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PMG -Product Marketing Guide-

Ref.No.: GMDP0804P3YS-051
Date: Apr. 7, 2008 (Product Detail 1st Edition)
Destination: General
Production Effective: Aug. 2008

TOYOTA MOTOR CORPORATION
Global Marketing Division

Revision Record

Changed in Product Detail 1st Edition from the Previous 1st Edition

(*1) New	(*2) Revised		(*3) Deleted	Page
	Copy	Visual		

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4. Lamps			X	X		II-4__1-3
5. Bumpers & Molding			X	X		II-5__1
6. Outer Mirrors			X	X		II-6__1

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*1 : "X" mark indicates newly added information.

*2 : "X" mark indicates the portion revised.

*3 : "X" mark indicates when information is no longer valid and needs to be deleted.

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Product Detail

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Revised

Revised

Revised

Revised

Revised

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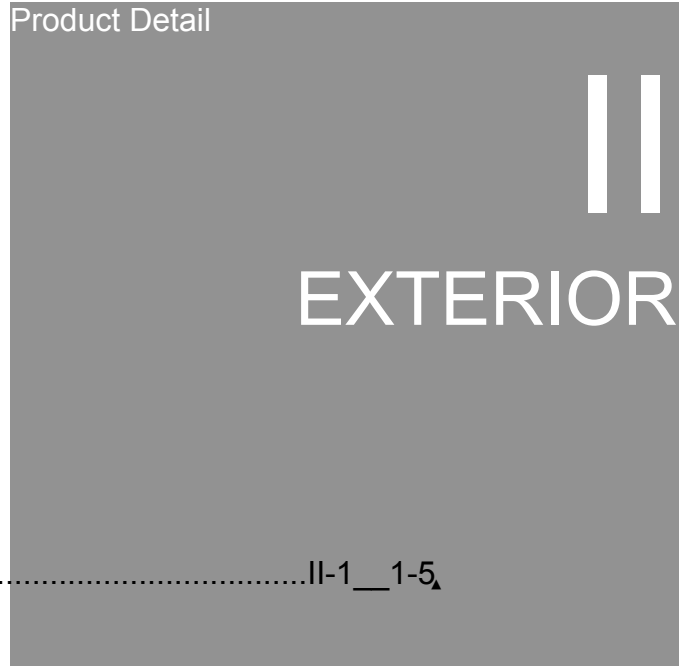
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Revised

Revised

Revised

Revised

Revised

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II. EXTERIOR

1. Exterior Design

II-1. Exterior Design

1. Aim of Exterior Design

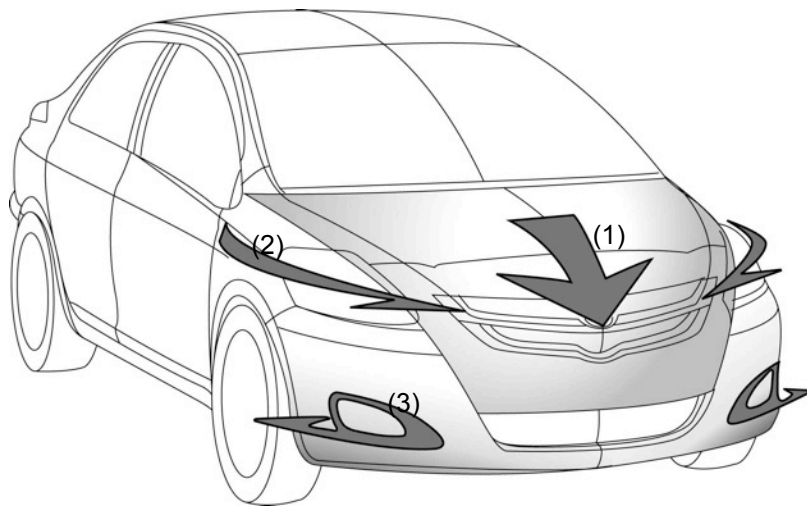
FROM TMC

Simple is Cool

- Advanced framework: a sedan with modern proportions, expressing a youthful, sporty look.
- Quality finish: a premium feel and class-topping design quality.
- Proud T-face: Consistency between TOYOTA identity and design tastes.

