

**TOYOTA YARIS**  
**(first generation)**

*This press pack accompanied the European launch of the first generation Yaris in March 1999. Some changes were made to the Yaris range during its time on sale, which can be tracked using the Timeline feature available on the Yaris archive web page. Additional assets and information may be obtained from the Toyota press office if required.*

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# 1 the toyota yaris

"Yaris is an extremely important car for us in Toyota. It will be the core model of our growth strategy in Europe. It is a truly modern compact car which recognises the transport challenges of the 21st century.

"Yaris is a European car, built without compromise and with a clear human dimension. It uses advanced technology, clever design and modern engineering to deliver new standards to our customers."

Dr Shuhei Toyoda, Director, Toyota Motor Corporation

Toyota Yaris is launched onto the European compact car market with:

- \* Innovative and modern European styling
- \* Compact body but large car interior space
- \* Customer driven peace-of-mind aftersales package
- \* High technology engine with variable valve timing
- \* Practical and appealing centre information display
- \* Extremely effective active and passive safety features

Starting with a clean sheet of paper, Yaris designers set out to sweep away the conventional image of small cars as cramped and unsafe. Yaris offers the same levels of comfort and performance as cars from a larger class - yet has all the compact-car qualities that modern customers demand.

Striking, chic and innovative, Yaris is also spacious, practical and economical. It balances good looks with a dynamic shape; short body length with one of the largest interiors in its class; lively performance with class leading fuel economy; space for four adults and luggage with safe, comfortable seating positions.

## complete peace of mind

Yaris is a car with character. Designed and engineered to reflect the purposeful, modern lifestyle of its customers, Yaris has a human dimension.

Across Europe Yaris will be backed by a complete peace-of-mind aftersales package, including regular Health & Safety checks by Toyota dealers. Warranty is second to none in its class: three years or 60,000 miles for mechanical parts, anti-corrosion perforation for 12 years.

Servicing costs are minimal. Yaris will need a full service only once every 20,000 miles or two

years. The interim oil change every 10,000 miles or one year takes just 30 minutes.

On average, over a typical period of four years, Yaris will be cheaper to maintain than its main competitors.

## spacious and practical

Yaris is launched as a hatchback, in three and five-door bodystyles. The striking exterior shape was designed in Europe, at Toyota's European Office of Creation (EPOC), while the equally exciting interior was developed in Japan from European sketches.

Yaris is short (3610mm) and tall (1500mm) but retains a low centre of gravity and excellent stability thanks to conventional construction. Interior space (2.5 cu.m) has been maximised by stretching the wheelbase and bringing the cabin forward, overlooking a short but strong bonnet line.

The seating position is natural and comfortable. A raised hip-point, plenty of space at head and shoulder height, plus ample leg room, creates the feeling of a much larger car. Clear vision of the road ahead from the raised driving position reduces driver fatigue and improves safety.

The spacious interior is attractive and immensely practical. The high technology, three dimensional, digital main instrumentation is in a central cluster, angled towards the driver and designed to reduce the time taken to refocus on traditional gauges.

More than 15 litres of storage space, for everything from a mobile phone to tape cassettes, is cleverly hidden throughout the cabin.

Yaris can adapt too. The rear seat slides forward by 150mm, to create more boot space if necessary, and a split, folding rear seat is standard equipment.

## innovation with a purpose

Yaris is innovative without stepping outside the mainstream of compact car design. Engineering and technical development has taken place with a clear purpose - to make Yaris more comfortable, safer, more economical and more environmentally friendly.

Yaris is fitted with a 1.0-litre, 16-valve petrol engine equipped with Variable Valve Timing - the first time such a feature has been made available in the compact car class. Outstanding power output (68 PS at 6,000rpm) is balanced with strong low-speed torque (66 lb ft at 4,100rpm) to provide lively driving characteristics and impressive fuel economy.

On the combined European cycle, Yaris can achieve a remarkable 50.4 mpg.

Sophisticated engineering has created a strong but light car, further contributing to the fuel economy and lively performance. Top speed is 96 mph and acceleration 0-62 mph takes around 14.1 seconds.

Yaris has the option of a Toyota Free-Tronic Auto clutch system - removing the need for a clutch pedal and reducing driver fatigue in heavy traffic conditions without affecting driving pleasure, performance or fuel economy.

## safety

Above all, Yaris is a safe car. Robust body construction with strong side-members, side impact door beams and head impact protection help reduce the risk of injury in a collision.

Toyota engineers used highly sophisticated computer simulations to predict how Yaris would behave in an accident and then backed these up with a series of high speed crash tests. These tests were carried out at speeds above current European legal standards and included an offset rear impact test to better reflect real driving conditions.

Both driver and passenger airbags are fitted as standard on all but one derivative and seat-belts with pre-tensioners and force limiting mechanism are standard equipment for driver and front seat passengers.

Anti-lock braking is available as an option on all derivatives.

## anti-theft

Yaris is equipped with a sophisticated engine immobiliser, which responds to a transponder chip in the ignition key, as standard equipment. It is effective and practical protection against theft. Each chip contains an individual key code.

Child locks are standard equipment on rear doors and remote control central locking is an option on S and GS grades, and standard on GLS and CDX grades.

## environmental protection

Yaris has been designed for the environment in which it will have to operate and to meet the concerns of customers in the next century. Of course, recycling and the reuse of many components has been uppermost in the minds of stylists and engineers.

Metal parts have been discontinued as far as possible to improve recyclability. Material marking has been added to every component weighing more than 100g to identify the best method of recycling.

Many plastic parts, including the upper and lower sections of the instrument panel, the front and rear door trims, the front and rear bumper covers, and the pillar roof garnishes have been made from Toyota Super Olefin Polymer (TSOP) - the plastic material developed especially by Toyota which can be recycled up-to five times in some components.

Polypropylene has been used in many instrument panel parts and a non-PVC material used for trims and mouldings.



# built in europe

Early in 2001 Toyota will begin production of Yaris at its new manufacturing plant in Valenciennes, northern France. The factory will employ around 2,000 people and have a maximum capacity of 150,000 cars a year.

Engines for Yaris will be built at Toyota's existing factory in Deeside, north Wales while the Toyota factory outside Derby, England continues to build Avensis and Corolla five-door Liftback models.

# 2 the UK dimension

## Key Points

- \* All-new Toyota Yaris leads Europe's supermini segment
- \* Three and five door hatchback body styles launched on April 8
- \* Four specification grades: S, GS, GLS, CDX
- \* Economical, powerful and clean 1.0-litre 16v engine
- \* 'First-in-class' with VVT-i variable valve timing
- \* Twin airbags on all but one derivative
- \* Easy to understand pricing strategy
- \* 5-speed Free-Tronic automatic clutch system on three derivatives for just £250
- \* Innovative 3D digital centre display and sliding rear seat
- \* Optional GPS satellite navigation system
- \* Built in France from early 2001, engine made in the UK
- \* On-the-road prices range from £7,495 to £10,995
- \* Innovative and modern European styling
- \* Compact body but large car interior space
- \* Customer driven peace-of-mind aftersales package

## Short Story

The Yaris is Toyota's chic new challenger in the supermini or B-segment of the UK car market and will be launched as a three and five door hatchback on 8 April 1999.

Designed and honed for European driving tastes in Europe, every stage of Yaris's gestation has placed the customer at its focus. The result is a class-leader which redefines expectations in the supermini segment and aims to delight its customers on every count. With Yaris, Toyota aims to deliver an attractive ownership experience as well as an attractive car.

## UK pricing, range and badging

The UK pricing and grade strategy for Yaris has been designed to be easy for the customer to understand. For example, a consistent premium of just £500 is asked for five door derivatives over their three door equivalents, while only £250 is asked for the optional Free-Tronic 5-speed automatic clutch system which is available on three derivatives. Additionally, a simple £1000 price increment is asked for between each grade.

Yaris will be sold in four clearly badged derivatives in the UK. The range starts with the 'S' model, followed in ascending order by 'GS', 'GLS' and topped by 'CDX'. All these badges are long established designations for UK Toyota models.

All Yaris models, save the lead-in 'S' derivative offer power-assisted steering and twin front airbags as standard. Electronic front seatbelt pre-tensioners with force limiters, a unique sliding rear seat and innovative central digital instrument display are standard on all derivatives.

Prices start at £7,495 on-the-road for the three door 'S' model rising to £10,995 for the five door 'CDX'. Top of the range CDX models feature alloy wheels, air-conditioning and a CD/radio as standard.

The optional £250 Free-Tronic 5-speed automatic clutch system is available on the 3 door GS and GLS, and CDX 5 door derivatives.



Equipment	S	GS	GLS	CDX	
Safety	Driver airbag	✓	✓	✓	✓
	Passenger airbag	n/a	✓	✓	✓
	Electronic sensing front seatbelt pre-tensioners with force limiter	✓	✓	✓	✓
	Four 3-point seat belts with Emergency Locking Retractor (ELR)	✓	✓	✓	✓
	Outer rear seat belts with Automatic Locking Retractor (ALR)	✓	✓	✓	✓
	Centre static rear lap belt	✓	✓	✓	✓
	Height adjustable front seatbelts	n/a	5 door	5 door	✓
	Adjustable front headrests	✓	✓	✓	✓
	Outer passenger rear headrests	n/a	✓	✓	✓
	Centre passenger rear headrest	n/a	n/a	✓	✓
	Anti-lock Braking System	n/a	n/a	n/a	Option
	High Mounted Stop Lamp	✓	✓	✓	✓
	De-coupling brake pedal mechanism	✓	✓	✓	✓
	Energy absorbing, deformable and retracting steering column	✓	✓	✓	✓
	Pipe side impact beams on all side doors	✓	✓	✓	✓
	Head impact protection structure roof side and pillar	✓	✓	✓	✓
	Energy absorbant side door structure	✓	✓	✓	✓
	Anti-submarining, impact damping front seat construction	✓	✓	✓	✓
	Outside temperature display	✓	✓	✓	✓
	Energy absorbing crumple zones front and rear	✓	✓	✓	✓
	High integrity cabin	✓	✓	✓	✓
	Child proof locks on rear doors	✓	✓	✓	✓
Central high mounted instrument console	✓	✓	✓	✓	
Auto cancel rear fog lamp	✓	✓	✓	✓	
Instruments & Controls	Projected digital display with tachometer	✓	✓	✓	✓
	Outside temperature display	✓	✓	✓	✓
	Twin speed intermittent front wiper with mist function	✓	✓	✓	✓
	Continual sweep rear wash wiper	✓	✓	✓	✓
	Fuel gauge with low fuel warning	✓	✓	✓	✓
	Digital clock	✓	✓	✓	✓
	Digital odometer with two trip meters	✓	✓	✓	✓
	Trip computer with fuel consumption and average speed function	✓	✓	✓	✓
	Electronic headlamp levelling	✓	✓	✓	✓
	Automatic instrument display dimmer	✓	✓	✓	✓
	Engine temperature warning light	✓	✓	✓	✓
	Rear fog lamp indicator	✓	✓	✓	✓
	Door ajar warning	✓	✓	✓	✓
	Lights on audible warning	✓	✓	✓	✓
Comfort & Convenience	Power Assisted Steering	n/a	✓	✓	✓
	Electric front windows	n/a	✓	✓	✓
	Drivers window 'one-touch' down	n/a	✓	✓	✓
	Manual tilt/slide glass sunroof with shade	n/a	n/a	✓	✓
	Central locking	n/a	✓	✓	✓
	Central locking with remote activation	n/a	n/a	✓	✓
	Internally adjustable exterior mirrors	✓	✓	n/a	n/a
	Internally adjustable exterior mirrors - power	n/a	n/a	✓	✓
	Stepless tilt adjustable steering column	✓	✓	✓	✓
	Green tilted glass	✓	✓	✓	✓
	Remote fuel release	✓	✓	✓	✓
	Interior courtesy light	✓	✓	✓	✓
	Twin sunvisors	✓	✓	✓	✓
	Driver and Passenger vanity mirrors	driver	✓	✓	✓
	Ashtray and illuminated cigar lighter	✓	✓	✓	✓
	Front passenger grab handle	n/a	✓	✓	✓
	Rear passenger grab handles with coat hook	n/a	n/a	✓	✓
	Heated rear window	✓	✓	✓	✓
	Removable rear parcel shelf	✓	✓	✓	✓
	Interior tailgate pull handle	✓	✓	✓	✓
	Fully trimmed boot	✓	✓	✓	✓
Push type lock cylinder for boot access	✓	✓	✓	✓	
Remote fuel lock release	✓	✓	✓	✓	



Audio	Integrated unique fit audio with remote display	✓	✓	✓	✓
	High mounted centre multi information display	✓	✓	✓	✓
	GPS navigation system compatible display	n/a	✓	✓	✓
	AM/FM radio with 24 preset settings	✓	✓	✓	✓
	RDS with PTY and EON settings	n/a	✓	✓	✓
	Cassette Player	✓	✓	✓	Option
	CD Player	Option	Option	Option	✓
	2 front speakers	✓	n/a	n/a	n/a
	4 front speakers	n/a	✓	✓	✓
	Flexible removable roof mounted radio aerial	✓	✓	✓	✓
Ventilation	Air Conditioning	Option	Option	Option	✓
	Air re-circulation facility	✓	✓	✓	✓
	High capacity ventilation system with four speed fan	✓	✓	✓	✓
	Pollen filter	✓	✓	✓	✓
Security	Transponder key engine immobiliser	✓	✓	✓	✓
	Steering column lock	✓	✓	✓	✓
	Integrated unique fit audio with remote display	✓	✓	✓	✓
	Locking wheel nuts	n/a	n/a	n/a	✓
	Security window etching linked to 24hr helpline	✓	✓	✓	✓
	Vehicle parts marking - seven parts traceable to VIN	✓	✓	✓	✓
Seating, Upholstery & Trim	Driver and passenger recline and slide adjustment	✓	✓	✓	✓
	Memory front passenger seat (three door models)	✓	✓	✓	n/a
	Driver seat height adjustment (squab and back)	n/a	n/a	✓	✓
	60/40 split fold rear seat back	✓	✓	✓	✓
	Estralla cloth trim	✓	✓	n/a	n/a
	Aquarius velour trim	n/a	n/a	✓	✓
	Sliding rear seat (150mm)	✓	✓	✓	✓
	Rear seat tumble mechanism with lock	✓	✓	✓	✓
	Headrest material	vinyl	vinyl	velour	velour
	Door insert trim	vinyl	vinyl	velour	velour
Storage	Antifungal door pockets and door-pull handles	✓	✓	✓	✓
	Dual glove box	✓	✓	✓	✓
	Upper storage tray	✓	n/a	n/a	n/a
	2 large storage pockets beside centre console	✓	✓	✓	✓
	Front seatback pockets	n/a	n/a	✓	✓
	Passenger seat under tray	✓	✓	✓	✓
	Front door storage bins (both sides)	✓	✓	✓	✓
	Driver storage tray	✓	✓	✓	✓
Exterior & Body	3 cupholders (2 front and 1 rear)	✓	✓	✓	✓
	Body coloured bumpers	n/a	n/a	✓	✓
	Body coloured door handles	n/a	✓	✓	✓
	Chrome grille	n/a	n/a	✓	✓
	13" wheels with full wheelcaps	✓	n/a	n/a	n/a
	14" wheels with full wheelcaps	n/a	✓	✓	n/a
	14" alloy wheels with locking wheelnuts	n/a	Option	Option	✓
	Space saver spare tyre located in boot	✓	✓	✓	✓
Metallic paint	Option	Option	Option	Option	

n/a not applicable



# Optional equipment

A number of affordable, customer-focused accessory packs have been developed for Yaris as well as a host of stand alone options.

