

BUMC Celebrates 2015 Yaris hatchback and its Sporty Design & Excellent Driving Performance

- Design philosophy leads to stylish exterior appearance
- Spacious and high quality interiors with adequate storage capacity offer additional value
- Excellent handling stability and ride comfort enhance driving experience
- Comprehensive safety features ensure complete protection for all occupants

Beirut, Lebanon, 27 February 2015 – BUMC s.a.l., the exclusive distributor of Toyota and Lexus, on the occasion of the Media Event reaffirmed its entry-level model, the Yaris hatchback

within the highly impressive and value-driven Toyota small passenger vehicle lineup. The Yaris hatchback is a star within the lineup featuring a sporty design with substantially bigger dimensions and high quality interiors. In addition to the Yaris' good looks and spacious interiors, its excellent handling and ride comfort also enhance the overall driving experience resulting in a hatchback, which is truly a class leader in its segment.

Apart from having the right size for drivers who need an agile and functional vehicle, the Toyota Yaris hatchback also has comprehensive safety features and improved fuel economy to meet customer expectations for a no-compromise vehicle.

According to **Takeshi Matsuda, Chief Engineer, Toyota Motor Corporation**, "While developing the layout of the new Yaris hatchback, we kept its design at the forefront of our efforts in truly reinventing this new model. The goal was to introduce a vehicle that our customers could be truly proud of, while offering them an affordable vehicle with substantial interior space. This new model incorporates customer feedback through extensive research on customer preferences in emerging markets from a design and driving performance standpoint, to provide the best possible vehicle for our customers around the globe and here in the region."

According to **Nobuyuki Negishi, Chief Representative of Middle East & North Africa Representative Office, Toyota Motor Corporation**, "The Yaris hatchback builds on the vehicle's distinguished heritage of reliable performance and durability to introduce an impressive new model which is characterized by its stylish appearance, excellent performance and ride quality while offering incomparable value for a vehicle in its class in terms of affordability and features. The substantially bigger exterior complements the vehicle's top class interior and expansive cargo space resulting in a Yaris hatchback that reflects the discriminating tastes and expectations of our customers."

The Yaris hatchback is powered by a 1.5 L engine that can churn out a maximum output of 107 HP and a maximum torque of 141/4200 Nm/rpm, while the 1.3 L engine can generate a maximum output of 84 HP and maximum torque value of 121/4400 Nm/rpm. To enhance the driving experience, a lightweight and compact 4-speed automatic transmission has been used to offer an excellent response and smooth shifting with enhanced fuel efficiency.

In terms of safety, the Yaris also ensures complete peace of mind with its range of features such as ABS (Anti-lock Brake System), EBD (Electronic Brake force Distribution) and Brake Assist to name a few.

Stylish & Sporty Exterior Design

The Yaris hatchback boasts lower and bigger exterior dimensions than the current model to meet the needs of consumers desiring a more spacious and impressive design. At 4115 mm long, 1700 mm wide and 1475 mm high, the new Yaris hatchback is 215 mm longer, 5 mm wider, yet 45 mm lower than its predecessor.

The acclaimed model has an impressive quality with its dynamic layout based on bold architecture in deeply sculptural design that provides strong three-dimensional shapes. In terms of the front design, the strong sportiness attributes are reflected through a bold form made from large units. The wide impression of the vehicle is accentuated with the thin lateral headlamp graphics that wrap far back around to the sides to follow the character line of the shoulder. Each projector-type headlamp lends the impression of a large single piece of metal piercing through from the side to the front, further highlighting the vehicle's wide stance.

The rear design of the Toyota Yaris embodies uniqueness with an excellent stance. The whole rear of the body exudes an impression of a solid mass where the blacked out quarter pillars and the distinctive rear combination lamps create an appearance that is unified with the sides, empowering the wide rear with a uniquely bold personality. The trapezoidal silhouette created by the wide enhanced wheel flares and the trapezoid shape around the license plate that spreads towards the wheels also help to create a bold, wide stance.