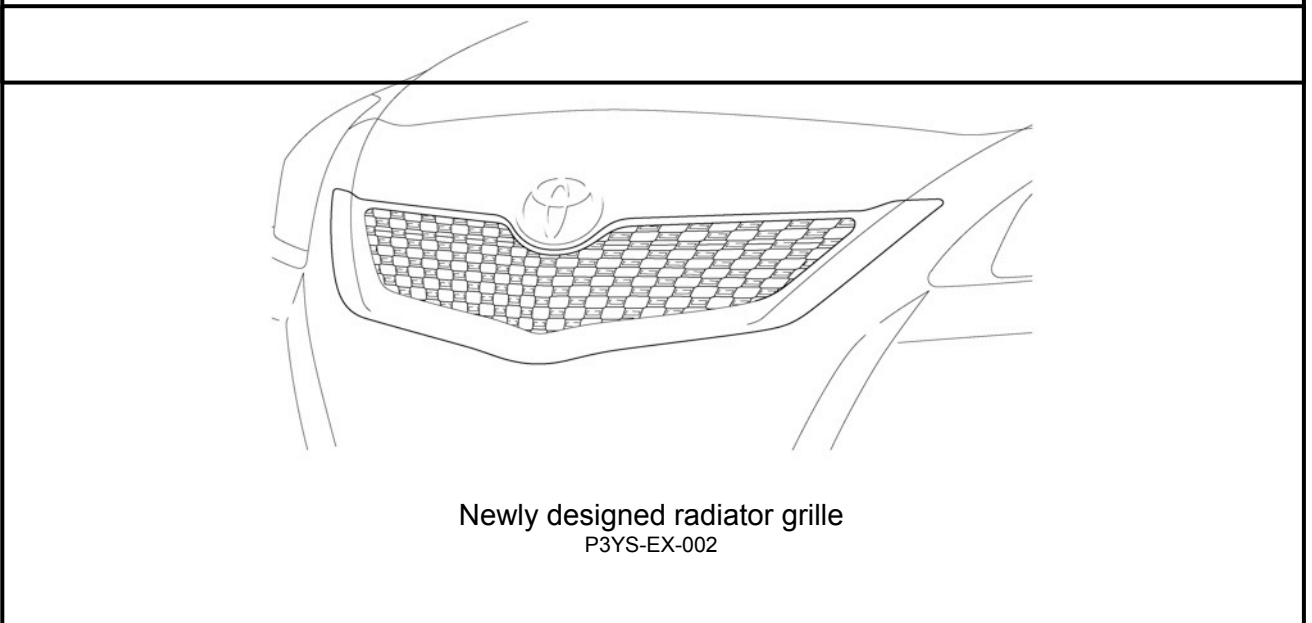
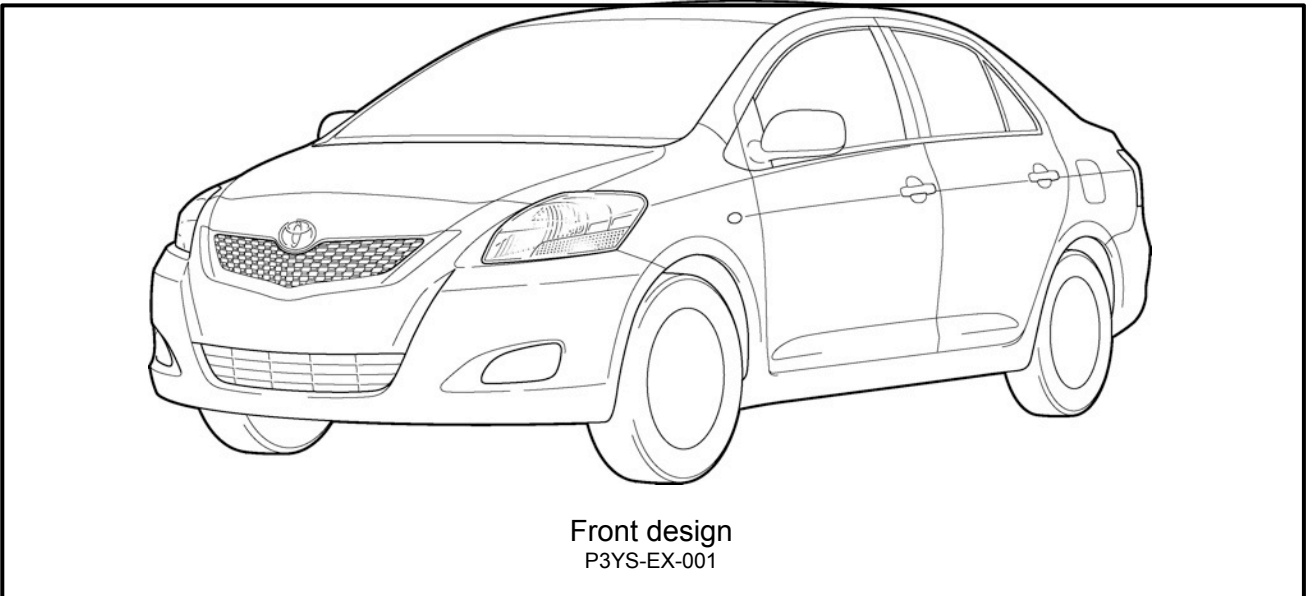
*II-1. Exterior Design***2. Front Design****FEATURES**