The Yaris accessory packs are:

Classic pack £350 (excluding VAT, painting and fitting)

- Set of 4 alloy wheels
- Exhaust pipe finisher
- Roof spoiler
- Set of 4 mud flaps

Family pack £75 (excluding VAT)

- Tailored carpet mat set
- Boot floor mat
- Seat back stowage pack
- Window shades (pair)

Protection pack £95 (excluding VAT and fitting)

- Tailored carpet mat set
- Bumper protectors
- Side mouldings
- Set of 4 mud flaps

Safe and Secure pack £85 (excluding VAT)

- Fire extinguisher (0.6kg)
- First aid & spare bulb kits
- Warning triangle
- Steering wheel lock

A huge selection of optional extras is available on Yaris. Detailed below are some of the major items.

Optional equipment	Available on	Price (ex VAT)
Metallic paint	All	£250
Anti-lock brakes	CDX	£300
Toyota Navigation System	GS/GLS/CDX	£595 *
Air conditioning	S/GS/GLS	Dealer priced
Front fog lamps	All	£142 *
Alloy wheels (14", three designs)	GS/GLS	£75 *
Locking wheel nuts	All	£33 *
Key-less entry	S/GS	£125 *
Toyota vehicle security system alarm (Key-less entry also required on S/GS)	All	£180 *
Single CD/tape deck	All	£150 *
6 disc CD autochanger	All	£451 *
6 disc in-dash CD changer	All	£325 *
6 disc Mini Disc changer	All	£495
Front & side skirts	All	£345 **
Roof spoiler	All	£110 **
Gear shift knob (green or grey)	All	£28 *
Steering wheel (blue or green)	All	£175 *

\* plus fitting

\*\* plus paint & fitting

# Specification adjusted price comparisons

Specification adjusted price comparison – adding the extras to the competition needed to match Yaris standard specification – show the Toyota is better value across the range. Yaris shows a 1.8% to 16.4% price advantage over a host of competitors from both the B and sub-B segments.

	TOYOTA YARIS S 1.0 68 PS 3 DR	FORD FIESTA ENCORE 1.3 60 PS 3 DR	RENAULT CLIO 1.2 61 PS 3 DR
ON THE ROAD RSP	£7495.00	£8050.00	£8350.00
DRIVER'S AIRBAG	✓	✓	✓
TACHOMETER	✓	✗	✗
RADIO CASSETTE	✓	✓	✓
3 YEAR WARRANTY	✓	✗	✗
ADDITIONAL SPEC COST	N/A	£295.00	£377.00
NEW PRICE	£7495.00	£8345.00	£8727.00
SPEC ADJUST DIFF VS. YARIS		£850.00	£1232.00
% OVER YARIS		11.3%	16.4%

	TOYOTA YARIS S 1.0 68 PS 3 DR	FORD KA 1.3 60 PS 3 DR	PEUGEOT 106 ZEST 1.1 61 PS 3 DR	VOLKSWAGEN LUPO E 1.0 51 PS 3 DR
ON THE ROAD RSP	£7495.00	£7995.00	£7120.00	£7890.00
DRIVER'S AIRBAG	✓	✓	✗	✓
PASSENGER AIRBAG	✗	✗	✗	✓
REAR HEAD RESTRAINTS	✗	✗	✗	✓
POWER STEERING	✗	✓	✗	✗
TACHOMETER	✓	✗	✗	✓
RADIO CASSETTE	✓	✓	✓	✓
BODY COLOUR BUMPERS	✗	✗	✗	✓
3 YEAR WARRANTY	✓	✗	✗	✓
ADDITIONAL SPEC COST	N/A	-£55.00	£509.00	-£200.00
NEW PRICE	£7495.00	£7940.00	£7629.00	£7690.00
SPEC ADJUST DIFF VS. YARIS		£445.00	£134.00	£195.00
% OVER YARIS		5.9%	1.8%	2.6%

	TOYOTA	FORD	VAUXHALL	PEUGEOT	RENAULT	VOLKSWAGEN	NISSAN
	YARIS GS 1.0 68 PS 3 DR	FIESTA FINESSE 1.3 60 PS 3 DR	CORSA CLUB 1.0 55 PS 3 DR	206 L 1.1 61 PS 3 DR	CLIO GRANDE 1.2 61 PS 3 DR	POLO L 1.0 51 PS 3 DR	MICRA EQUATION 1.0 54 PS 3 DR
ON THE ROAD RSP	£8495.00	£8550.00	£8195.00	£8495.00	£8495.00	£8290.00	£8395.00
DRIVERS AIRBAG	✓	✓	✓	✓	✓	✓	✓
PASSENGER AIRBAG	✓	✗	✗	✗	✗	✓	✗
REAR HEAD RESTRAINTS	✓	✗	✗	✗	✗	✗	✗
POWER STEERING	✓	✗	✓	✓	✓	✗	✗
TACHOMETER	✓	✗	✗	✗	✓	✓	✗
RDS RADIO CASSETTE	✓	✓	✓	✓	✗	✗	✓
CENTRAL LOCKING	✓	✗	✓	✗	✓	✗	✗
ELECTRIC FRONT WINDOWS	✓	✗	✗	✗	✗	✗	✗
ELECTRIC EXTERNAL MIRRORS	✗	✗	✗	✗	✗	✓	✗
SUNROOF	✗	✓	✗	✗	✓	✗	✗
BODY COLOUR BUMPERS	✗	✗	✓	✗	✓	✓	✓
3 YEAR WARRANTY	✓	✗	✗	✗	✗	✓	✓
ADDITIONAL SPEC COST	N/A	£845.00	£760.00	£819.00	£537.00	£685.00	£975.00
NEW PRICE	£8495.00	£9395.00	£8955.00	£9314.00	£9032.00	£8975.00	£9370.00
SPEC ADJUST DIFF VS. YARIS		£900.00	£460.00	£819.00	£537.00	£480.00	£875.00
% OVER YARIS		10.6%	5.4%	9.6%	6.3%	5.7%	10.3%

	TOYOTA YARIS GLS 1.0 68 PS 3 DR	FORD FIESTA ZETEC 1.25 75 PS 3 DR	VAUXHALL CORSA GLS 1.0 55 PS 3 DR	PEUGEOT 206 LX (5R) 1.1 61 PS 3 DR	RENAULT CLIO RT 1.2 61 PS 3 DR	VOLKSWAGEN POLO L 1.4 61 PS 3 DR	NISSAN MICRA GX 1.0 54 PS 3 DR
ON THE ROAD RSP	£9495.00	£9550.00	£9495.00	£9595.00	£9550.00	£9490.00	£9485.00
DRIVERS AIRBAG	✓	✓	✓	✓	✓	✓	✓
PASSENGER AIRBAG	✓	✗	✗	✗	✗	✓	✗
REAR HEAD RESTRAINTS	✓	✗	✓	✗	✗	✗	✗
ANTI LOCK BRAKES	✗	✗	✗	✗	✓	✗	✗
POWER STEERING	✓	✓	✓	✓	✓	✓	✓
TACHOMETER	✓	✓	✓	✓	✓	✓	✗
RDS RADIO CASSETTE	✓	✓	✓	✓	✓	✗	✓
REMOTE CENTRAL LOCKING	✓	✗	✗	✓	✓	✗	✓
ELECTRIC FRONT WINDOWS	✓	✗	✗	✓	✓	✗	✓
ELECTRIC EXTERNAL MIRRORS	✓	✗	✗	✗	✗	✓	✗
SUNROOF	✓	✗	✓	✓	✓	✗	✓
ALLOY WHEELS	✗	✓	✗	✗	✗	✗	✗
BODY COLOUR BUMPERS	✓	✓	✓	✓	✓	✓	✓
3 YEAR WARRANTY	✓	✗	✗	✗	✗	✓	✓
ADDITIONAL SPEC COST	N/A	£845.00	£860.00	£609.00	£377.00	£800.00	£315.00
NEW PRICE	£9495.00	£10395.00	£10355.00	£10204.00	£9927.00	£10290.00	£9800.00
SPEC ADJUST DIFF VS. YARIS		£900.00	£860.00	£709.00	£432.00	£795.00	£305.00
% OVER YARIS		9.5%	9.1%	7.5%	4.5%	8.4%	3.2%



	TOYOTA	FORD	VAUXHALL	PEUGEOT	RENAULT	VOLKSWAGEN
	YARIS	FIESTA	CORSA	206	CLIO	POLO
	CDX	GHIA	CDX	GLX	RXE	CL
	1.0	1.25	1.2	1.4	1.6	1.4
	68 PS	75 PS	65 PS	76 PS	91 PS	61 PS
	5 DR	5 DR	5 DR	5 DR	5 DR	5 DR
ON THE ROAD RSP	£10995.00	£12050.00	£10720.00	£11245.00	£11700.00	£10835.00
DRIVERS AIRBAG	✓	✓	✓	✓	✓	✓
PASSENGER AIRBAG	✓	✗	✗	✗	✗	✓
REAR HEAD RESTRAINTS	✓	✗	✓	✓	✓	✓
ANTI LOCK BRAKES	✗	✗	✓	✗	✓	✗
POWER STEERING	✓	✓	✓	✓	✓	✓
TACHOMETER	✓	✓	✓	✓	✓	✓
RDS RADIO CD	✓	✗	✗	✓	✗	✗
REMOTE CENTRAL LOCKING	✓	✓	✗	✓	✓	✗
ELECTRIC FRONT WINDOWS	✓	✓	✓	✓	✓	✓
ELECTRIC EXTERNAL MIRRORS	✓	✓	✓	✓	✓	✓
SUNROOF	✓	✓	✗	✗	✓	✗
AIR CONDITIONING	✓	✓	✓	✓	✓	✗
ALARM	✗	✓	✓	✓	✓	✗
ALLOY WHEELS	✓	✗	✗	✗	✗	✗
BODY COLOUR BUMPERS	✓	✓	✓	✓	✓	✓
3 YEAR WARRANTY	✓	✗	✗	✗	✗	✓
ADDITIONAL SPEC COST	N/A	£615.00	£965.00	£675.00	£382.00	£1810.00
NEW PRICE	£10995.00	£12665.00	£11685.00	£11920.00	£12082.00	£12645.00
SPEC ADJUST DIFF VS. YARIS		£1670.00	£690.00	£925.00	£1087.00	£1650.00
% OVER YARIS		15.2%	6.3%	8.4%	9.9%	15.0%

# Yaris 'on-the-road' price list

(in price order)

		OTR
1.0 16v VVTi	3 door 'S' manual	£7,495
1.0 16v VVTi	3 door 'GS' manual *	£8,495
1.0 16v VVTi	5 door 'GS' manual	£8,995
1.0 16v VVTi	3 door 'GLS' manual *	£9,495
1.0 16v VVTi	5 door 'GLS' manual	£9,995
1.0 16v VVTi	5 door 'CDX' manual *	£10,995

(by price and body style)

1.0 16v VVTi	3 door 'S' manual	£7,495
1.0 16v VVTi	3 door 'GS' manual *	£8,495
1.0 16v VVTi	3 door 'GLS' manual *	£9,495
1.0 16v VVTi	5 door 'GS' manual	£8,995
1.0 16v VVTi	5 door 'GLS' manual	£9,995
1.0 16v VVTi	5 door 'CDX' manual *	£10,995

\* Also available with the Free-Tronic 5-speed auto clutch system for £250 extra.



# Yaris Market Potential

The small car market in the UK car accounts for over 560,000 sales annually, or approximately 25 per cent of the total UK car market.

The Toyota Starlet achieved over 10,000 sales in the UK in 1997 and 1998 – less than two per cent of the segment – so it is clear that Yaris gives Toyota the potential for significantly greater penetration than the Starlet could ever achieve.

Nevertheless, the small car sector is highly competitive with well-established products that enjoy strong brand loyalty from their customers. Toyota is predicting it will sell around 16,000 Yaris in the UK during the rest of 1999 rising to 25,000 in 2000 (or 4.5 per cent of the segment).