From an aerodynamic perspective, the exterior shape of the Yaris hatchback has been enhanced to prevent separation of the airflow for a smoother flow with reduced air resistance starting with the smooth, even shape of the front pillars. In addition, the shapes of the sides and bottom have been optimized to regulate the airflow at the rear bumper. Aero Stabilizing Fins on the outer mirrors and the sides of the rear combination lamps and airflow regulating parts on the under floor have also been utilized for optimum control of airflow leading to excellent handling stability and ride comfort.

In terms of a colour scheme, customers have the option to choose from nine exterior colors including Super White, Silver ME, Gray ME, Attitude Black MC, Red M.M, Orange ME, Silky Beige ME, Grayish Blue ME, and Frozen Blue ME. The wide color lineup caters to a variety of tastes and preferences.

Spacious & High Quality Interiors

A wide, large-looking instrument panel adorns the interior cabin with top class materials and textures and a surface that gives a luxurious impression with a sleek form which spreads laterally, expressing both appeal and value. The instrument panel is set along a horizontal axis that runs the entire width of the cabin, linking up with the concave part of the door trim, creating a feeling of width that defies

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the vehicle's dimensions. The coloring scheme has a sporty impact, with dark colors being used for the ornamentation panels and dark silver paint for the center cluster and air conditioning control panel. This emphasizes the vertical flow to establish independent driver and passenger zones with a sporty ambience, which is further accentuated by the use of a deep orange color for illumination.

Ornamentation has been used liberally in areas to create a remarkable finish. A combination of silver and chrome-plated embellishment creates a luxurious impression. The silver ornamentation has been given a "fluid metal" motif, with three-dimensional flowing surfaces for an advanced feel. In contrast, linear pieces of chrome-plated ornamentation radiate a sense of luxury.

In terms of seats, a new generation frame construction has been implemented to ensure premium comfort. A thin seatback shape increases available rear seat knee and legroom with an increased 48 mm space from the current model. The seat back cushion has also been given a bulge to support the upper pelvis and prevent pelvic roll. The front edge of the cushion has been reshaped to expand the contact area and the pelvic portion of the seat back has been pushed forward, resulting in superior seating comfort and less fatigue. To ensure a more spacious feel, the seat pad has also been widened.

Two color schemes are available for the interior: Black and the New Ivory (2-tone) colour, which was developed to create an elegant, modern interior when combined with black. The blackened floor and contrasting seats help reinforce the vehicle's sporty impression. The neutral black shows off the silver ornamentation for a sharp, modern expression and the deep orange illumination and the blackened roof express a taut, sporty interior.

A newly designed steering wheel has also been incorporated with the availability of genuine leather-wrapped or urethane-type three-spoke steering wheels, adding an interesting appeal to the vehicle's looks. For greater differentiation, exclusive red stitching has been utilized on the steering wheel of the Sport edition.

Ample interior storage space for superior day-to-day usability and class-leading cargo space are key characteristics of the new Yaris hatchback, as illustrated by the luggage compartment with a length of 734 mm, along with a cargo volume of 326 L. The compartment can hold one 73 L and one 63 L suitcase. Two convenience hooks (load capacity: 2 kg) are introduced on each side of the deck, enhancing the storage capability. Ample small storage spaces have been provided around the glove box, console and cup holders for the driver seat and front passenger seat, along with space for storing small items, located next to the parking brake lever.

The exclusively designed audio system is easy to use, enabling the user to enjoy listening to music at superior comfort levels, with the availability of AM/FM/CD/AUX/USB/4 and AM/FM/CD/AUX/USB/6 audio systems and an audio unit with a uniquely shaped front panel. The dark silver ornamentation on the audio cluster creates a natural design and a sense of unity with the instrument panel. Music on portable media players can be played through the vehicle speakers by connecting them to the mini audio jack or USB port. Some portable media players can be operated using the vehicle's audio system. Additionally, some portable media can also be charged by connecting it to the USB port.