- The center silhouette that fully accentuates the overall length and the rich, round surface produce a flowing sedan look and class-topping sense of width. -(1)
- The new 3-dimensional structure that integrates the bumper molding creates a thick, premium center mass and sharp fender shape. -(2)
- The lower bumper expresses a flowing mass, with surface inflections following the sharp character lines. -(3)



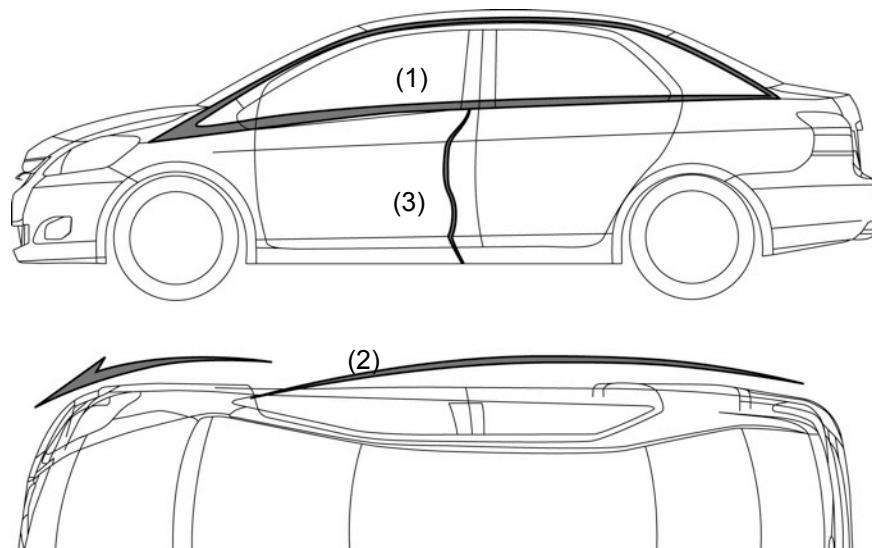
P3Y-EX-001

- The exterior design is changed to enhance the sporty image and further enhance texture quality.
- A newly designed radiator grille with enhanced texture quality and sporty image is adopted.
 - > Integrated the radiator grille outer frame molding with the hood character lines and bumper shape.
 - > Adopted a block pattern with variation on the radiator grille mesh to emphasize the radiator grille center.