The split between Yaris model grades is predicted to be:

'S'	10%
'GS'	45%
'GLS'	35%
'CDX'	10%

Sales volumes in the sector are highly price led. As much as 40 per cent of sales go to products priced between £8,000 and £9,000 and 37 per cent to those priced between £9,000 and £11,000. Accordingly, Yaris is priced to satisfy this core customer requirement while exceeding their expectations on every count.

Yaris fleet sales are only expected to account for 10 per cent of total UK sales as Toyota will not offer large discounts to fleet buyers nor enter Yaris in the self drive hire market.

## Current share of UK 'B' segment by model

Ford Fiesta	120,000	20%
Vauxhall Corsa	74,000	14%
Renault Clio	56,000	11%
Peugeot 206	50,000	10% (estimated)
Volkswagen Polo	48,000	9%
Nissan Micra	47,000	9%

# Buying and living with Yaris

A number of simple, easy to understand finance and servicing initiatives have been developed to make Yaris an easy car to buy and live with. Clearly branded to the public at the point of sale these initiatives will be known as the Yaris Drive Plans. They consist of:

## Yaris Easy Start

Yaris Easy Start is a personal contract purchase scheme that offers the potential buyer an extremely low deposit from just one monthly payment in advance and a number of options at the end of the agreement.

With a low monthly payment and the opportunity to renew the car every two years, Yaris Easy Start is designed to appeal to the more youthful Yaris customer who has no car to trade in or only a small deposit to put down.

Example: 10,000 miles per year, 24 month agreement – Yaris S 3-door

On the road price	£7,495
Deposit/initial payment	£199
23 monthly payments	£199
Final Payment/guaranteed future value	£4,040
Total amount payable	£8,911
APR	13.2%

Taking the example of a Yaris S, three-door with an on-the-road price of £7,495, the Yaris Easy Start allows a new owner to take delivery for just £199 followed by 23 monthly payments of the same amount. After two years they can part exchange for another car, or buy the existing car outright by paying the final payment. Alternatively, subject to mileage and condition, they can return the car and walk away for a fixed £25 fee.

In short, just £199 down and two years of monthly payments of the same amount gets you behind the wheel of a new Yaris.

## Yaris Easy Drive

Yaris Easy Drive is a worry free two or three year all inclusive vehicle purchase and servicing agreement. Based on a Toyota Terms PCP agreement, it includes the cost of the car, a two or three year Toyota Servicing Plan and extended membership of Club Toyota\* in the second or second and third years of ownership (depending on whether a two or three year Easy Drive agreement is signed). There is also an option to include two or three years insurance provided by Toyota Insurance. Costs for the S model on Yaris Easy Drive start from £209 per month.

\*Club Toyota membership includes homestart, roadside assistance and vehicle recovery in the UK and Continental Europe together with a replacement loan vehicle service and onward transport support when required.

# Yaris Easy Care

Easy Care is a stand alone servicing plan which can be purchased separately from the vehicle. For a one-off payment ranging in price from £140 for a two year plan to £220 for a three year plan, Easy Care covers major services, oil and filter changes and replacement parts meaning any unbudgeted surprises are catered for.

In addition to the new Yaris Easy Start and Yaris Easy Drive Plans, Toyota Financial Services also offer customers a full range of financing routes including the Toyota Terms personal contract purchase scheme and Toyota Purchase Plan (a traditional hire purchase option).

## Whole life costs Vs the competition

The whole life costs of a vehicle – the initial price, depreciation, service, maintenance, repair and fuel costs – are often overlooked when considering small cars.

Early analysis commissioned by Toyota and comment from industry experts CAP Monitor and contract hire firms suggests Yaris will be class-leading on virtually all these whole life costs. For example, taking the lead-in Yaris 'S' model, the cost per mile figures are predicted to be:

	Cost per mile (p)	Fuel per mile (p)	Total cost per mile (p)
Yaris 1.0 S 3dr	8.4	5.9	14.3
Polo 1.0 L 3dr	9.5	6.3	15.8
206 1.1 L 3 dr	10.1	6.6	16.7
Clio 1.2 3dr	10.4	6.6	17.0
Fiesta 1.3 Encore 3dr	9.9	7.2	17.1
Corsa 1.0 3dr	11.1	6.2	17.3
Micra 1.0 Equation 3dr	11.2	6.4	17.6
Punto 60 S 3dr	10.7	7.2	17.9

Total cost per mile over 60,000 miles.

Fuel based on EC combined data, unleaded at £3 per gallon

*Data sourced from Toyota/CAP Monitor/Contract Hire Industry*

Over 60,000 miles and using the quoted combined fuel consumption figures with petrol at three pounds per gallon, the Yaris emerges with easily the lowest cost per mile figures.



# Extended Service Intervals – Lower Running Costs

Starlet	Time	Yaris	Time
1,000	free	no first service	0.0
9,000/1yr	1.3	10,000/1yr	0.5
18,000/2yr	1.3	20,000/2yr	1.3
27,000/3yr	2.0	30,000/3yr	0.5
36,000/4yr	1.3	40,000/4yr	1.4
<b>Total</b>	<b>5.9hrs</b>		<b>3.7hrs</b>

Thanks to the advanced VVT-i engine technology, Yaris does not require a first, one thousand mile service at all, and full services are at 20,000 miles, or two year intervals.

Every 10,000 miles, or 12 months Toyota recommends a "health check" which takes just 30 minutes. This involves an oil and filter change and safety items check.

The overall result is lower servicing costs, less time off the road, yet retaining the peace of mind many customers want with an annual safety check by the local dealer.

When these reduced service times are married to the car's low fuel consumption and traditionally high Toyota residual values, the cost per mile of Yaris will be highly competitive.

## Parts prices Vs competitors

Yaris explodes the myth that Toyota genuine replacement parts are expensive and unlike other manufacturers, Toyota (GB) Ltd operates a policy of fixing its parts prices for one year.

Taking a basket of common parts including oil filter, air filter, front brake pads, and four spark plugs, Yaris works out to be 64% cheaper than the Peugeot 106, 46% cheaper than the Ford Ka, 22% cheaper than the Seat Arosa, 23% cheaper than the VW Polo, and 16% cheaper than the Vauxhall Corsa.

Taking the cost of those parts typically damaged in a front end accident, Yaris works out to be 57% cheaper than the Volkswagen Polo, 45% cheaper than the Seat Arosa, 34% cheaper than the Vauxhall Corsa, 24% cheaper than the Renault Clio and 1% cheaper than the Ford Ka.

For those parts which require replacing in a typical rear end accident, the story is even stronger with Yaris being as much as 91-34% cheaper than the cars listed over.

## COMPETITOR PARTS PRICING ANALYSIS - YARIS Vs COMPETITION



Part	Seat Arosa	Peugeot 106	Vauxhall Corsa	Renault Clio	Nissan Micra	Volkswagen Polo	Ford Ka	Toyota Yaris
Bonnet (Hood)	£118.11	£147.46	£158.00	£111.00	£146.00	£150.99	£114.02	£86.76
Front Wing	£45.05	£57.46	£75.00	£39.00	£75.10	£68.00	£58.07	£46.98
Headlamp (excluding bulb)	£69.90	£59.59	£65.50	£68.00	£86.80	£68.00	£61.71	£27.28
Front Bumper Cover	£89.38	£167.33	£136.00	£92.50	£93.30	£90.00	£91.56	£39.98
Front Bumper Cover Lower	not applicable	not applicable	not applicable	not applicable	not applicable	not applicable	not applicable	£29.97
Front Panel	£111.31	£49.10	£61.50	£131.00	£77.70	£84.00	£64.93	£98.45
Front Indicator	£16.96	£17.65	not applicable	£15.40	not applicable	£15.50	not applicable	not applicable
Radiator	£124.35	£116.15	£114.00	£121.00	£113.00	£90.00	£68.13	£100.19
Radiator Grille	£44.66	not applicable	£24.10	not applicable	£35.40	£28.00	£7.99	£24.98
Front Chassis Leg	£96.03	£119.95	£25.00	£36.40	£93.90	£180.00	£30.49	£39.00
Total Front	£715.75	£734.69	£659.10	£614.30	£721.20	£774.49	£496.90	£493.59
% Diff. v. Yaris	+ 45%	+ 49%	+ 34%	+ 24%	+ 46%	+ 57%	+ 1%	

Rear Bumper Cover	£92.67	£167.66	£150.00	£103.00	£87.10	£90.00	£86.59	£39.98
Rear Bumper Cover Lower	not applicable	not applicable	not applicable	not applicable	not applicable	not applicable	not applicable	£27.93
Tailgate	£174.38	£181.06	£184.00	£144.00	£195.00	£175.58	£154.95	£138.60
Rear Quarter Panel	£111.58	£125.63	£113.00	£164.00	£113.00	£101.00	£125.53	£99.90
Combination Light	£34.34	£47.64	£34.60	£31.90	£37.30	£38.00	£25.89	£33.98
Trunk Floor	£74.66	£234.00	£134.00	£184.00	£143.00	£130.00	£165.05	£49.50
Rear Panel	£53.37	£40.44	£68.50	£68.50	£65.20	£72.00	£50.31	£49.50
Rear Chassis Leg	£73.37	£15.58	£124.00	£182.00	£82.90	£104.00	£54.86	£19.90
Total Rear	£614.37	£812.01	£808.10	£877.40	£723.50	£710.58	£663.18	£459.29
% Diff. v. Yaris	+ 34%	+ 77%	+ 76%	+ 91%	+ 58%	+ 55%	+ 44%	

Oil Filter	£7.00	£7.10	£4.00	£6.50	£6.70	£4.80	£3.76	£6.18
Air Filter	£17.11	£11.26	£7.60	£6.96	£10.90	£11.45	£4.20	£8.86
Front Brake Pads	£31.00	£36.69	£35.70	£28.40	£35.10	£36.00	£47.57	£25.56
Rear Brake Shoes	£22.66	£46.34	£32.65	£33.60	£30.10	£27.00	£39.60	£25.63
Spark Plug each	£4.40	£6.68	£3.12	£1.82	£3.65	£4.40	£4.99	£3.17
Spark Plugs x 4	£17.60	£26.72	£12.48	£7.28	£14.60	£17.60	£19.96	£12.68
Total Maintenance	£99.77	£134.79	£95.55	£84.56	£101.05	£101.25	£120.08	£82.08
% Diff. v. Yaris	+ 22%	+ 64%	+ 16%	+ 3%	+ 23%	+ 23%	+ 46%	

Sources: Body Panels - Thatcham Parts Analysis / Maintenance Parts - The Parts Price Guide, QC Publications



# Insurance Groupings

Yaris is currently being evaluated by the Association of British Insurers for insurance group ratings. Although final groupings are expected to be awarded on 4 March 1999, Toyota is targeting a group 2E rating on S and GS derivatives, and 3E on GLS and 4E on CDX derivatives. 'E' means Yaris exceeds the Motor Insurance Repair Research Centre's (Thatcham) security requirements.

A key embedded transponder activates the engine immobiliser fitted as standard to all Yaris derivatives while all grades can be specified with the Thatcham-approved TVSS IV perimetric and volumetric optional alarm system.

Additionally, many Yaris parts are marked for security purposes. A number of destructive labels are attached to major parts and are designed to break up if a thief attempts to illegally remove them. This enables stolen cars and parts to be traced even if the vehicle identification has been changed.

A double locking system for Yaris is currently under development and will be available on the car later in 1999.

# 3 customer led marketing programme

"Yaris represents a huge marketing challenge. It will bring new customers to our brand and contribute to a new image for Toyota in Europe.

"Yaris customers do not fit any traditional patterns of age or social status. They are ready to welcome innovation and change but also recognise the importance of proven values, such as Toyota quality, which offer complete peace of mind."

Chihiro Hayashi - Toyota Motor Europe, vice-president service

Yaris introduces a class-leading newcomer to Europe's compact car segment with:

- \* Customer-focused care package
- \* Free annual health & safety checks
- \* Low service and maintenance costs
- \* Best Europe-wide warranty in its class

Yaris is distinctive and original, but it also offers practical and rational attributes (more interior space, better seating position, greater comfort) supported by sound engineering (low fuel consumption, good performance, high safety levels) to justify its character.

Just as important, it will be supported by an unrivalled, pan-European customer care package which begins even before delivery with a huge investment by Toyota in dealer training and customer handling skills.

"Research of potential Yaris customers revealed they wanted complete peace of mind at the lowest possible cost," explained Chihiro Hayashi, vice president service, Toyota Motor Europe. "This is how our Yaris Peace of Mind concept was born. We believe Yaris now has the most complete and customer driven package in its class."

## competing in the mainstream

Yaris will compete in the mainstream of the B-segment, one of the biggest in Europe with around 28% of total sales. It is a segment that has declined slightly in the past year, due mainly to launch activity in the slightly larger C-segment, but it remains a showcase for European manufacturers with models which are household names.

The market is concentrated in southern Europe with 50 per cent of the registrations coming from Italy, Spain and France.

Until now, Toyota has been a relatively low-key player in the B-segment with its Starlet range. Strong in the markets of northern Europe, Starlet has never been fully introduced to southern Europe because of import quota restrictions.

Toyota expects a large proportion of Yaris sales to be conquests from other brands as it opens up new markets and attracts new customers to the Toyota range.

## peace of mind package

When each new customer takes delivery of their Yaris, they will be handed the Yaris Passport. This is much more than a traditional handbook; it's a full passport to enjoying, and living with, Yaris.

The Passport is a visible symbol of the radical Yaris customer care package which includes maintenance, warranty and mobility.

Engineers and service planners have worked in both Japan and Europe to create a car which all customers can afford. Maintenance costs on Yaris are the lowest of any Toyota vehicle, despite its advanced engineering and sophisticated technology.

Yaris needs a complete service only once every 20,000 miles or two years with a quick, 30 minute oil and filter change every 10,000 miles or one year. At the same time Toyota dealers across Europe will provide a free 'Health & Safety' check for the Yaris, checking vital components and reporting back to customers.

