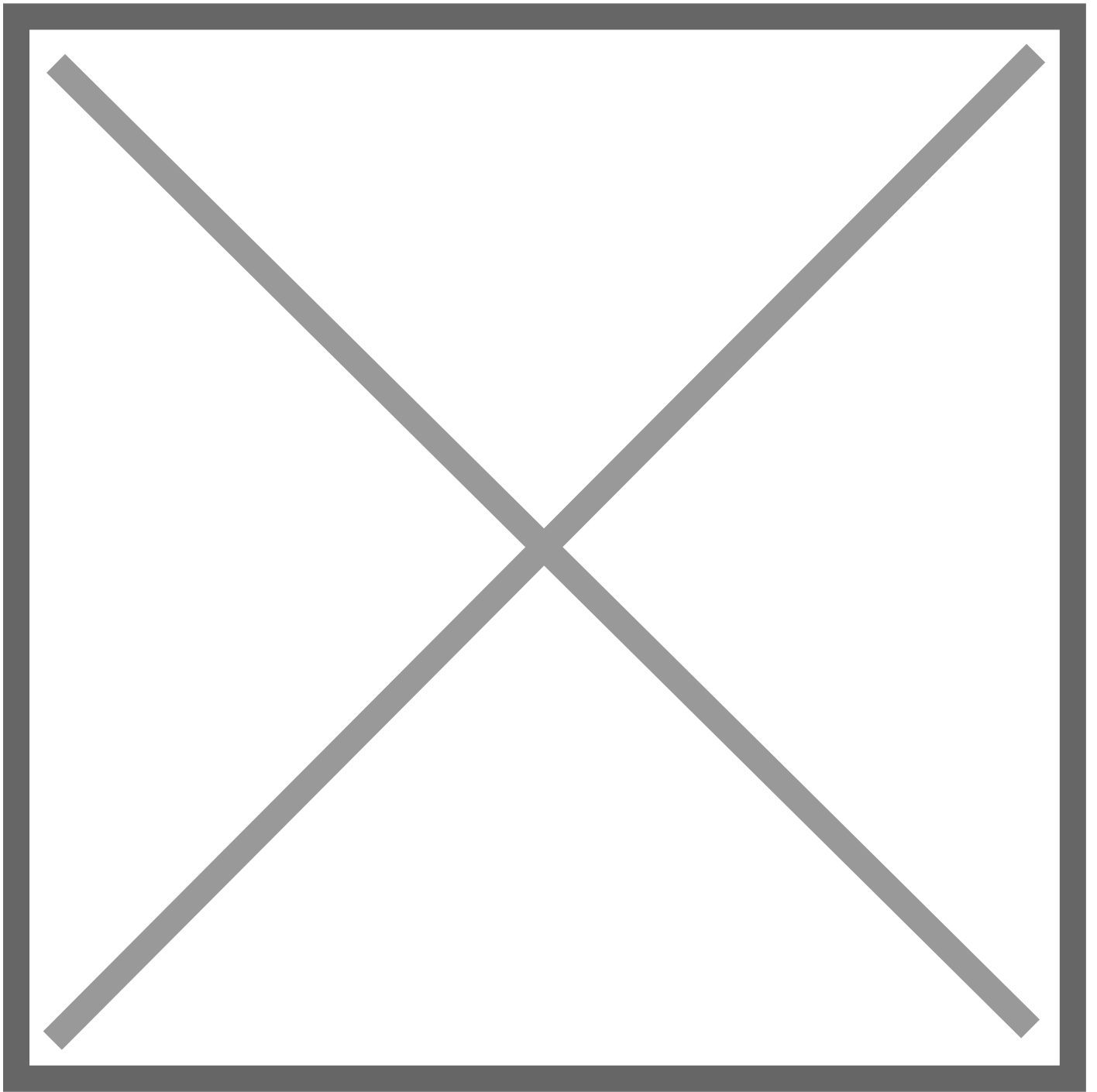
Toyota Corolla

Both gas and hybrid grades of the Toyota Corolla receive updates for the 2023 model year. The gas-powered vehicles have a revised grade lineup: LE, SE and XSE. New standard features include Toyota Safety Sense 3.0, Toyota Audio Multimedia System with 8-inch touchscreen, additional USB-C ports, LED Daytime Running Lights, refreshed front and rear bumpers, and an updated grille design.