*II-1. Exterior Design***3. Side Design****FEATURES**

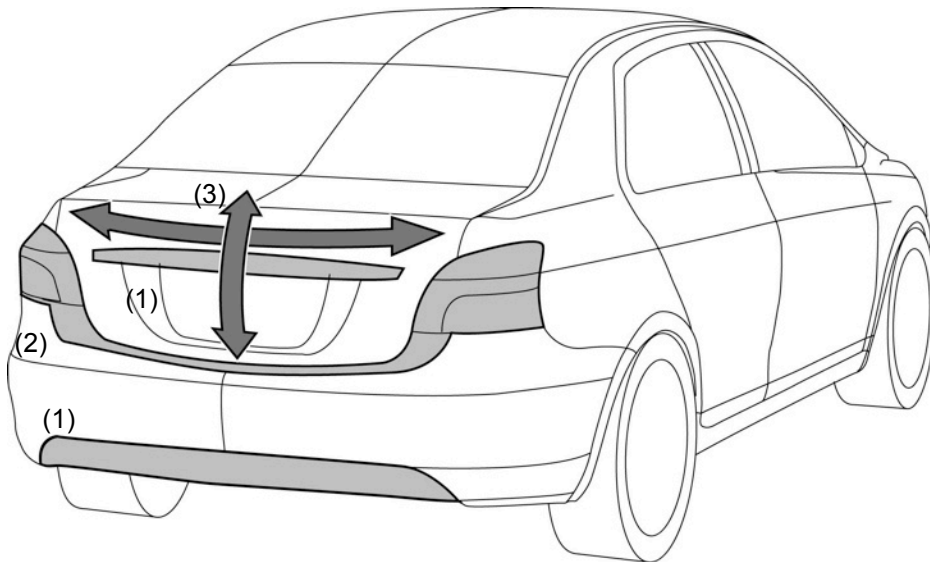
- The flowing cabin design that creates a roomy interior space and the bow-like beltline express advanced proportions. -(1)
- Putting the front body and rear body in phase on a plane creates both rich volume and sense of width. -(2)
- Undulations in the door cross-section shape give the door cross-section a sense of thickness, and class-topping texture. -(3)



P3Y-EX-002

II-1. Exterior Design**4. Rear Design****FEATURES**

- The garnish that juts from the location of the license plate and the lower bumper molding create a sense of width and stability at the top of its class. -(1)
- The rear combination lamp positioned on the rear corner with 3-dimensional depth and a new molding process for the trunk opening above the bumper create a dynamic look. -(2)
- The solid and bold rear-end surface provides a high sense of texture. -(3)



P3Y-EX-003

II. EXTERIOR**2. Body Colors****II-2. Body Colors****1. Aim of Color Design**

FROM TMC

- The cool presence of a stylish sedan is accentuated, highlighting its refined, simple look.

II-2. Body Colors**2. Exterior Colors**

FEATURES

- ~~A highly textured lineup with primarily sporty and sharp colors.~~
- ~~Six new colors including one newly developed color for a total of nine colors are available.~~
 - > Newly developed Turquoise Me. (777)
 - > Newly adopted Red M. M. (3R3)
 - > Newly adopted Dk. Gray Mc. (1E0)
 - > ~~Newly adopted Lt. Olive Me. (6U4)~~
 - > Newly adopted Grayish Blue Me. (8R3)
 - > ~~Newly adopted Dk. Blue Mc. (8S6)~~

- Character colors with refreshing and sporty images together with high quality make up the core of the color lineup.
- > Blue Me. (8N0) is newly available.
- > Blue Me. (8T7) is newly available.

Exterior color		Interior color*
Color name	Color No.	
White	068	● ○
Dk. Gray Mc.	1E0	● ○
Silver M.M.	1E7	● ○
Black Mc.	209	● ○
Red M.M.	3R3	● ○
Turquoise Me.	777	● ○
(New) Blue Me.	8N0	● ○
Grayish Blue Me.	8R3	● ○
(New) Blue Me.	8T7	● ○

●: Dk. Gray ○: Grege 1

*Please refer to "2. Interior Colors" in "II. INTERIOR" for more details.

BENEFIT

- The new colors create an even more refreshing look.
- The rich lineup of colors provides customers with a wider selection.