## best warranty yet

Yaris is backed by the most comprehensive warranty yet available from Toyota. A full manufacturer's warranty covers the car against mechanical fault for three years or 60,000 miles. Paintwork is guaranteed against imperfections for three years while the construction of the car is of such high quality that Toyota guarantees the body against corrosion perforation for 12 years.

Yaris customers can cross Europe with confidence. A Eurocare mobility package will provide extensive roadside rescue, breakdown and accident management services for up-to three years.

The Yaris Peace of Mind package comes as 'standard equipment' across Europe. It is included in the purchase price.



## yaris customers ...

With such a large market segment there are no typical compact car customers. Buyers come from all nations, all walks of life. The common thread is an understanding of the rationality of buying a compact, economical yet comfortable car.

Three groups stand out. The first is young single people, often buying their first new car, who are looking for something stylish and different.

The second are young mothers, for whom the practicalities and interior space of Yaris will be particularly appealing. These are often buying a second car for the family and, in fact, over half the customers in the segment already have at least one other car.

Finally there are the so-called 'empty-nesters' - older couples whose children have left home and who now want a more economical car without sacrificing the comfort and safety levels they have become accustomed to.

## ... and their values

Not surprisingly, all customers are looking for modern design, comfort and value for money - attributes which Yaris certainly delivers in full. But Yaris customers are more open minded and progressive in their approach.

Dubbed 'Progressive Extroverts' they are intelligent, individual and thoughtful people who are looking for more from life. They are prepared to make their own choices but they operate within accepted social boundaries - standing out from, rather than challenging, society.

## tailored trim levels

Toyota's world-renowned flexible production system means Yaris distributors in each market can choose a specification and options to suit local customer preferences. The Yaris family will soon develop into a series of individual models with their own unique characters - more sporty, more feminine, more luxurious.

But basic Yaris concepts of value-for-money, safety and peace of mind will be retained. Even at entry level, safety features such as a driver airbag, pre-tensioned seat belts and side impact beams are standard.

Yaris will attract a more individual European customer than the traditional Toyota buyer and the more striking style of the car is matched in the colours which will be available.

Yaris will be available in a choice of nine exterior colours including three paint finishes which are

**YARIS**

exclusive to the car: Light Aqua, Yellow and Island Green. Interior trim can be equally dramatic with a two-tone blend of turquoise and mist green available alongside the more traditional grey and black.

# 4<sup>the</sup> safety dimension

"Safety is an issue for compact car buyers. Yaris has been designed and built to deliver all the active and passive safety that its customers deserve and expect."

Yasuhiko Ichihashi, Yaris chief engineer, Toyota Motor Corporation

Yaris brings advanced active and passive safety levels to the segment with:

- \* excellent stability thanks to low centre of gravity
- \* precise steering and responsive engine
- \* rigid passenger cabin and impact absorbing bodyshell
- \* driver and passenger airbags as standard on all but one derivative
- \* tough, increased speed, crash testing

Yaris customers expect their car to be safe - and they want to feel safe when they drive it. After all, Yaris is a friend they can trust.

So safety, both active and passive, has been a design and engineering essential since the first sketches of Yaris were conceived.

Yaris uses advanced engineering and technology to help avoid accidents in the first place - active safety. Yaris is compact, nimble and handles well. Important factors such as driver fatigue have been addressed.

For passive safety, Yaris introduces large car features which are not generally found on compact cars. Finally, to ensure Yaris can face its customers with confidence, Toyota engineers increased the speed of collision testing above the legal standards - and introduced an additional rear impact test.

## active safety avoids

Yaris is a spacious compact car. With its long wheelbase and short overhangs it is naturally stable and nimble. Despite its height, an early design decision to go for a conventional (non-sandwich) construction meant a low floorpan, wide track and a naturally low centre of gravity. Road behaviour is good.

But the driver needs to be able to control the car - that means being alert with good vision and rapid, precise response.

Thanks to its tall shape, Yaris seating position is higher and more upright than normal offering a clear view of the road, and potential hazards, ahead. The centre instrument cluster reduces sight line movement for drivers and the three-dimensional digital meter is easily read without refocusing. Time is saved and driver fatigue is reduced.

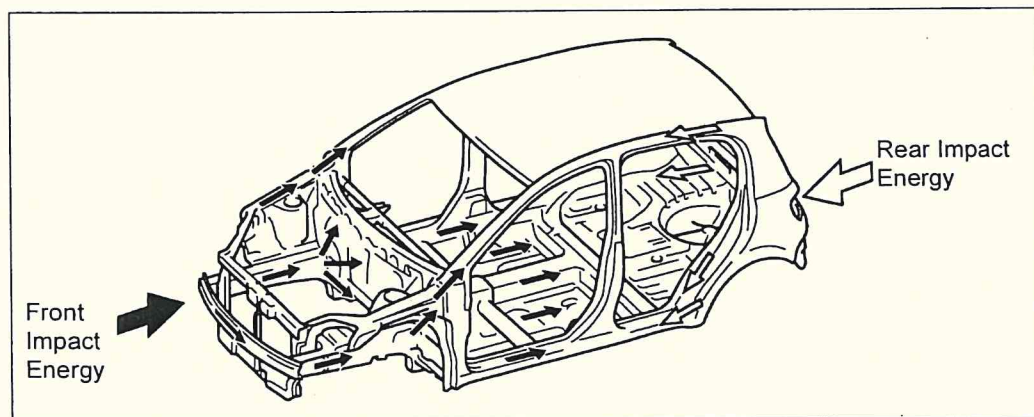
Accurate and precise, rack and pinion, power steering is standard on all but one Yaris model and drivers can rely on the reassurance of 9-inch front disc brakes. Anti-lock braking is an option.

Advanced technology variable valve timing and the fully-computerised engine management system means the Yaris' 1-litre engine is ready to respond instantaneously to the driver's command.

## passive safety protects

Protection is built into Yaris. The compact body has been built on an entirely new platform and is designed to absorb the energy of impact in the event of a front, rear or side collision, around a rigid, low deformation passenger compartment.

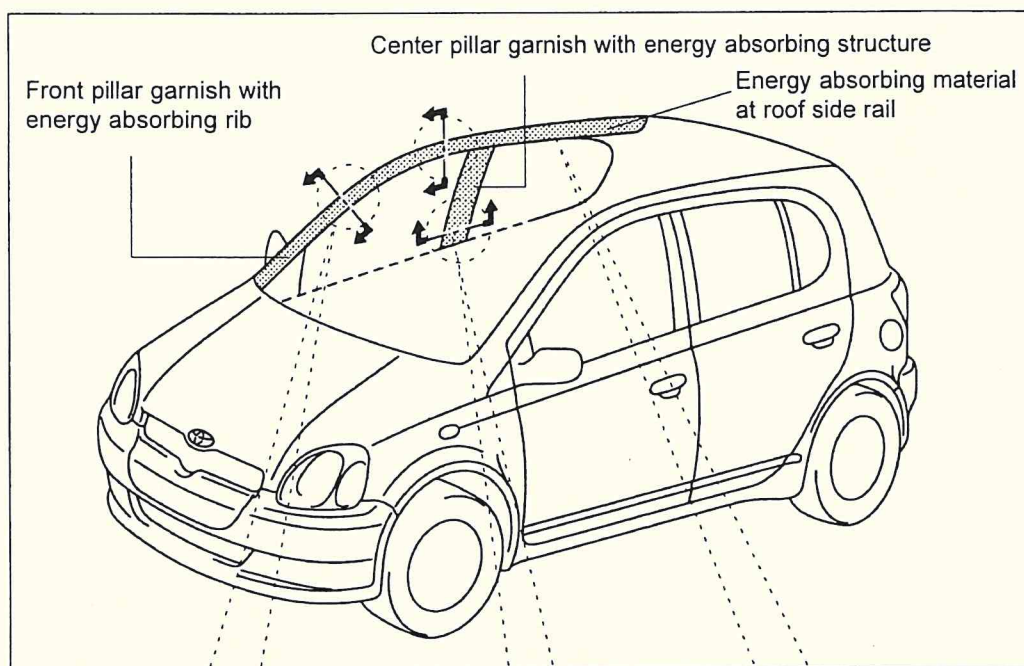
Occupant protection is delivered through strong reinforcements and body members which help minimise cabin deformation. Straight side members maintain a strong and rigid body while a cross member at the base of the dashboard and an internal A-pillar brace help absorb impact energy.



Door beams in front and rear doors are engineered in conjunction with side pillar strengthening to avoid deformation in the event of collision. The rear sill and wheel arches are strengthened to offer maximum protection from rear end impacts.



Inside the car, there are energy absorbing trim sections to reduce the possibility of head injury. Doors are reinforced around the window lines to spread the impact load.



The underbody design and pedal mountings have been designed to minimise intrusion into the footwells and reduce potential leg injuries. The tilt-adjustable steering column has an energy absorbing section which reduces rearward movement of the steering wheel.

## high speed crash testing

Sophisticated computer modelling techniques were used to predict how Yaris would behave in an accident and, of course, the car exceeds all current European safety legislation. But that was not enough for Toyota engineers.

In order to achieve consistent occupant protection for collisions with heavier vehicles or at high speeds, Yaris has been tested and passed design criteria at faster speeds than legislation demands.

Speed for the 40% overlap, offset frontal crash collision test has been increased from 60 km/h to 64 km/h, resulting in a 14% increase in impact energy. Speed for the side collision test was increased from 50km/h to 55km/h, resulting in a 21% increase in impact energy.

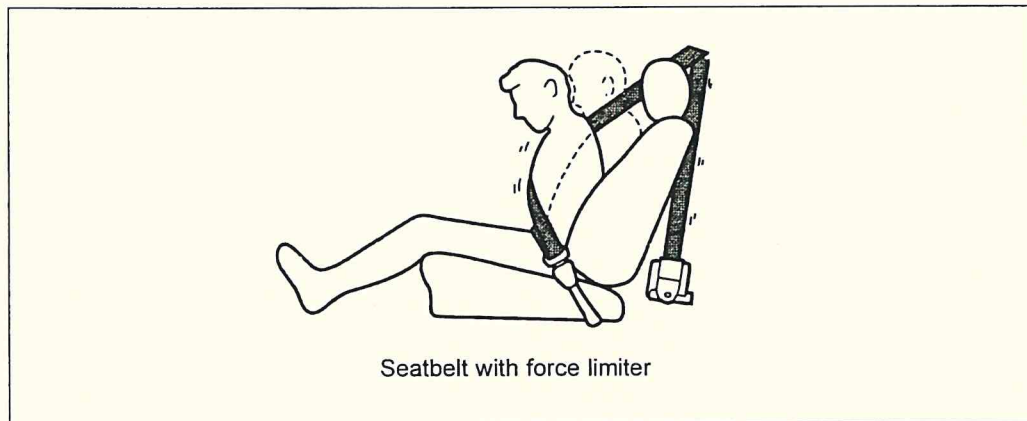
Toyota engineers also conducted two separate rear impact crash tests. The standard full-overlap rear collision was conducted at 50 km/h while a new 50% overlap, offset rear test was conducted at 55 km/h.

In both cases engineers were able to determine there was no fuel leak and ample survival space within the passenger compartment following the crash.

## airbags standard

Driver and passenger airbags will be standard on all UK derivatives save the lead-in three door Yaris 'S' model.

Three-point seat belts with pre-tensioners and force limiters are standard for driver and front seat passenger across Europe. These belts act in the event of a collision to hold the occupants firmly in their seats initially and then gradually reduce the force on the chest as the airbags absorb the impact energy.



Front seat belt heights are adjustable on five door models.

The rear seat has been strengthened to prevent luggage from entering the passenger compartment in the event of a frontal collision. Front seats have an anti-whiplash structure to reduce the risk of neck injury in rear collision.

## isofix

Yaris offers, as standard, two sets of ISOFIX fittings for child seats in the rear of the car. ISOFIX is a rigid holder attached to the car frame, to which child safety seats can be easily and securely fitted. It guarantees the correct fitting of child seats and provides a better stability for the seat in case of an accident.

# 5<sup>the</sup> human dimension

"The job of the designer is to create an object to which the customer can feel a degree of attachment, to create a physical relationship between the person and the object.

This human dimension to Yaris is apparent in both the exterior styling and the layout of the interior space. We had to minimise exterior length and maximise space. We had to make people feel as if they were sitting in a larger car."

Sotiris Kovos, Yaris exterior designer, Toyota European Office of Creation (EPOC)

Yaris brings a new dimension to compact car design with:

- \* bold and distinctive European exterior design
- \* shortest overall length but most spacious interior in class
- \* comfortable and relaxing driving position
- \* large car features and interior trim
- \* adjustable rear seat for maximum flexibility

Exterior designer, Sotiris Kovos, likes to describe the profile of Yaris as that of a crouched athlete, waiting for the gun. The head of the athlete, low and purposeful, is the bonnet. The shoulders of the athlete, dipped and ready to spring forward, are at the top of the screen.

The power comes from the haunches, the large volume sides. The tension, waiting for the explosive release of energy, is described by the sharp character line which rises from front wing to rear tailgate.

It is an eloquent description of a car which, from the very beginning, was designed to have a strong human dimension.