New grades are added to the 2023 Corolla Hybrid to include the SE and XLE, in addition to the LE. The LE and SE grades are now available with Electronic On-Demand All-Wheel Drive, and the LE grade adds standard updated grille and rear valence, and 16-inch aluminum wheels. All grades of the 2023 Corolla Hybrid feature an updated 5th Generation Hybrid System.

Toyota Corolla Hatchback

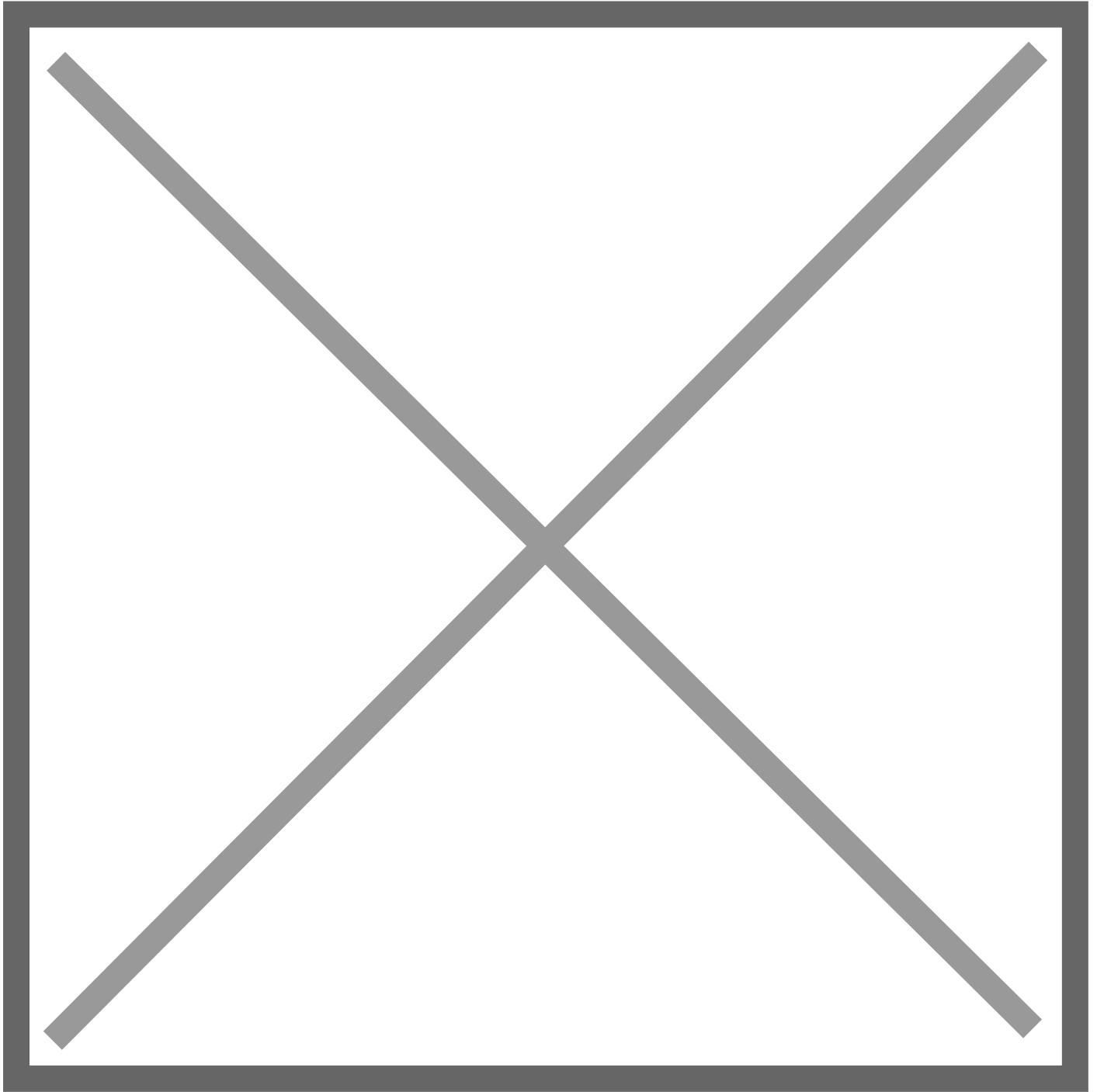
The 2023 style of the Corolla Hatchback is refreshed. Both the SE and XSE grades come with standard LED headlights and daytime running lights, and an updated front grille and rear bumper styling with silver accents. Both grades also come standard with Toyota Safety Sense 3.0, Toyota Audio Multimedia System with 8-inch touchscreen, four USB-C ports and a Gloss Graphite wheel finish.