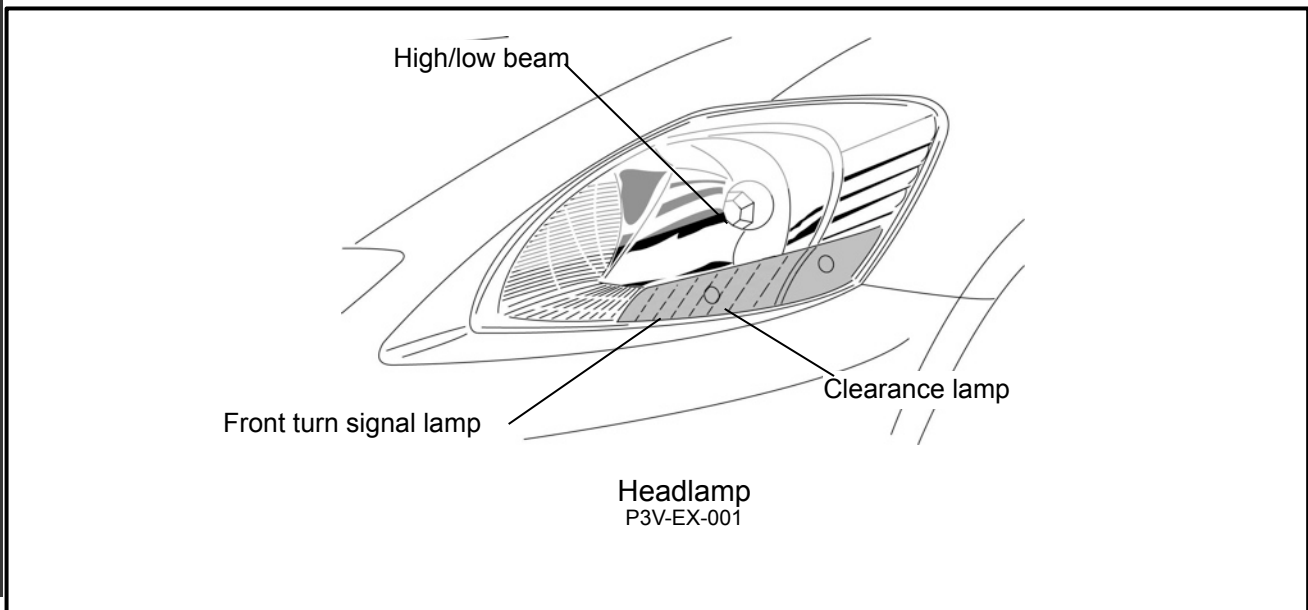
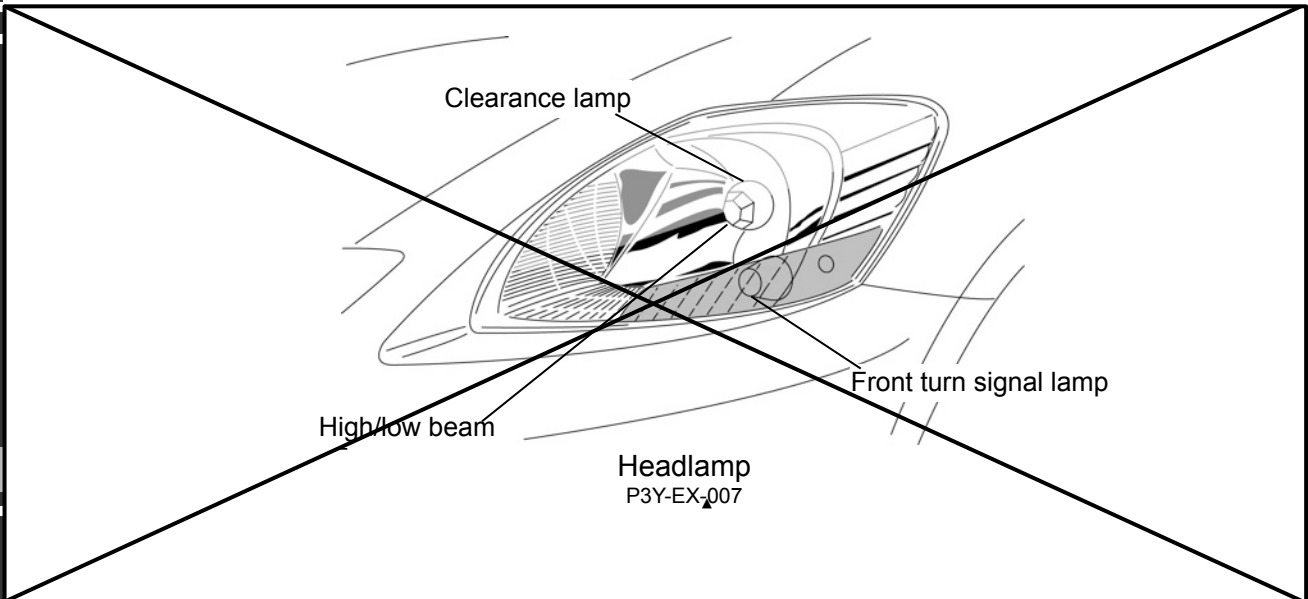
II. EXTERIOR