## new concept

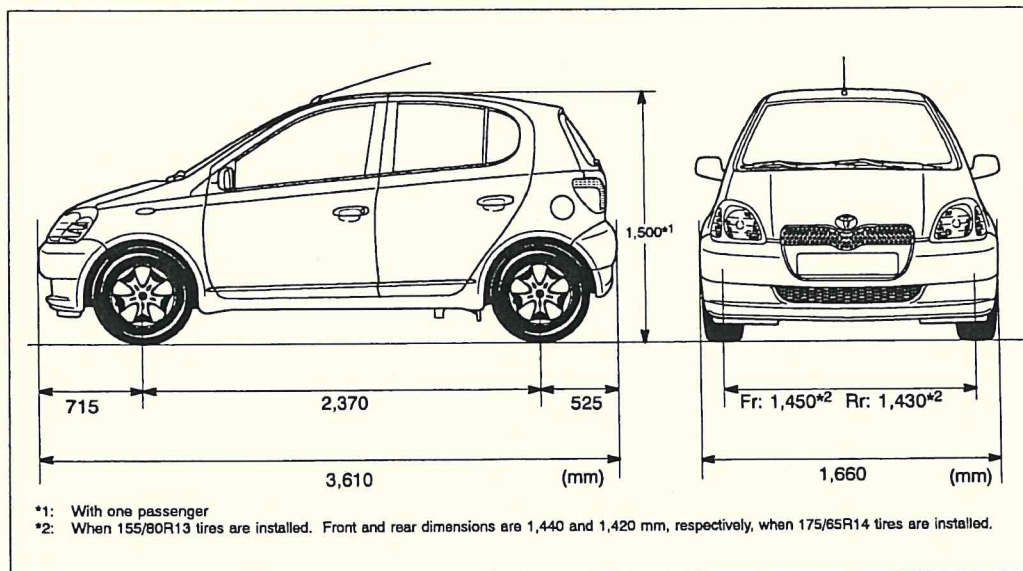
Yaris is a completely new car, owing nothing to previous Toyota models. The design and engineering criteria were easy to state but difficult to achieve: the most spacious interior in the segment, excellent fuel economy and performance, easy handling and comfort, striking and timeless appearance.

The overall effect of the styling has been to create a car which is among the most aerodynamic



in the class. Yaris has a frontal drag factor of just 0.30 and low fuel consumption to match - "to have a very real effect in the pocket of the customer tomorrow".

The overall length (3,610mm) is the shortest in the B-segment but the front and rear overhangs are minimised (wheelbase: 2,370mm) to achieve the most important of the design criteria - the most spacious interior in the segment.



The sense of space is created by having a high roof line and wide body. With plenty of head and leg room, front and rear seat passengers feel as if they are sitting in a much bigger car.

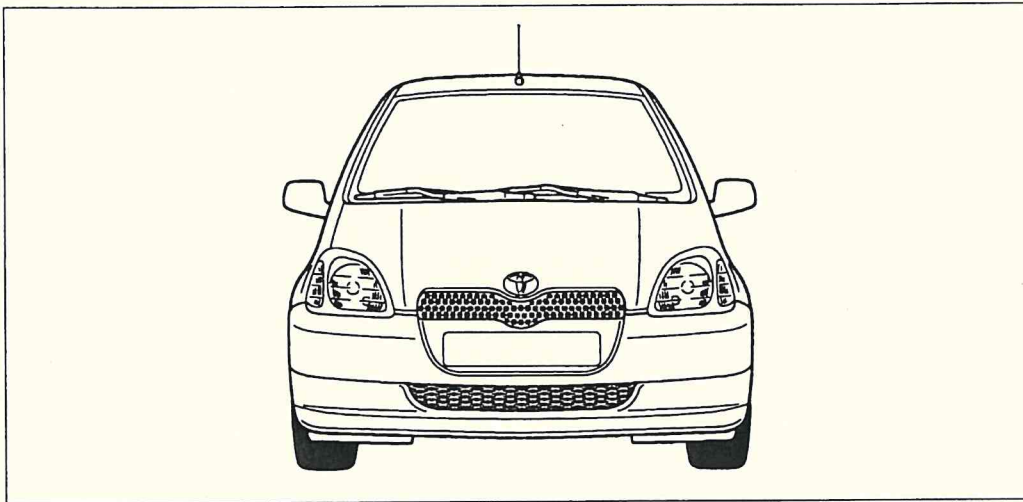
But thanks to conventional body construction, a low centre of gravity and its long wheelbase, Yaris remains stable on the road and easy to handle both in traffic and on the open road.

## strong front view

Yaris design offers strong body lines, large volumes and relatively small window areas. The simple geometric shapes give a long-lasting, timeless quality. The broad expanses of metal, particularly the visual effect of a large volume at the front, offer impressions of strength and quality.

The frontal view of Yaris is, indeed, quite massive though the bonnet itself is short and the car actually among the lightest in the class. The width and volume are emphasised by curvature of the screen and the cut lines on the bonnet itself, extending down to the distinctive grille. A full width, two-piece bumper and integral skirt extend across the car to wrap around the wings, adding visual weight and practical, low speed accident protection.



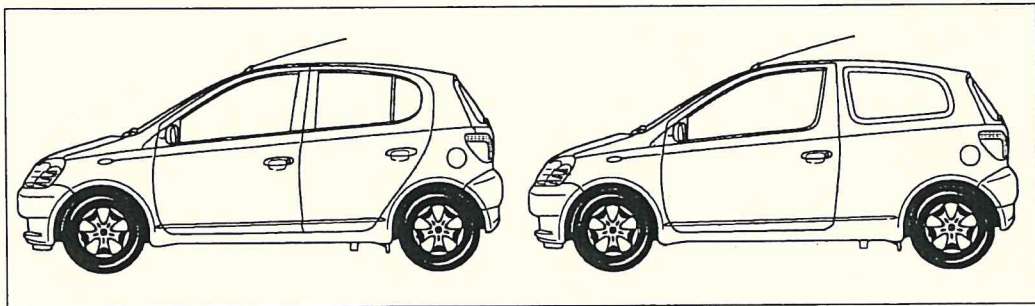


The headlamps are dominant, with the clear glass and multi-reflector background giving a jewel-like quality to the lighting package. The harmony of shape between the grille and the bumper scoop add further visual interest.

## dynamic side profile

From the side the crouched, diving shape of Yaris is clearly visible.

The rising cut line gives a dynamic tension, creating a sense of forward motion. Its length, from the jewel of the side indicator light to the rear hatch, forms a strong horizontal visual line to reduce the apparent height of the car and emphasise the long wheelbase and spacious interior.



The steeply raked A-pillar helps stress the length of the cabin and the 'cab-forward' two-box design extends the distance from the front of the windscreen to the tailgate. This creates yet more interior space, allowing the driver and front seat passengers to sit higher and further forward - making more space in the rear.

In contrast the rear pillar is almost vertical, with a sharp edge to the top of the tailgate reducing turbulence, cutting wind noise and improving aerodynamic efficiency. Rear headroom is also improved and, on five door models, rear seat access is better because of the larger door opening.

## broad stable rear

The broad, stable shape of Yaris is best appreciated from the rear which clearly shows the wide track and the passenger space available at shoulder height. The lines are direct and positive with the sense of volume best emphasised by the low, broad tailgate.

A low loading height was considered essential to the market and the tailgate cuts down into the strong rear bumper to reflect the curves from the front. Even the rear wiper blade has been carefully shaped to emphasise strength.

## natural seating

Even getting in and out of Yaris feels more natural. Opening the wide doors, the driver and passengers can naturally slide into the seating position and quickly feel comfortable. The seats themselves are spacious and adjustment (225mm forward/back) has been designed to help create an ideal driving position.

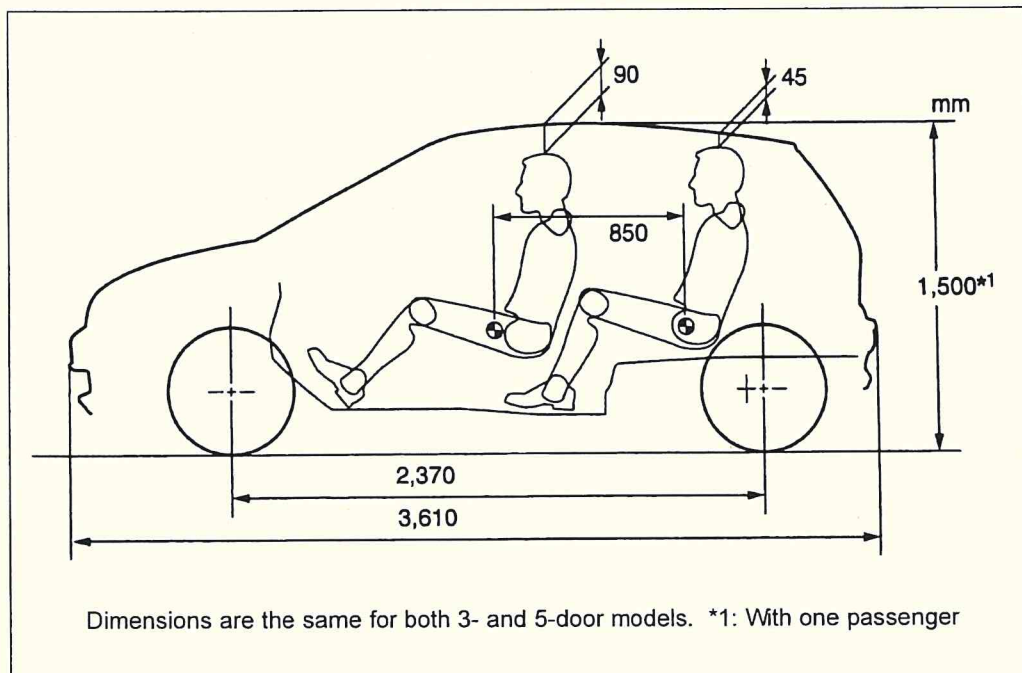
The three-spoke steering wheel, with driver's airbag as standard, is tilt adjustable. Driver's seat height adjustment is standard on GLS and CDX grades.

## <sup>a</sup>feeling of space

The concept of the human dimension in design takes on a truly practical meaning with the interior of Yaris. Here is an interior where the human form - height, weight, reach, practical needs - has dictated every aspect of the layout.

The fundamental desire to create a truly spacious interior - among the best in its class at 2.5 cu.m - was achieved by increasing the overall height, the overall width and lengthening the wheelbase.

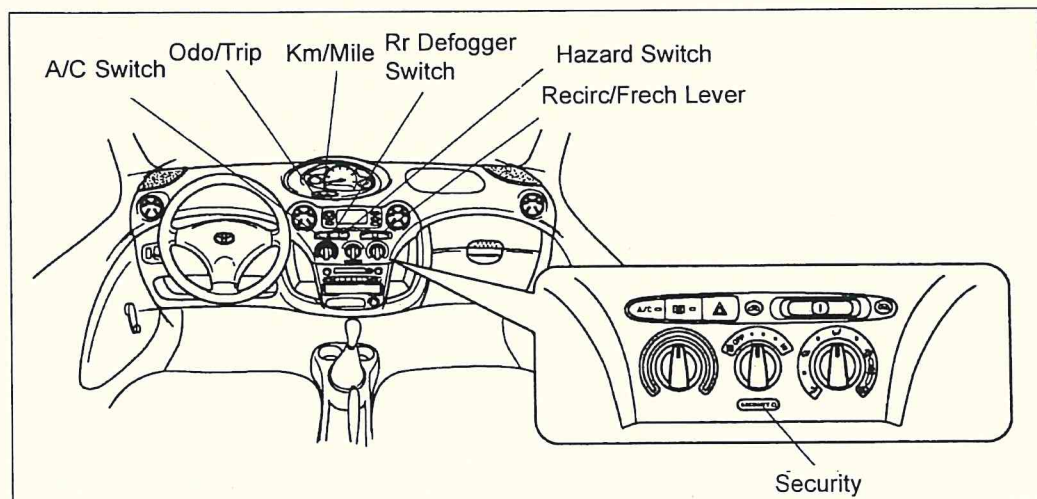
Both front and rear passengers get more leg room and more headroom than is available in class rivals. Yaris is also wider at shoulder level to give an impression of space around the head. The result is a car which is more relaxing to drive - none of the cramped feelings associated with other B-segment cars.



As an additional way of maximising interior space, the rear seat of Yaris can slide backwards and forwards over 150mm to adjust the interior and boot space to suit the load being carried. The seat is split on all models and can also be folded forward or tumbled completely to create a wide, flat load area.

## innovative dashboard

The open curves of the dashboard, swooping down to the central instrument panel and across to the door trims, are lively and pleasing to the eye. They suggest strength, and the high belt line of the interior offers a protective cocoon in which both driver and passengers are enveloped.





Developing the character of Yaris does not stop there. The organic cut lines of the dashboard are also reflected in the seat cushions and door trims, sculpted to break up the shapes and available in a range of colours and textures depending on model level.

Beneath the main central meter the instrument panel is brought forward into the cabin to bring all the operating controls within easy reach of the driver. Controls are clearly marked and sized for ease of use. Full heating and ventilation, with air conditioning an option, is provided to the best standards in the class.

## generous equipment

Equipment levels on Yaris reflect the policy of providing large car benefits in the compact class. Power steering is standard on all but the lead-in 'S' grade as are tinted windows, two speed wipers with intermittent, rear electric wash-wipe, halogen headlamps, headlamp levelling, headlamp warning buzzer, a 12v power outlet, pollen filter and vanity mirrors for both driver and passenger.