Toyota Crown

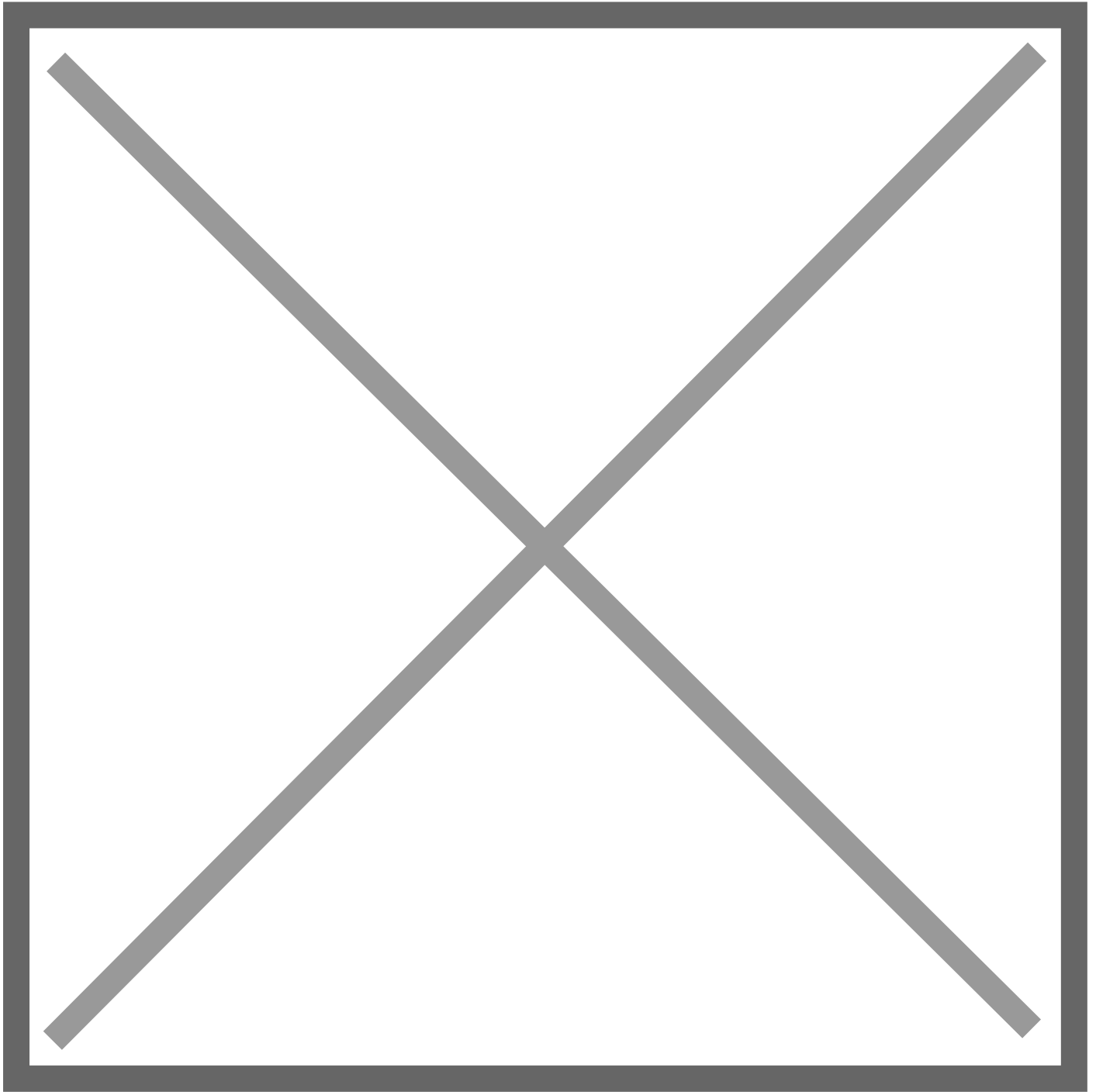
Next year is an exciting one for the Toyota Crown. The vehicle has returned to the U.S. market and is all-new for the 2023 model year. Available in three grades: XLE, Limited and Platinum, the all-new Crown is breaking out of the traditional “sedan” mold with a new “lift-up” design that boasts larger wheels and a flowing silhouette. Plus, the 2023 model offers a choice of two different hybrid powertrains and two different all-wheel drive systems (depending on grade).