4. Lamps

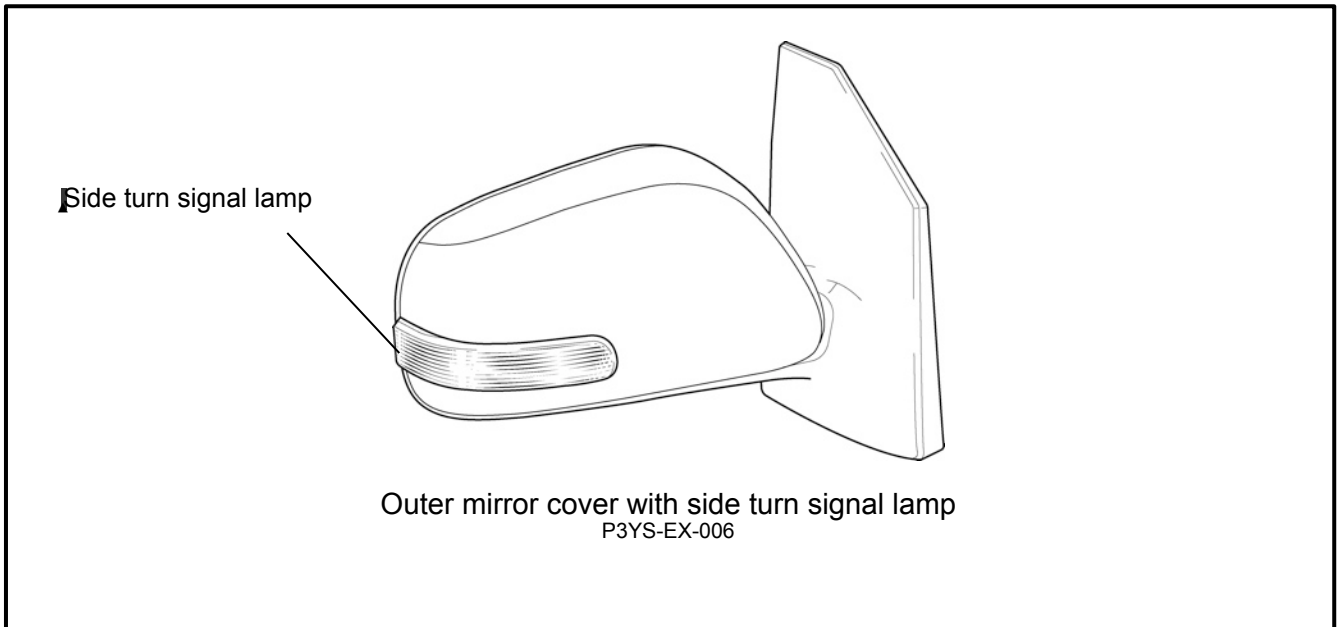
FEATURES

Headlamp

- Halogen headlamps are adopted.
- Innovatively designed front turn signal lamps are incorporated that turn up to the bottom center of the headlamps.



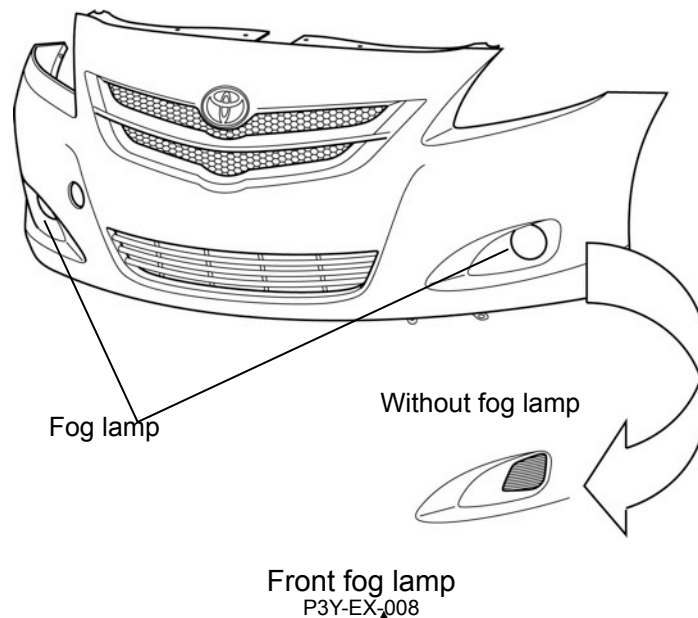
- The outer mirror cover has an optionally available side turn signal lamp for RHD models to enhance product appeal.