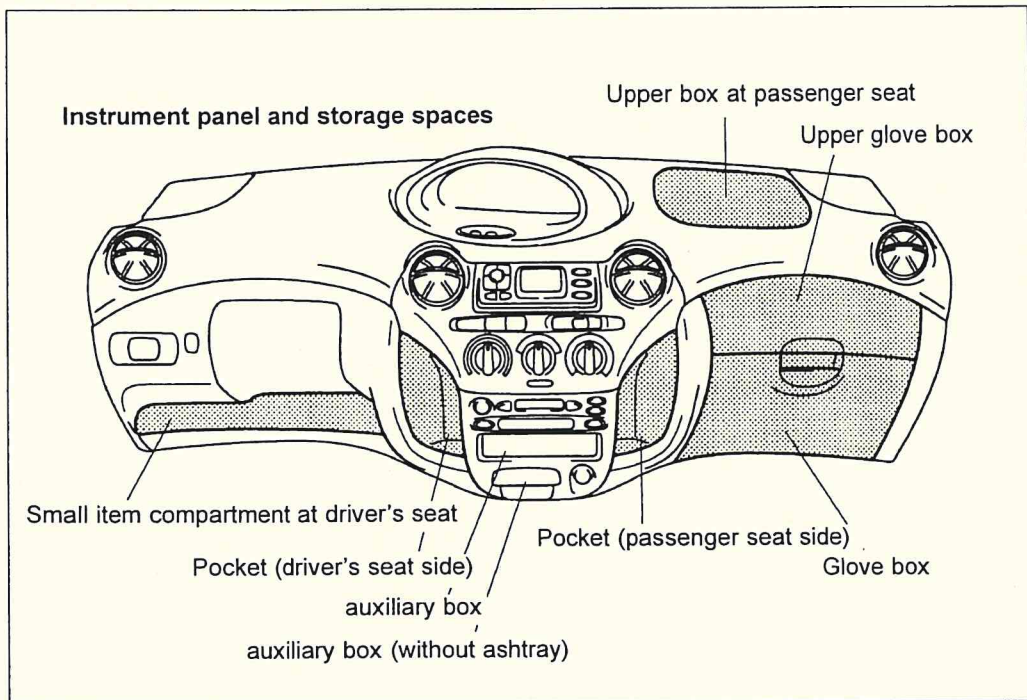
## plenty of pockets

Time and time again, customers in this segment of the market emphasise how practical they want their cars to be. These are vehicles which are used constantly and they quickly get cluttered with tapes, compact discs, sunglasses, pens and all the other trivia of daily life.

Toyota has taken these comments to heart. Yaris is the most user friendly car in its class with pockets and storage spaces everywhere - many of them hidden from view to give a neat appearance to even the most untidy car.

In fact, there is more than 15 litres of storage space available from a split level glove box, front and rear door pockets, a centre console with cup holders, under passenger-seat tray and large pockets for convenient storage of either tapes or compact discs on either side of the audio panel.





Anti-bacterial materials are used for door pockets, door trims and door pull handles for better hygiene.

# 6<sup>the</sup> innovation dimension

"The technical challenge was to match the expectations created by the styling. We had to satisfy the market demands of larger car technology within a small car package."

"It was not easy. We developed new ideas, really creative engineering and developed each component, piece by piece. There were many hours of discussion but we did not sacrifice quality or performance."

Yasuhiko Ichihashi, Yaris chief engineer, Toyota Motor Corporation

Yaris brings technical innovation and advanced engineering to the segment with:

- \* high technology, 3D digital centre meter
- \* central information display
- \* high performance audio and optional navigation system
- \* brand new, 1.0-litre 16-valve engine with variable valve timing
- \* optional Toyota Free-Tronic electronic clutch system

Yaris is a car for the new millennium. Yaris customers are not frightened by innovation but understand that technology for its own sake is simply theoretical. The forward thinking consumer wants to see technology put to a purpose.

So Yaris bristles with innovation and technology - but all of it is there to further the driving experience, improve passenger safety and comfort, or reduce the car's environmental impact.

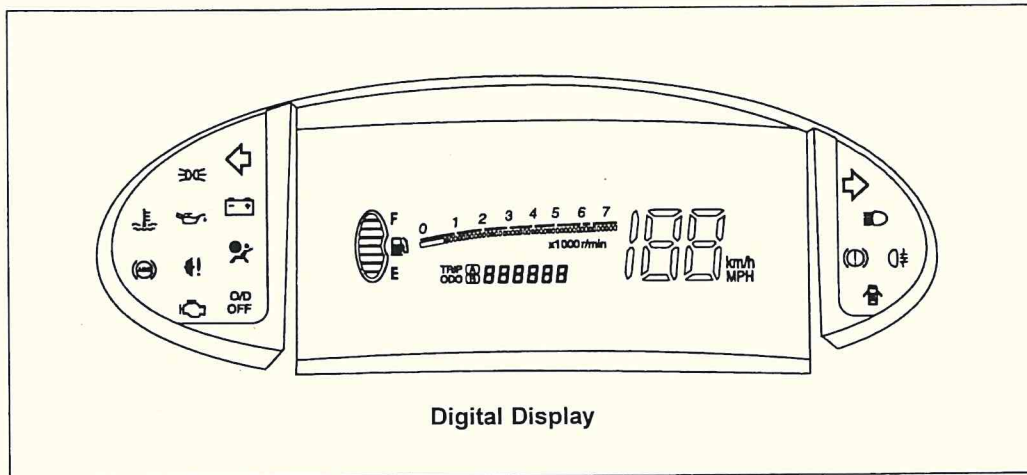
## three-dimensional digital meter

Designing Yaris around 'the human dimension' meant a radical rethink of the interior layout. It was not enough to simply use the science of ergonomics to ensure every switch was good to touch and easy to reach. The way in which we sit, we move, we drive, was studied, analysed and acted upon.

Research showed an important factor in driver fatigue was the time and effort taken to refocus the eyes from the road to a conventional, analogue instrument cluster. Far better was instrumentation up near the line of sight, easy to read, designed to minimise refocusing and to reduce the time when the driver's eyes are away from potential hazards ahead.

So the three-dimensional digital meter is both innovative and practical, bringing genuine driver benefits. It becomes the focal point of the central instrument cluster, angled towards the driver for clarity of vision and re-engineered to suit left or right-hand drive markets.

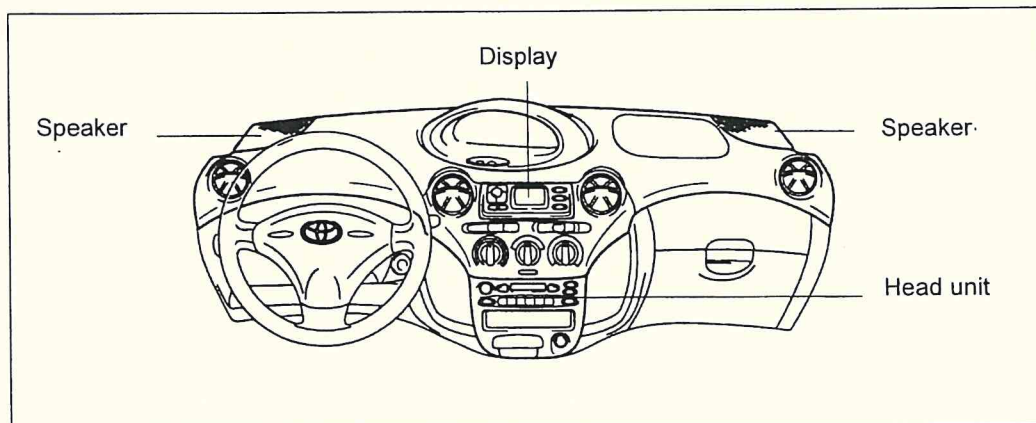
Information about speed is projected in clear three-dimensional characters, created by a vacuum fluorescent display. The engine revs, fuel status and trip-meter are all equally easy to read. Conventional warning lamps are placed either side of the digital meter in the central instrument pod - it is the high technology mission control for the journey.



## central information display

Additional information about the status of the car is available via the secondary central information display on the console. At a glance drivers can tell which radio station they are tuned to, information such as fuel consumption, time and outside temperature, or - where the option is fitted - receive navigation and route planning instructions.

A high quality radio-cassette and twin speakers is standard equipment on the Yaris 'S' derivative with a full, four speaker Radio Data System (rds) unit on GS, GLS and CDX grades. A CD player is standard on the CDX. The audio equipment is fully integrated into the dashboard design and the separation of the display and head units ensures the system is unique to Yaris for maximum security.





## in-car navigation

Yaris is the only car in the segment to offer the very latest satellite navigation system as an optional fitment. Developed by Toyota, the Yaris navigation system is precise and easy to use, with voice and display guidance throughout the route.

Unlike rival systems offered by other cars in the segment, Yaris shows accurate displays of road intersections combined with road sign information to avoid any confusion at multiple junctions. Routes can be planned with 'way-points' or selected by user preference, such as avoiding motorways, avoiding toll roads or taking the shortest route.

The voice guidance system is extremely responsive and features many different messages for clarity and simplicity. Rerouting, in the event of an accident or a change of plan, is quick and accurate. The Toyota turn-by-turn navigation system is optional on Yaris GS/GLS/CDX models.

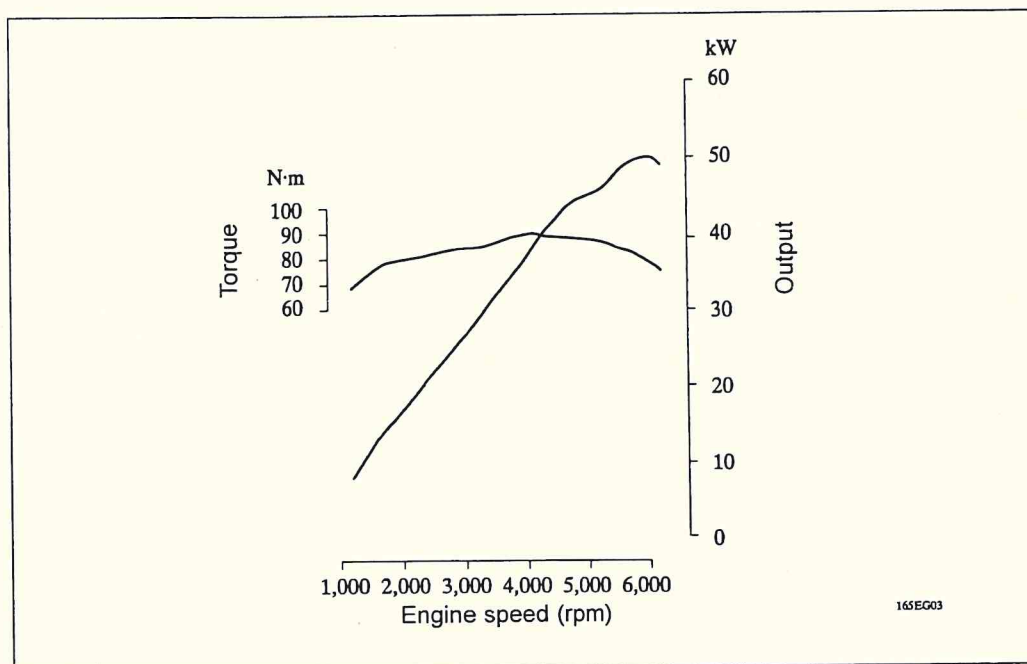
## high technology engine

Sophisticated technology and innovation is not just confined to the instrumentation. A new engine had been developed for Yaris, making use of technical developments, which are usually found, only on larger cars.

The 1.0-litre 1SZ-FE engine is a four cylinders, double overhead camshaft unit with 16 valves and infinitely variable valve timing (VVT-i). It provides low emissions, quiet running, good fuel economy and sparkling performance.

Maximum power from the 998cc unit is 50Kw (68PS) at 6,000 rpm and maximum torque of 90Nm (66 lb.ft) is available at 4,100 rpm. Mated to a five-speed manual gearbox, Yaris can achieve acceleration to 62 mph in around 14.1 seconds and has a top speed of 96 mph.





The remarkably flat torque curve, making for more comfortable and safer driving in the city and on the open road, is achieved through careful design of the combustion chamber and the infinitely variable valve timing.

Under all driving conditions, the engine control computer (ECU) monitors engine speed and driver actions to increase valve overlap at low and medium engine speeds while reducing overlap at upper speed ranges. The result is maximum available torque with low fuel consumption and, of course, reduced emissions.

## direct ignition

Yet more precise spark ignition is offered by the Toyota Direct Ignition system which was originally developed on range-topping Toyota models such as the Camry V6. The traditional distributor has been replaced by four individual high performance transformers operating directly on each spark plug.

Not only can each spark be carefully controlled and individually timed but also direct ignition removes the need for distributor maintenance and the problem of varying spark timing between vehicle services.

The intake manifold lengths have been made equal to eliminate any imbalance between the cylinders and the manifold itself is resin moulded to reduce weight and decrease heat conduction from the engine - in turn reducing intake temperatures and improving volumetric efficiency.

The exhaust manifold is made of stainless steel and port lengths are equal for all cylinders to improve exhaust efficiency. A three-way catalytic converter is placed directly beneath the oil sump in order to improve rapid warm-up and reduce emissions under cold start conditions.

An offset crankshaft design reduces friction losses in the engine and the engine weight itself has been reduced by very precise casting of the cylinder block with thin walls. Although constructed of iron, the block weight is close to that achieved by aluminium engines and the compact cylinder head design achieves yet more weight reduction to further improve fuel consumption.

## Free-Tronic automatic clutch

The Toyota Free-Tronic auto clutch system is an option on the standard five-speed manual gearbox for Yaris. It removes the need for a clutch pedal without taking away the gearshift lever or the driver's control over gear selection.

Free-Tronic means more freedom and driving pleasure, particularly in congested and difficult city driving conditions. Smooth driving in traffic jams, difficult manoeuvring into tight parking spots and even hill starts are all easier to control.

And, because the system operates on the standard five-speed manual gearbox, Yaris Free-Tronic still delivers the same outstanding performance and fuel consumption as a car without the option.

Free-Tronic uses an hydraulically driven clutch actuator which responds to signals from various sensors around the car including movement of the gear shift lever, the accelerator pedal and the brake. The car must be in neutral for the engine to start and the clutch disconnects as the gear is engaged. It is gradually reconnected when the accelerator pedal is pressed and the car gathers speed.

When driving normally, the clutch is disconnected and reconnected in response to movements of the shift lever and the accelerator pedal. It disconnects when the Yaris is brought to a halt and remains disconnected while the vehicle is stopped.

A series of safety warning lights and buzzers control the car in the event of driver error, such as attempting to move off in the wrong gear. The Free-Tronic warning indicator is clearly visible in the centre meter console. The Free-Tronic auto clutch system is available on three UK models: the 3dr GS and GLS and the 5dr CDX.

# 7 <sup>the</sup> technical dimension

"Yaris has been designed in Europe and engineered for European drivers. Our involvement is evidence of Toyota's commitment to Europe and the demands of European drivers.

