



New Year, New Yaris

8 January 2010

2010 model delivers on performance, style and equipment

KEY POINTS

- 2010 Yaris with Toyota Optimal Drive delivers class-leading combination of power and torque with low emissions and superior fuel economy
- Revised styling details and specifications create even more owner appeal
- On sale now, prices from £10,256 on-the-road

Toyota's top selling Yaris enters 2010 as an even stronger market proposition, thanks to a class-leading combination of fuel efficiency and low emissions, backed up by enhanced equipment specifications and styling details.

Thanks to the successful application of Toyota Optimal Drive technologies, Yaris continues to set standards in its class, with every model in the range delivering sub-120g/km CO2 emissions.

The 1.33 Dual VVT-i engine with Stop & Start demonstrates the all-round achievement of Toyota Optimal Drive. As shown in the table below, it gives Yaris more power and torque than its leading competitor models, while at the same time returning better emissions and fuel economy - 120g/km and 55.4mpg (combined cycle).

Similarly the 1.0 VVT-i petrol unit - three-time class winner in the International Engine of the Year Awards - and the 1.4 D-4D diesel maximise efficiency and emissions performance with refinement and driveability. Respectively they produce 118 and 109g/km of CO2 (110g/km 1.4 D-4D with Multimode transmission) and return combined cycle fuel economy of 56.5 and 68.9mpg.

In terms of cost ownership, Yaris owners can thus benefit from significant savings on fuel and annual VED costs.

MODEL	Toyota Yaris TR 1.33 Dual VVT-i	Ford Fiesta Zetec 1.4	Volkswagen Polo 1.4 SE (new)	Honda Jazz 1.4 ES	Vauxhall Corsa Active 1.2 AC

CO ₂ (g/km)	120	133	139	128	139
Power (bhp)	100	95	85	99	79
Torque (Nm)	132	128	132	127	110
Combined cycle fuel consumption (mpg)	55.4	49.6	47.9	52.3	48.7
BIK tax band	10%	10%	15%	10%	15%
VED	£35	£120	£120	£120	£120



Top-selling TR

TR grade models account for around 80 per cent of all new Yaris sales in the UK. Their appeal has been further increased with a series of enhancements for the new model year that focus on sportier design and safety.

On the outside the 2010 Yaris TR is distinguished by its new-design 15-inch alloy wheels, integrated front fog lamps, darkened headlamp glasses and matt silver finish doorhandles. In the cabin the sports-themed changes include a smart new cloth upholstery, analogue instrument display and, on the 1.33 Dual VVT-i and 1.4 D-4D models, perforated leather trim for the steering wheel and gear knob.

These features are in addition to the established TR specification, which includes air conditioning, six-speaker audio system, electrically adjustable door mirrors and 60/40 rear split folding seats.

Passive safety protection has been reinforced with the provision of side curtain airbags and a driver's knee airbag as standard equipment. These are in addition to the driver and passenger front and side airbags that are provided on all Yaris models, together with ABS, Electronic Brakeforce Distribution (EBD) and Brake Assist (BA). Thanks to its rigid body structure and comprehensive active and passive safety systems, the Yaris TR holds a five-star rating for adult passenger protection from Euro NCAP.

Pricing, VED and insurance

GRADE	POWERTRAIN	BODY	OTR PRICE	VED BAND	INSURANCE GROUP
T ₂	Toyota Optimal Drive 1.0 VVT-i 5MT	3-door	£10,256	C	2E
T ₂	Toyota Optimal Drive 1.0 VVT-i 5MT	5-door	£10,767	C	2E
TR	Toyota Optimal Drive 1.0 VVT-i 5MT	3-door	£11,232	C	3E
TR	Toyota Optimal Drive 1.33 VVT-i 6MT	3-door	£11,983	C	7E
TR	Toyota Optimal Drive 1.4 D-4D 6MT	3-door	£13,056	B	9E
TR	Toyota Optimal Drive 1.0 VVT-i 5MT	5-door	£11,743	C	3E
TR	Toyota Optimal Drive 1.33 VVT-i 6MT	5-door	£12,494	C	7E
TR	Toyota Optimal Drive 1.33 VVT-i 6M/M	5-door	£13,056	C	7E
TR	Toyota Optimal Drive 1.4 D-4D 6MT	5-door	£13,567	B	9E
TR	Toyota Optimal Drive 1.4 D-4D 6M/M	5-door	£14,129	B	9E

Option prices

- Protection Pack (floor mats, mudflaps and side protection mouldings): £250
- Protection Pack Plus (as above, plus boot protection plate and body-coloured rear parking sensors): £500
- Style Pack (aluminium scuff plates, rear chrome garnish, chrome fog lamp contours): £275
- Bluetooth: £300

- Metallic paint: £408.70
- VSC with TRC and rear disc brakes: £350

ENDS