Exclusive to the Platinum grade, the Hybrid MAX powertrain is Toyota's all-new performance hybrid, delivering a manufacturer-estimated 340 net horsepower, paired with a 2.4-liter turbocharged engine and direct shift 6-speed automatic transmission. The XLE and Limited grades are equipped with the Toyota Hybrid system that pairs front and rear electric motors with a 2.5-liter engine — a system also has an manufacturer-estimated 38 MPG combined city/highway rating.



Toyota Mirai

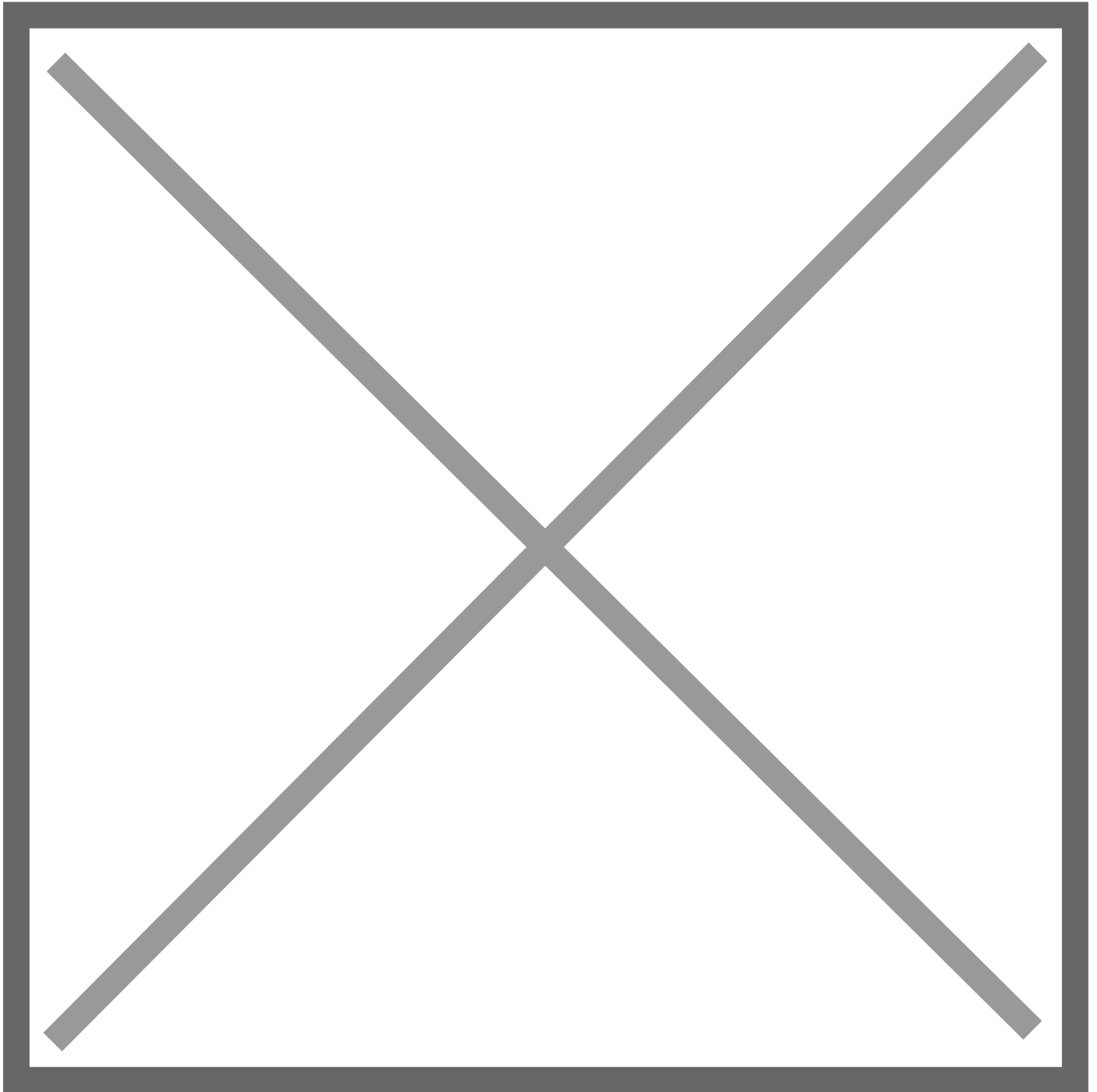
In the 2023 Mirai, the latest update is all about the multimedia system. The Toyota Audio Multimedia system is now standard on all grades of the 2023 Toyota Mirai.