Or engineers have been involved from the earliest proposals. "We have accepted no compromise which could mean a weakening of the car's dynamic performance on European roads."

Jos de Boes, deputy general manager, vehicle engineering, Toyota Motor Europe

Yaris brings large car ride and handling characteristics to the segment with:

- \* lightweight and highly rigid, impact absorbing bodyshell
- \* extensive soundproofing to improve nvh
- \* sleek aerodynamics
- \* MacPherson strut front suspension with anti-roll bar
- \* active rear suspension bushes for toe-in correction
- \* ventilated front disc brakes

The European car market with its differing road surfaces and huge variation in traffic speeds is one of the most diverse and difficult in the world. From the outset Toyota knew Yaris had to be more than just a car designed in Europe. It also had to be a car capable of meeting the expectations of different drivers on European roads.

The demand to get Yaris right, and the tight time scale to achieve it, led to unprecedented cooperation between engineering development teams in both Europe and Japan. Highly skilled engineers, based in modern workshops next to EPOC on the outskirts of Brussels, pursued a pattern of parallel development with their colleagues in Japan.

Critical to the programme's success was the Toyota Conformity Committee, combining the expertise of engineers from Vehicle Engineering Division with the experience of Toyota distributors in different European markets.

## bodyshell development

Creating a bodyshell which was light enough to maximise vehicle performance but still strong enough to provide protection in the event of an accident, and a rigid platform for optimum ride and handling, was the first challenge for the production team. Yaris achieved these objectives by careful refinement of each component of the structure, precise location of reinforcements and cross members, and the extensive use of high tensile steel sheet.



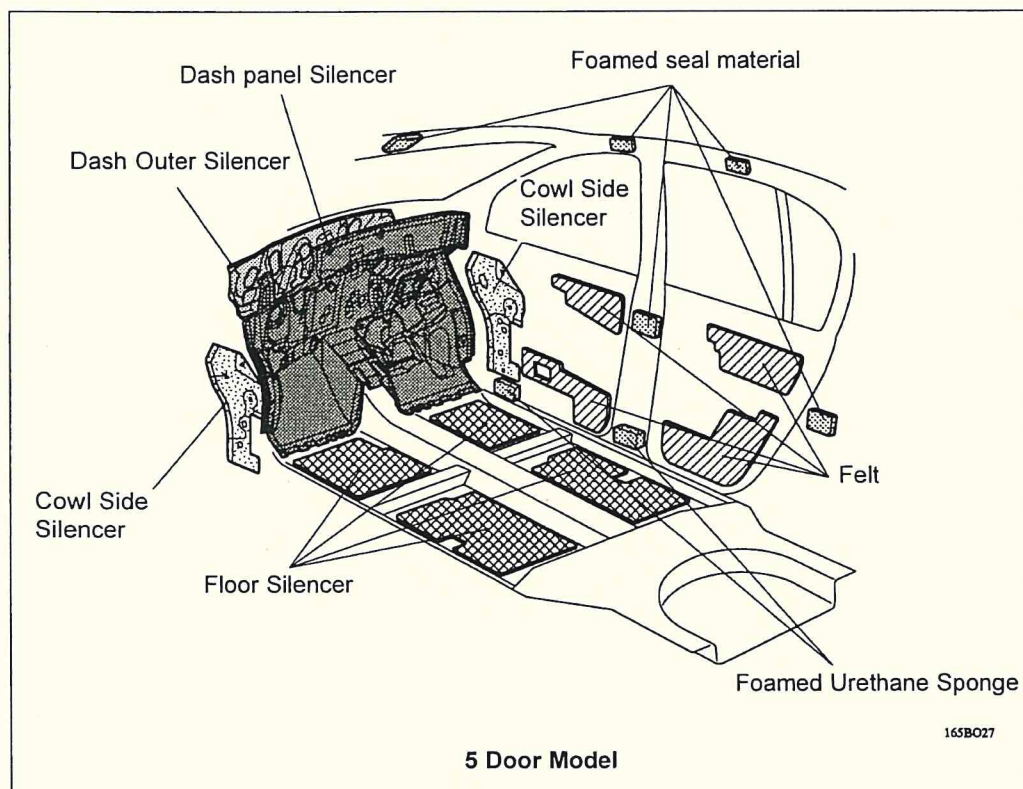




## soundproofing

Extensive use of vibration damping and soundproofing materials has made Yaris one of the quietest cars in its class. This process has continued from the creation of the first prototypes, through pre-production and onto the production vehicles themselves.

A huge, single piece, dash panel silencer is the key to the insulation of passengers from most of the road and engine noise. Sponge and foamed seal material is applied onto roof panels, pillars and doors.

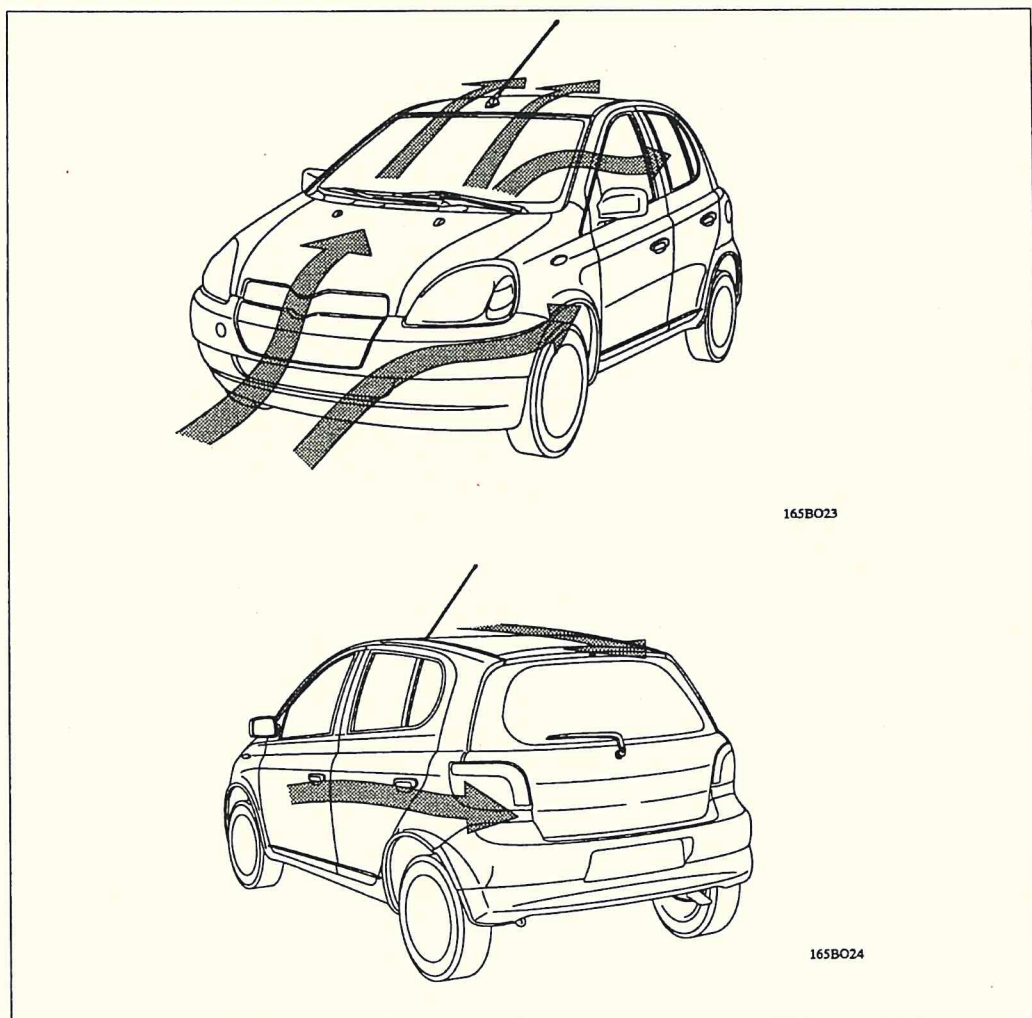


Much of the soundproofing material is made from RSPP (Recycled Sound Proof Products) which reduces the car's impact on the environment.

## aerodynamics

Yaris has an outstanding aerodynamic performance (CD: 0.30) which not only aids fuel consumption but also reduces levels of wind noise.

The front edge of the bonnet and area around the headlights offers a smooth shape for minimal disturbance while the under shape of the front bumper diverts the airflow under the floor. The bodyline from the roof to the hatchback allows the air to flow smoothly from the top of the roof to the rear.

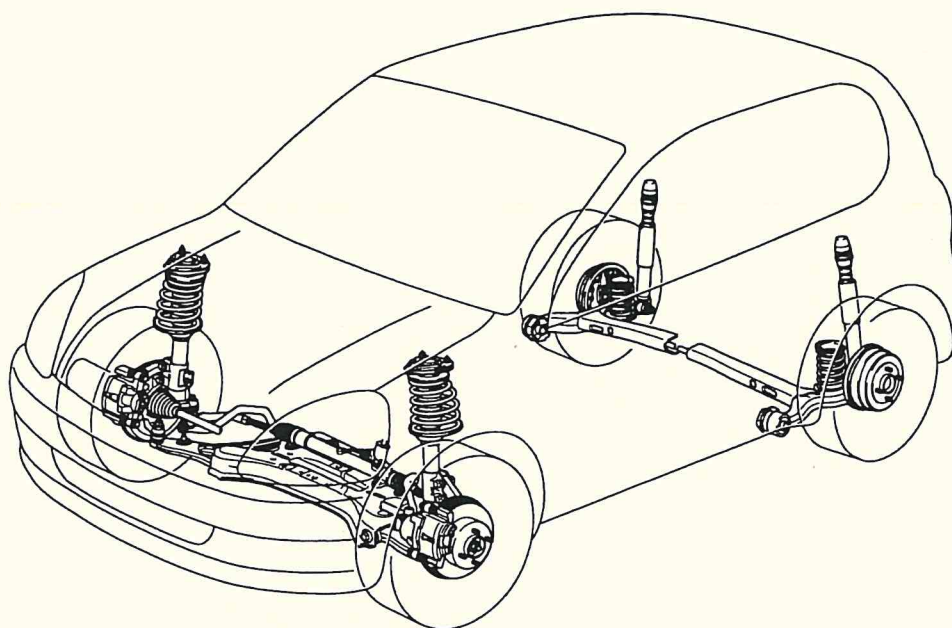


Four small deflectors ahead of the front and rear wheels smooth out the airflow around the wheels and reduce wind resistance.

# suspension and stability

The engineering target for Yaris was to set the same high standards in ride and handling as had already been achieved with the design. This B-segment car had to drive and feel like a bigger car, beating the very best levels of comfort in the class.

Especially important were a flat ride, good positive steering feel and long stroke suspension to absorb road bumps and undulations. There was also the constraint to keep suspension units compact to avoid intrusion into the passenger area and preserve the width between the rear suspension towers.



16SCH05

Front suspension is a conventional MacPherson strut system but the detailed geometry has been fully redesigned to offer good ride and positive steering characteristics. An anti-roll bar is fitted as standard.

Yaris has a front sub-frame which helps stabilise the suspension and carries the steering gear and suspension arms. As a result, the steering feel is improved and the steering gear is mounted lower than usual which allows more cabin width in the footwells.

At the rear a simple torsion beam axle with separate coil springs and vertical dampers provides good longitudinal travel with lateral stiffness and precise positioning of the wheel on the road. Torsional stiffness and optimum control are provided by a carefully shaped beam and anti-roll bar linking the two trailing arms.

The rear suspension features active suspension bushes which allow a certain degree of passive rear wheel steering. Under cornering forces, the bushes deform slightly to allow the rear wheels to 'toe-in' and improve stability.

# braking

Yaris has been designed with a modern, highly efficient braking system which uses ventilated, 9-inch front discs and 8-inch rear drums on all models. Driver control is improved through a compact brake booster with automatic pressure balance.

In order to reduce maintenance costs, front discs are made of high carbon alloy to maximise wear resistance and rear drums are hydraulically self adjusting.

A four channel anti-lock braking system is an optional extra on all UK models.