Front Fog Lamp

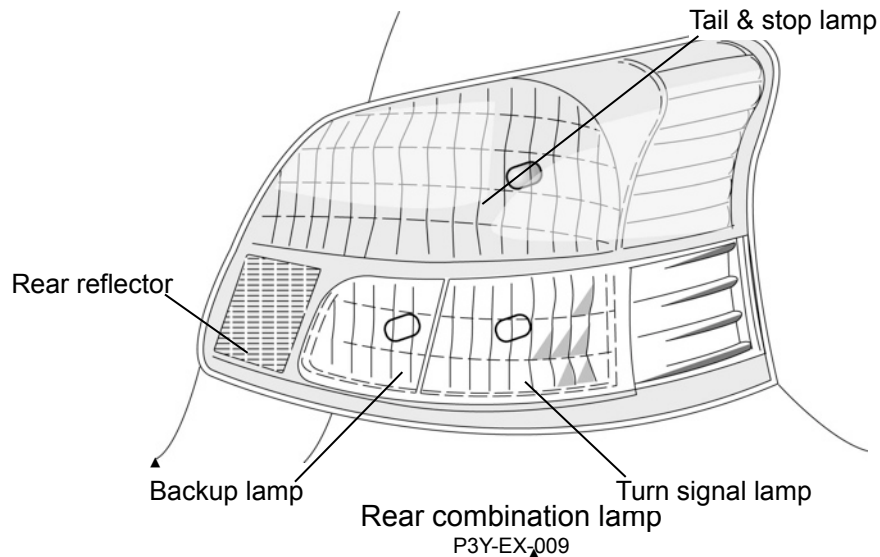
- A front fog lamp* is adopted.

*Please refer to the Order Guide for detailed specifications.



Rear Combination Lamp

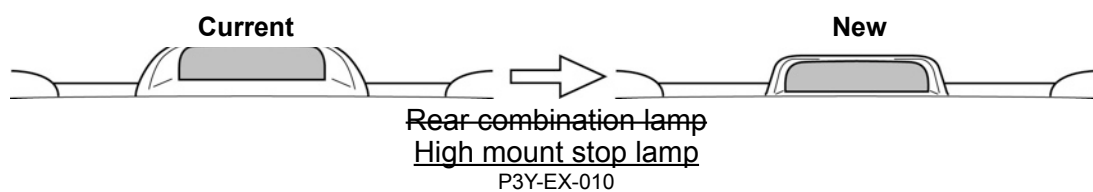
- Aluminum vapor deposition is adopted on the clear lens reflector to enhance the sense of luxury.



High Mount Stop Lamp

- Smaller size high-mount stop lamps* are available to contribute to ensuring rearward visibility.
- LEDs (Light Emitting Diodes) are adopted for the high-mount stop lamps* with rear spoilers.

*Please refer to the Order Guide for detailed specifications.



BENEFIT

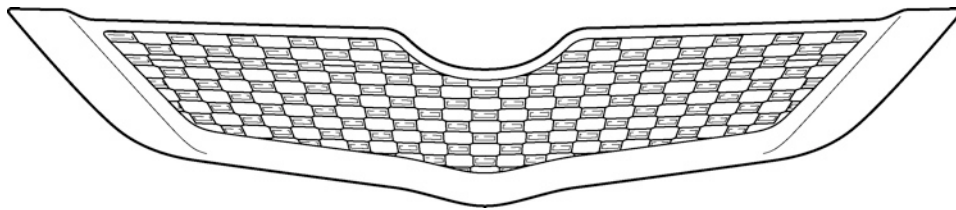
- The newly designed attractive headlamp produces an innovative, advanced look.