Toyota Prius

The all-new 2023 Prius. With sporty exterior styling, a lower, wider one-motion silhouette and up-to 57 MPG combined manufacturer rate fuel economy, it's a new generation of Prius that's engineered to surprise. For this round, handling and braking updates accompany a larger 2.0L engine, and an available an Electronic On-

Demand AWD system has been adopted which uses a motor to drive the rear wheels for extra grip when needed. Available in early 2023 in LE, XLE and Limited grades, and powered by a refined Toyota Hybrid System, its Toyota's iconic hybrid in a bold, sleek new package that's sure to surprise.

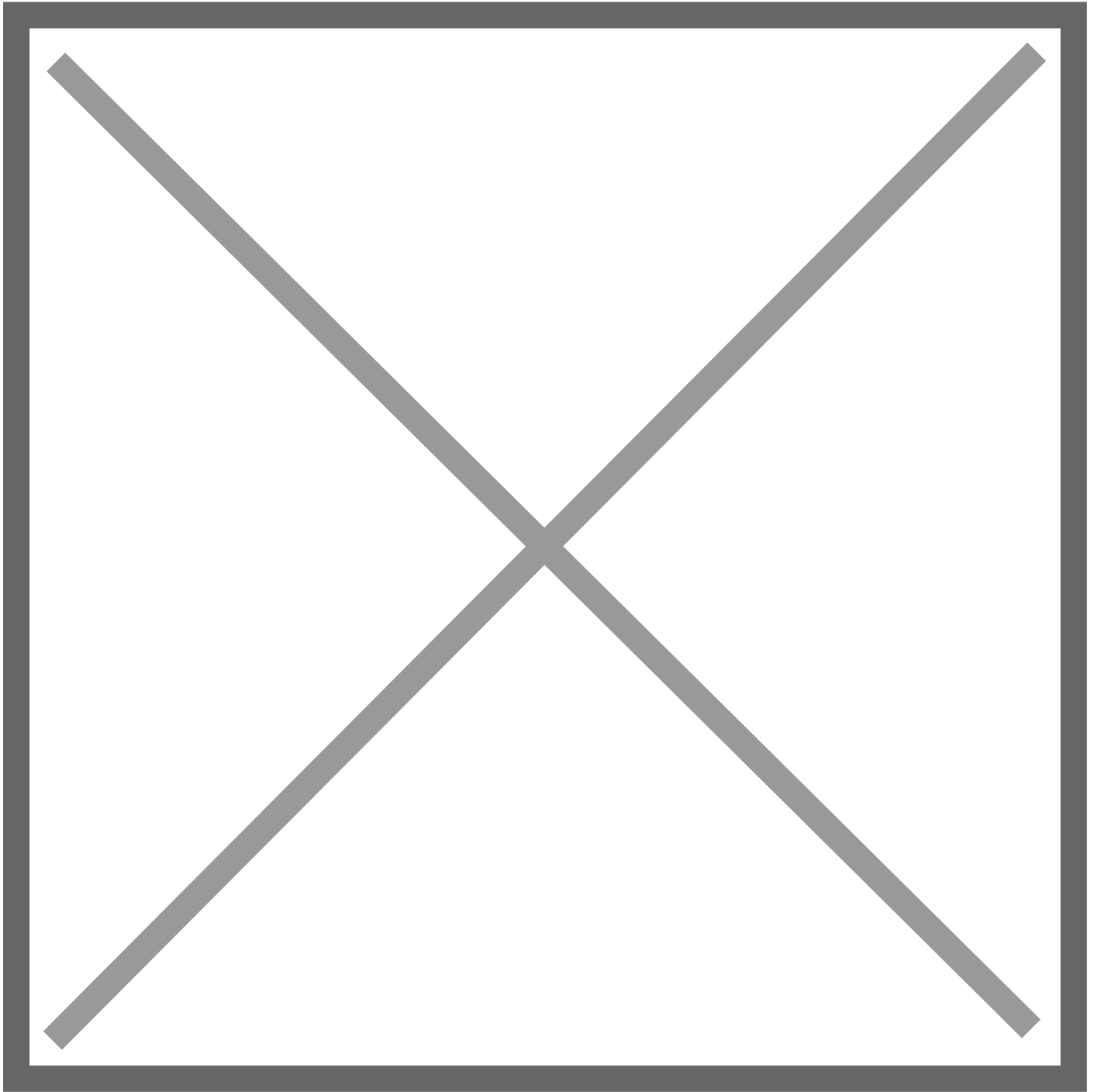


Toyota Prius Prime

The 2023 Prius Prime plug-in hybrid model offers customers the flexibility of getting around town in zero emission EV or road tripping in hybrid mode. And now, this plug-in hybrid offers a thrilling experience in its