Body Type		3 DOOR						
Vehicle Grade		S	GS		GLS			
Transmission		Manual	Manual	Free-Tronic <sup>®</sup>	Manual	Free-Tronic <sup>®</sup>		
Model Code		YA1 JA1	YA1 J2A	YA1 J4A	YA1 J5A	YA1 J7A		
Dimensions & Weights	Overall	Length	mm (in)	3615 (142.3)	3615 (142.3)	3615 (142.3)	3615 (142.3)	3615 (142.3)
		Width	mm (in)	1660 (65.4)	1660 (65.4)	1660 (65.4)	1660 (65.4)	1660 (65.4)
		Height	mm (in)	1500 (59.1)	1500 (59.1)	1500 (59.1)	1500 (59.1)	1500 (59.1)
	Wheel Base	mm (in)	2370 (93.3)	2370 (93.3)	2370 (93.3)	2370 (93.3)	2370 (93.3)	
	Tread	Front	mm (in)	1450 (57.1)	1440 (56.7)	1440 (56.7)	1440 (56.7)	1440 (56.7)
		Rear	mm (in)	1430 (56.3)	1420 (55.9)	1420 (55.9)	1420 (55.9)	1420 (55.9)
	Interior	Length	mm (in)	1800 (49.8)	1815 (71.5)	1815 (71.5)	1815 (71.5)	1815 (71.5)
		Width	mm (in)	1380 (54.3)	1380 (54.3)	1380 (54.3)	1380 (54.3)	1380 (54.3)
		Height	mm (in)	1265 (49.8)	1265 (49.8)	1265 (49.8)	1200 (47.2)	1200 (47.2)
	Overhang	Front	mm (in)	720 (28.3)	720 (28.3)	720 (28.3)	720 (28.3)	720 (28.3)
		Rear	mm (in)	525 (20.7)	525 (20.7)	525 (20.7)	525 (20.7)	525 (20.7)
	Min Ground Clearance	mm (in)	135 (5.3)	135 (5.3)	135 (5.3)	135 (5.3)	135 (5.3)	
	Angle of approach	deg	17.9	17.9	17.9	17.9	17.9	
	Angle of departure	deg	49.2	49.2	49.2	49.2	49.2	
	Curb weight	Front	kg	490-555	505-555	511-555	515-555	526-555
		Rear	kg	332-375	335-375	335-375	350-375	351-375
		Total	kg	822-930	840-930	846-930	866-930	877-930
	Gross Vehicle Weight	Front	kg (lb)	660 (1455)	660 (1455)	660 (1455)	660 (1455)	660 (1455)
		Rear	kg (lb)	660 (1445)	660 (1445)	660 (1445)	660 (1445)	660 (1445)
		Total	kg (lb)	1320 (2910)	1320 (2910)	1320 (2910)	1320 (2910)	1320 (2910)
Towing Capacity (with brake)	kg (lb)	650 (1433)	651 (1433)	652 (1433)	653 (1433)	654 (1433)		
Fuel tank capacity	l (gal)	45 (9.9)	45 (9.9)	45 (9.9)	45 (9.9)	45 (9.9)		
Cargo volume	Min	m <sup>3</sup> (cu ft)	0.205 (7.24)	0.205 (7.24)	0.205 (7.24)	0.205 (7.24)	0.205 (7.24)	
	Max	m <sup>3</sup> (cu ft)	0.950 (33.5)	0.950 (33.5)	0.950 (33.5)	0.950 (33.5)	0.950 (33.5)	
Performance & Economy	Max speed	mph (km/h)	96 (155)	96 (155)	96 (155)	96 (155)	96 (155)	
	Acceleration	0-62 mph	secs	14.1	14.1	14.1	14.1	
	Max permissible speed	1st gear	mph (km/h)	27 (44)	27 (44)	27 (44)	27 (44)	27 (44)
		2nd gear	mph (km/h)	51 (82)	51 (82)	51 (82)	51 (82)	51 (82)
		3rd gear	mph (km/h)	74 (120)	74 (120)	74 (120)	74 (120)	74 (120)
		4th gear	mph (km/h)	95 (154)	95 (154)	95 (154)	95 (154)	95 (154)
	Fuel economy (93/116/EEC)							
	Urban	l/100km (mpg)	6.8 (41.5)	6.8 (41.5)	6.8 (41.5)	6.9 (40.9)	6.9 (40.9)	
	Extra Urban	l/100km (mpg)	5.0 (56.5)	5.0 (56.5)	5.0 (56.5)	5.1 (55.4)	5.1 (55.4)	
	Combined	l/100km (mpg)	5.6 (50.4)	5.6 (50.4)	5.6 (50.4)	5.7 (49.6)	5.7 (49.6)	
	CO <sub>2</sub> mass emission	g/km	134	134	134	137	137	
	Min turning radius	Tyre	m (ft)	4.9 (16.1)	4.9 (16.1)	4.9 (16.1)	4.9 (16.1)	4.9 (16.1)
Body		m (ft)	5.2 (17.1)	5.2 (17.1)	5.2 (17.1)	5.2 (17.1)	5.2 (17.1)	
Engine & Engine Electrical	Engine type		15Z-FE	15Z-FE	15Z-FE	15Z-FE	15Z-FE	
	Valve mechanism		16-Valve DOHC	16-Valve DOHC	16-Valve DOHC	16-Valve DOHC	16-Valve DOHC	
	Bore x Stroke	mm in	69.0 x 66.7 2.72 x 2.63	69.0 x 66.7 2.72 x 2.63	69.0 x 66.7 2.72 x 2.63	69.0 x 66.7 2.72 x 2.63	69.0 x 66.7 2.72 x 2.63	
	Displacement	cm <sup>3</sup> (cu in)	998 (60.9)	998 (60.9)	998 (60.9)	998 (60.9)	998 (60.9)	
	Compression ratio		10.0 : 1	10.0 : 1	10.0 : 1	10.0 : 1	10.0 : 1	
	Carburetor type		EFI	EFI	EFI	EFI	EFI	
	Octane no		95	95	95	95	95	
	Max output	kW/rpm	50/6000	50/6000	50/6000	50/6000	50/6000	
		ps/rpm	68/6000	68/6000	68/6000	68/6000	68/6000	
	Max torque	Nm/rpm	90/4100	90/4100	90/4100	90/4100	90/4100	
		lb ft/rpm	66/4100	66/4100	66/4100	66/4100	66/4100	
	Battery	Voltage & Amp hr	12 - 27	12 - 36	12 - 36	12 - 36	12 - 36	
	Alternator Output	Watts	840	840	960	840	960	
Starter Output	kW	0.7	1.0	1.0	1.0	1.0		
Chassis	Clutch Type		Dry-single	Dry-single	Auto	Dry-single	Auto	
	Transaxle Type		C551	C551	C551K	C551	C551K	
	Transmission gear ratio	First		3.545	3.545	3.545	3.545	3.545
		Second		1.913	1.913	1.913	1.913	1.913
		Third		1.310	1.310	1.310	1.310	1.310
		Fourth		1.027	1.027	1.027	1.027	1.027
		Fifth		0.850	0.850	0.850	0.850	0.850
	Reverse		3.214	3.214	3.214	3.214	3.214	
	Differential gear ratio (final)		4.294	4.294	4.294	4.294	4.294	
	Brake type	Front		Ventilated disc	Ventilated disc	Ventilated disc	Ventilated disc	Ventilated disc
		Rear		LT Drum	LT Drum	LT Drum	LT Drum	LT Drum
	Parking brake type		LT Drum	LT Drum	LT Drum	LT Drum	LT Drum	
	Brake booster type & size	in	Single 8"	Single 8"	Single 8"	Single 8"	Single 8"	
	Proportioning valve type		Dual-P Valve	Dual-P Valve	Dual-P Valve	Dual-P Valve	Dual-P Valve	
	Suspension type	Front		MacPherson Strut	MacPherson Strut	MacPherson Strut	MacPherson Strut	
		Rear		Torsion Beam	Torsion Beam	Torsion Beam	Torsion Beam	
	Stabiliser bar	Front		STD	STD	STD	STD	
Rear			STD	STD	STD	STD		
Steering gear type		Rack & Pinion	Rack & Pinion	Rack & Pinion	Rack & Pinion	Rack & Pinion		
Steering gear ratio		21.8	18.6	18.6	18.6	18.6		
Power steering type		n/a	Integral Type	Integral Type	Integral Type	Integral Type		
Tyre size		155/80 R13	175/65 R14	175/65 R14	175/65 R14	175/65 R14		



Body Type		5 DOOR					
Vehicle Grade		GS	GLS	CDX			
Transmission		Manual	Manual	Manual	Free-Tronic <sup>3</sup>		
Model Code		YA1 J3A	YA1 J6A	YA1 J8A	YA1 J9A		
Dimensions & Weights	Overall	Length	mm (in)	3615 (142.3)	3615 (142.3)	3615 (142.3)	3615 (142.3)
		Width	mm (in)	1660 (65.4)	1660 (65.4)	1660 (65.4)	1660 (65.4)
		Height	mm (in)	1500 (59.1)	1500 (59.1)	1500 (59.1)	1500 (59.1)
	Wheel Base		mm (in)	2370 (93.3)	2370 (93.3)	2370 (93.3)	2370 (93.3)
	Tread	Front	mm (in)	1440 (56.7)	1440 (56.7)	1440 (56.7)	1440 (56.7)
		Rear	mm (in)	1420 (55.9)	1420 (55.9)	1420 (55.9)	1420 (55.9)
	Interior	Length	mm (in)	1815 (71.5)	1815 (71.5)	1815 (71.5)	1815 (71.5)
		Width	mm (in)	1380 (54.3)	1380 (54.3)	1380 (54.3)	1380 (54.3)
		Height	mm (in)	1265 (49.8)	1200 (47.2)	1200 (47.2)	1200 (47.2)
	Overhang	Front	mm (in)	720 (28.3)	720 (28.3)	720 (28.3)	720 (28.3)
		Rear	mm (in)	525 (20.7)	525 (20.7)	525 (20.7)	525 (20.7)
	Min Ground Clearance		mm (in)	135 (5.3)	135 (5.3)	135 (5.3)	135 (5.3)
	Angle of approach		deg	17.9	17.9	17.9	17.9
	Angle of departure		deg	49.2	49.2	49.2	49.2
	Curb weight	Front	kg	521-555	521-555	542-555	548-555
		Rear	kg	342-375	363-375	355-375	355-375
		Total	kg	863-930	884-930	898-930	904-930
	Gross Vehicle Weight	Front	kg (lb)	660 (1455)	660 (1455)	660 (1455)	660 (1455)
		Rear	kg (lb)	660 (1445)	660 (1445)	660 (1445)	660 (1445)
		Total	kg (lb)	1320 (2910)	1320 (2910)	1320 (2910)	1320 (2910)
Towing Capacity (with brake)		kg (lb)	655 (1433)	656 (1433)	657 (1433)	658 (1433)	
Fuel tank capacity		l (gal)	45 (9.9)	45 (9.9)	45 (9.9)	45 (9.9)	
Cargo volume	Min	m <sup>3</sup> (cu ft)	0.205 (7.24)	0.205 (7.24)	0.205 (7.24)	0.205 (7.24)	
	Max	m <sup>3</sup> (cu ft)	0.950 (33.5)	0.950 (33.5)	0.950 (33.5)	0.950 (33.5)	
Performance & Economy	Max speed	mph (km/h)	96 (155)	96 (155)	96 (155)	96 (155)	
	Acceleration	0-62 mph	secs	14.1	14.1	14.1	14.1
	Max permissible speed	1st gear	mph (km/h)	27 (44)	27 (44)	27 (44)	27 (44)
		2nd gear	mph (km/h)	51 (82)	51 (82)	51 (82)	51 (82)
		3rd gear	mph (km/h)	74 (120)	74 (120)	74 (120)	74 (120)
		4th gear	mph (km/h)	95 (154)	95 (154)	95 (154)	95 (154)
	Fuel economy (93/116/EEC)						
	Urban	l/100km (mpg)	6.8 (41.5)	6.9 (40.9)	6.9 (40.9)	6.9 (40.9)	
	Extra Urban	l/100km (mpg)	5.0 (56.5)	5.1 (55.4)	5.1 (55.4)	5.1 (55.4)	
	Combined	l/100km (mpg)	5.6 (50.4)	5.7(49.6)	5.7(49.6)	5.7(49.6)	
	CO <sub>2</sub> mass emission		g/km	134	137	137	137
	Min turning radius	Tyre	m (ft)	4.9 (16.1)	4.9 (16.1)	4.9 (16.1)	4.9 (16.1)
		Body	m (ft)	5.2 (17.1)	5.2 (17.1)	5.2 (17.1)	5.2 (17.1)
Engine & Engine Electrical	Engine type		15Z-FE	15Z-FE	15Z-FE	15Z-FE	
	Valve mechanism		16-Valve DOHC	16-Valve DOHC	16-Valve DOHC	16-Valve DOHC	
	Bore x Stroke	mm		69.0 x 66.7	69.0 x 66.7	69.0 x 66.7	69.0 x 66.7
		in		2.72 x 2.63	2.72 x 2.63	2.72 x 2.63	2.72 x 2.63
	Displacement	cm <sup>3</sup> (cu in)		998 (60.9)	998 (60.9)	998 (60.9)	998 (60.9)
	Compression ratio			10.0 : 1	10.0 : 1	10.0 : 1	10.0 : 1
	Carburetor type			EFI	EFI	EFI	EFI
	Octane no			95	95	95	95
	Max output	kW/rpm		50/6000	50/6000	50/6000	50/6000
		ps/rpm		68/6000	68/6000	68/6000	68/6000
	Max torque	Nm/rpm		90/4100	90/4100	90/4100	90/4100
		lb ft/rpm		66/4100	66/4100	66/4100	66/4100
	Battery	Voltage & Amp hr		12 - 36	12 - 36	12 - 36	12 - 36
Alternator Output	Watts		840	840	840	960	
Starter Output	kW		1.0	1.0	1.0	1.0	
Chassis	Clutch Type		Dry-single	Dry-single	Dry-single	Auto	
	Transaxle Type		C551	C551	C551	C551K	
	Transmission gear ratio	First		3.545	3.545	3.545	3.545
		Second		1.913	1.913	1.913	1.913
		Third		1.310	1.310	1.310	1.310
		Fourth		1.027	1.027	1.027	1.027
		Fifth		0.850	0.850	0.850	0.850
		Reverse		3.214	3.214	3.214	3.214
	Differential gear ratio (final)			4.294	4.294	4.294	4.294
	Brake type	Front		Ventilated disc	Ventilated disc	Ventilated disc	Ventilated disc
		Rear		L T Drum	L T Drum	L T Drum	L T Drum
	Parking brake type			L T Drum	L T Drum	L T Drum	L T Drum
	Brake booster type & size	in		Single 8"	Single 8"	Single 8"	Single 8"
	Proportioning valve type			Dual-P Valve	Dual-P Valve	Dual-P Valve	Dual-P Valve
	Suspension type	Front		MacPherson Strut	MacPherson Strut	MacPherson Strut	MacPherson Strut
		Rear		Torsion Beam	Torsion Beam	Torsion Beam	Torsion Beam
	Stabiliser bar	Front		STD	STD	STD	STD
Rear			STD	STD	STD	STD	
Steering gear type			Rack & Pinion	Rack & Pinion	Rack & Pinion	Rack & Pinion	
Steering gear ratio			18.6	18.6	18.6	18.6	
Power steering type			Integral Type	Integral Type	Integral Type	Integral Type	
Tyre size			175/65 R14	175/65 R14	175/65 R14	175/65 R14	