Excellent Ride Comfort & Performance

Two engine variants with electronically controlled throttles are available with the Yaris hatchback for superior durability. The 1.5 L engine has 4 cylinders, an in-line arrangement and 16-valve DOHC with VVT-i. This engine churns out a maximum output of 107 HP and a maximum torque of 141/4200 Nm/rpm. The second option is a 1.3 L engine, which also has 4 cylinders, in-line arrangement, 16-valve DOHC with VVT-i. It churns out a maximum output of 84 HP and a maximum torque of 121/4400 Nm/rpm. Both these variants deliver optimum fuel efficiency while maintaining superior engine performance. For enhanced transmission, a 4-speed automatic transaxle has been adopted. The unit is lightweight, compact and delivers excellent response and smooth shifting.

At both the front and the rear, a newly developed strut-type suspension has been adopted for long-term reliability and highly efficient use of space. Suspension with absorber damping has been tuned for reduced roll and excellent body controllability and line tracing ability has also been employed for both ends.

The use of high tensile steel in the body of the vehicle enhances rigidity while reducing the weight. The number of spot welds have been effectively increased in the area around the cowl, the side door opening, the area around the rear wheel housing, the area around the back door, and the under body joints (+102 points/vehicle). A catamaran roof design has been adopted for the roof surface to enable the roof thickness to be reduced in order to create a lightweight structure, without compromising on structural rigidity.

Several low noise and low vibration measures have been integrated in the vehicle using sound absorbing and insulating materials. The Dash Inner Silencer features a three-layer construction with a rubber layer between two felt layers for superior sound insulation and absorption performance. For the High grade, a rubber layer has been applied to the whole surface of the inner silencer while the felt layers have been thickened.

To facilitate a sound proof cabin, sound absorbing and insulating materials have been adopted in the upper body, within the frame cross-section, along with sound absorbing materials such as urethane and noise control plates to cover openings in the body. Additionally, acoustic glass with a three-layer construction is also available for the windshield to reduce engine and wind noise while an intermediate membrane between the external and internal glass layers contributes to cabin quietness.

Comprehensive Safety Features

The vehicle's Active Safety features include an ABS (Anti-Lock Brake System) with EBD (Electronic Brake Force Distribution) and Brake Assist. ABS controls the braking hydraulic pressure and helps prevent the wheels from locking up to ensure stable braking performance even on slippery surfaces. On the other hand, the EBD utilizes ABS hydraulic control to optimize the distribution of braking force between the front and rear wheels in accordance with driving conditions and vehicle load. When braking during cornering, the EBD also optimizes the distribution of braking force between the left and right wheels to help maintain vehicle stability, thus achieving excellent braking performance. In

addition, if the brake pedal is suddenly and rapidly depressed, Brake Assist helps the driver with braking by generating a larger braking force.

In terms of Passive Safety, impact-absorbing features strengthen the vehicle's safety measures. An energy absorbing body structure and high strength body frame ensures high levels of safety and collision protection. In the case of a frontal collision, the body of the vehicle is structured to effectively absorb and disperse impact energy contributing towards its excellent collision safety performance. During a side collision, the vehicle's high tensile sheet steel and a body structure that optimally disperses impact energy add to the protective measures designed for passengers. For the interior parts, an impact protection structure has been used to ensure head impact protection.

The vehicle's Pedestrian Protection Performance features a longitudinal brace structure, which mitigates the impact to the hood. Furthermore, a structure, which collapses while absorbing the impact energy in the event of a collision, is also in place. Impact absorbing brackets have also been adopted for the fender mounting points to minimize impact. SRS (Supplemental Restraint System) airbags have been employed for the safety of the driver and front passenger occupants. Additionally, three-point ELR (Emergency Locking Retractor) seatbelts are in place for the driver and front passenger seats, which also integrate seatbelt pretensioners and force limiters. At the rear, three-point ELR seatbelts have been incorporated for the outer seats, along with a two-point NR (Non Retractor) seatbelt for the center seat. As a safety measure, the WIL (Whiplash Injury Lessening) concept has been adopted for the front seats to help reduce whiplash injury in the case of a rear end collision. The system reduces the impact of the injury by supporting the occupant's body, from the head to the hip with the seat frame, as the body falls to the rear.

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