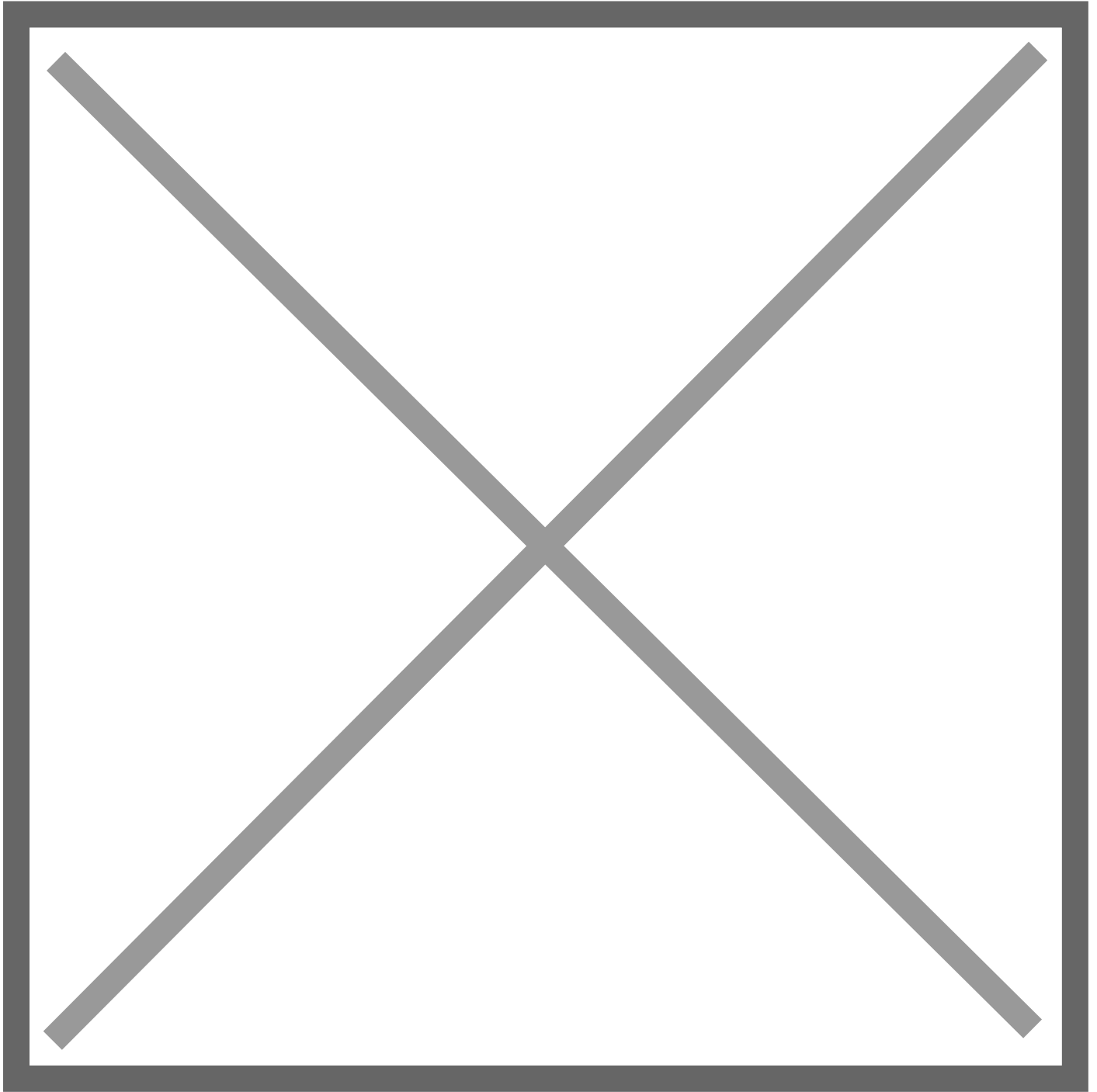
own right – by bringing even more performance and technology to an already incredible package. With a larger lithium-ion battery that increases its EV range by more than 50% over the previous range of 25 miles, a sleek, sporty exterior design and updates throughout, this Prius Prime is designed for the road ahead.

