



Toyota Camry Redefines Midsize Car Segment in the Middle East with its Sweeping Redesign for 2015

- Redesigned bold exterior appealing to all senses, a dynamic fusion of intuitive, useful technology accentuated with comfort and style
- Offers spacious and stylish comfortable ride for driver and passengers
- Features innovative and driver intuitive technology
- Comprehensive safety features for families

Beirut, Lebanon, February 27, 2015 – BUMC s.a.l. the exclusive distributor of Toyota and Lexus in Lebanon, invited influential members of the press for a Media Event to launch the all-new 2015 Camry. The launch of the redesigned Toyota Camry in the Middle East marks the entry of a family vehicle set to redefine the midsize car – highlighting Toyota’s philosophy in introducing vehicles that not only feature a host of innovative and enhanced features, but which also meet the growing safety demands of the brand’s most discerning consumers.

During the redesign process, Toyota designers and engineers re-imagined nearly every exterior surface of the car. Only the roof remains unchanged. The new upscale interior features premium materials throughout the spacious cabin, along with advanced instrumentation with intuitive controls to help keep the driver’s eyes safely on the road ahead.

Underneath the striking new exterior, the chassis and body structure are bolstered with additional spot welds, enhancing rigidity for better ride quality.

An Expressive and Athletic Exterior

The 2015 Camry’s exterior is more expressive with prominent character lines. Toyota Motor Corporation designers ensured a striking and dynamic design to attract a youth segment as well as drivers who seek to be bold; with the Camry’s striking hoodlines, this is certainly a vehicle that commands attention.

A pronounced body line starts from the Camry’s muscular front fender and spans across the doors and rear quarter panel, conveying a sense of motion.

The new Camry receives a newly styled front end with a protruding lower grille, new headlights, and a thinner upper-chromed grille.

New Lighting Shines with Form and Function

The new sleek headlamps complement the newly styled front end, while the front turn signal indicators and LED Lights are integrated for an elegant appearance.

Interior Designer Comfort

The interior of the new Camry is more refined than ever with premium materials, roomier feel and improved amenities. The centre stack features a high-tech, upscale look that smoothly integrates with the console.

The 2015 Camry's cockpit offers intuitive in-car electronics and displays that help reduce driver stress and distraction. The instrument panel features a new 4.2-inch TFT screen nestled between the three-dimensional Optitron gauges on this model. The screen's color animation displays a wide range of vehicle functions and coordinates with the multimedia system to display audio, warnings and communications. The stylish interior space is also fitted with steering wheel-mounted controls.

From a comfort perspective, both the driver and the passengers are ensured of a relaxing cabin with Camry's top-in-class dual air conditioning system, which allows the temperature of the interior to be quickly adjusted for maximum efficiency. For an optimal cooling performance of the entire air conditioning system, an upper vent has been incorporated on the top of the center cluster to achieve maximum cooling for the rear seats as well. The air conditioning system also features a Nanoe technology which purifies the air in the cabin as well as deodorizing the vehicle seats and ceiling to create a cleaner cabin environment and enhance occupant well being.

The Quietest Camry Ever

Toyota engineers focused on reducing unwanted wind and road noise to offer an even quieter cabin. Window and door seals were improved to keep noise outside. The carpet features 30% more insulating material. Even the Camry's side mirrors were redesigned to better control airflow reducing turbulence and noise.

Dialing Up Driving Dynamics

Additional spot welds were added to the door opening flanges to increase rigidity and enable spirited handling. A combination of Macpherson struts up front, a multi-link arrangement at the rear and a stiffer body structure allows for unique suspension tuning across trim levels.

The electric power steering on all Camry models is tuned for better on-centre feel, better straight-line stability and more direct-feeling steering inputs. In addition to improvements in



steering feel, the new Camry's hydraulic system has been revised with a two-stage brake booster to improve brake feel.

Making the Grade

Building on the success of the previous Camry, gives customers more of what they want with enthusiastic driving dynamics and luxurious amenities. The Camry is distinguished by a unique mesh grille and fascia treatment.

Advanced Safety Features

Toyota Camry's comprehensive feature of safety characteristics ensures maximum safety for the entire family. In addition, Camry will offer all safety-focused driver aids including ABS, EBD, Brake Assist, Vehicle Stability Control and Six best-in-class Air Bags. It also features an immobilizer as the Camry's leading-edge theft deterrent system.

Engine and Performance

The Camry is powered by a 4 Cylinder - 2.5 L engine that can produce a maximum output of 180 HP and a maximum torque of 170 NM @ 4100 RPM, paired with 6-speed automatic transmissions. The engine delivers a high level of performance under all driving conditions while facilitating improved fuel economy and low emissions.

Conclusion

The 2015 Camry is more aggressive than its predecessor and features improved dynamics, performance, a premium interior with a quieter cabin and advanced safety technologies. All of this has been accomplished while retaining the Camry's excellent value through affordable pricing.

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