



The Yaris sedan– A Truly Superior Class of Small Passenger Vehicles

Stylish Design, Dynamic Performance, Enhanced Comfort

Beirut, Lebanon, 27 February 2015 – On February 27, 2015, BUMC s.al., the exclusive distributor of Lexus and Toyota, hosted a Media Event to reaffirm the noteworthy Toyota small passenger vehicle segment and to highlight the importance of the Yaris sedan.

With remarkable attention to detail in the design and engineering of the vehicle, the Toyota Yaris sedan encompasses a more stylish and flashy exterior, smart and more spacious interiors comprising of a quiet and refined passenger cabin, enhanced safety features and responsive driving dynamics. All these outstanding specifications drive the Toyota Yaris to the highest level in the compact sedan category. The Yaris reflects Toyota’s “Vibrant Clarity” design theme, creating an impressive look that is a cut above comparable sedans.

“The new look Yaris will definitely be at the top of the list for customers when they look for a sedan that combines superior value and dynamic performance with style and durability,” said **Nobuyuki Negishi, Chief Representative of Middle East & North Africa Representative Office, Toyota Motor Corporation**. “With its increased body size to offer a spacious and class leading interior and its excellent handling stability and ride comfort, the Yaris represents Toyota’s strong commitment to offer a great customer experience backed by Toyota’s acclaimed quality standards and emphasis on passenger safety.”

Sleek Exterior & Spacious Interiors

At the front, the strongly taut hood of the Yaris emphasizes the flare of the fenders and wheel arches while the lower grille has a strong visual impact. Each headlamp gives the impression of a single piece of metal piercing through from the side to the front, accentuating the wide stance and creating a “mechanical” yet classy form.

The side view creates a long, straight line which runs the whole length of the body. Combined with the long side window graphic, this emphasizes the impressive form. From the rear, the contrast with the taut cabin emphasizes the bold underbody while thin rear combination lamps spread out to the sides emphasize the thickness of the rear bumper for a compelling presence.

The Yaris comes with a total of eight exterior colors, including three newly developed colors: The Quartz Brown ME, the Silky Beige ME color and the Frozen Blue ME color.

The roomier interiors build on the car's new, bigger presence. In the rear, the front/rear seat couple distance has been increased to 912 mm (increased 10 mm from the current model). Knee clearance in the rear has been increased to approximately 672 mm (increased 57 mm from the current model). The new Yaris also enjoys larger trunk volume and excellent usability created by dimensions that allow easy loading, unloading and stowing of items of various sizes and shapes.

Enhanced Safety Features

From a safety perspective, the all-new Yaris offers an impressive array of safety features such as standard driver and front-passenger dual-stage airbags (SRS) including Whiplash Injury Lessening (WIL) for the front seats which simultaneously cushion the head and torso of the front seat occupants during a rear-end collision and alleviate the impact to the neck region to help reduce injuries to that area. Seatbelt pretensioners and force limiters are also available for the driver and front passenger seats.

In common with all Toyota vehicles, the Yaris features Toyota's Star Safety System™, which includes Anti-lock Braking System (ABS), Brake Assist (BA) and Electronic Brake Force Distribution (EBD). The Electronic Brake Force Distribution (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. In the case of the innovative Brake Assist (BA) system, if the brake pedal is suddenly and rapidly depressed, the system helps the driver with braking by generating a larger braking force.

Dynamic Performance

The Yaris will be available within the option of a 1.5 L (1497 CC) with a 4-speed automatic gearbox. A new EPS (Electric Power Steering) control has also been adopted which provides feedback to the steering wheel even in a near-neutral position.

To guarantee excellent handling stability and ride comfort, Toyota has focused on improving body rigidity as the foundation of vehicle performance through some new features and enhancements. A uniquely shaped, high rigidity roof (catamaran roof) has been adopted. The combination of both rigidity and a lightweight design ensures excellent handling stability.

Increased Comfort and Convenience

For a quiet and smooth ride, Toyota has resorted to using a variety of sound absorbing and insulating materials for the Under Body and Upper Body. An insulator is also available on the underside of the hood to reduce noise from inside the engine. Moreover, in the case of the front windshield, an acoustic glass with a three-layered construction has been adopted, minimizing wind noise and road noise.

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All occupants can also enjoy the comfort of the best-in-class air conditioning system which leads to enhanced passenger comfort even in the hottest weather. A design featuring three horizontally aligned dials has been adopted on the air conditioning control panel, combining excellent operability and appearance.

The available Smart Entry & Start System allows locking and unlocking of the doors or trunk and the engine to be started simply by carrying the smart key.

The audio system of the all new Yaris now features a USB jack which is compatible with portable media players such as an iPod. The display size has also been increased from one line to three lines, enabling the track name, artist name, and CD album name to be displayed simultaneously, it also supports 10 languages including Arabic. The AUX and USB jacks are very easy to use since they are positioned at the bottom of the audio panel.

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