Sports Cars



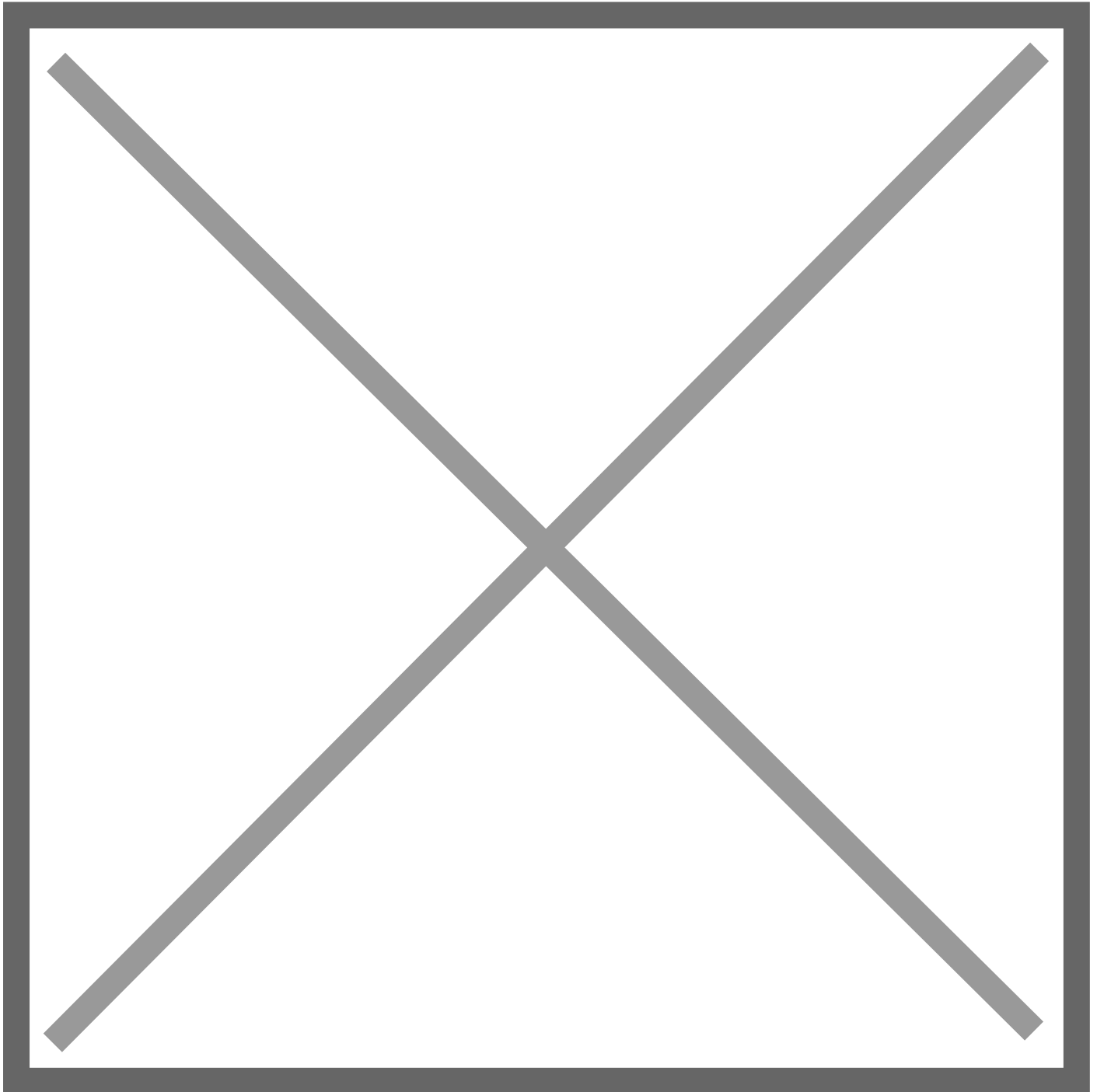
Toyota GR86

For 2023, GR86 adds a limited-production 10th Anniversary Special Edition. Based on the Premium Grade, the Special Edition is limited to 860 units and features an exclusive Solar Shift exterior paint color, unique seat stitching, forged matte-black 18-inch alloy wheels, GR cat-back exhaust and b-pillar racing stripes. All 2023 GR86 grades come with a complimentary one-year membership to the National Auto Sport Association, which features a High-Performance Driving Event with expert instruction.



Toyota GR Corolla

The first-ever 2023 GR Corolla is a pure sports car. The newest member of Toyota's GAZOO Racing family brings performance, handling and functionality. Available in three grades — Core grade, launch-year-exclusive Circuit Edition and ultra-limited MORIZO Edition — the GR Corolla features a 1.6-liter, three-cylinder turbo engine and delivers 300 horsepower and up to 295 pound-feet of torque.



Toyota GR Supra

With the stick shift option on the 2023 GR Supra, Toyota GAZOO Racing is ready to go manual. Available on the 3.0, 3.0 Premium and limited A91-MT editions, the newly developed 6-speed manual transmission is engineered and tuned specifically for use with the coupe's straight-six engine and also features an intelligent Manual Transmission (iMT) programmed with new software to prioritize performance.

For more information on what's new for the 2023 Toyota lineup, click [here](#).