II. EXTERIOR

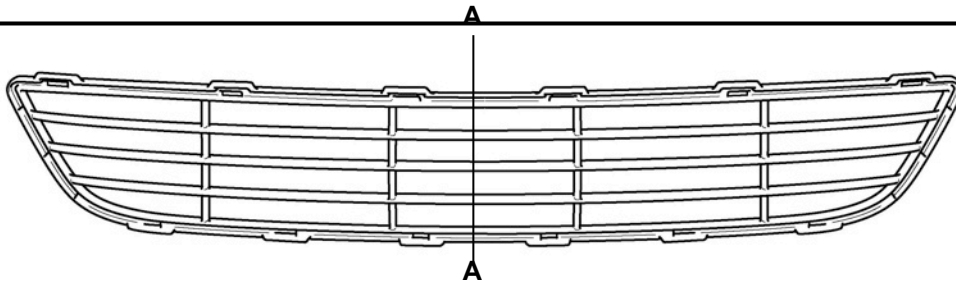
5. Bumpers & Moldings

FEATURES

- The bumper material thickness has been optimized to contribute to a lightweight design while increasing and ensuring the bumper surface area.
- A newly designed radiator grille with mesh block patterns is adopted. The grille center is further emphasized for enhanced quality and sporty feel.
- The horizontal bar positions of the lower grille at the center of the front bumper are changed for enhanced appearance and ensuring cooling performance.



Newly designed radiator grille
P3YS-EX-008



Lower grille shape details
P3YS-EX-009

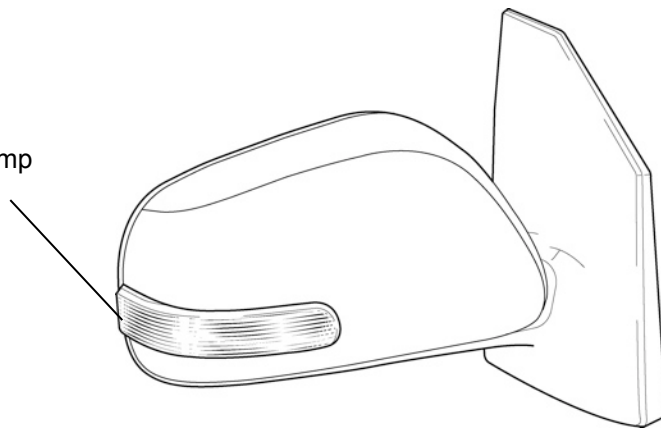
II. EXTERIOR

6. Outer Mirrors

FEATURES

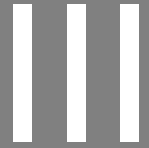
- Visor covers shaped for excellent aerodynamic performance are adopted for the outer mirrors.
- The mirror size of the outer mirrors has been increased to ensure excellent rear visibility.
- The outer mirror cover has an optionally available side turn signal lamp for RHD models for enhanced product appeal.

Side turn signal lamp



Side turn signal lamp with outer mirror cover
P3YS-EX-006

Product Detail



INTERIOR

	1. Interior Design	III-1__1
	1. Aim of Interior Design	
	2. Interior Colors	III-2__1
	1. Aim of Color Design	
	2. Interior Colors	
Revised	3. Instrument Panel.....	III-3__1-2
Revised	4. Meters.....	III-4__1-2
Revised	5. Seats.....	III-5__1-7
	1. Front Seat	
	2. Rear Seat	
Revised	6. Interior Trim	III-6__1

III. INTERIOR

2. Interior Colors

III-2. Interior Colors

1. Aim of Color Design

FROM TMC

- A comfortable quality and advanced sporty feeling.

III-2. Interior Colors

2. Interior Colors

FEATURES

- Dk. Gray (136B/136B): A sporty and modern interior has been achieved with a dark gray-based monotone.
- ~~- Grage 2 tone (136B/454B): An elegant and clean interior has been achieved with a highly textured grage-based 2-tone color.~~
- Grege 1 (453B/454B): A bright and high quality interior has been achieved with the 2-toned color, "Grege 1".

III. INTERIOR

3. Instrument Panel

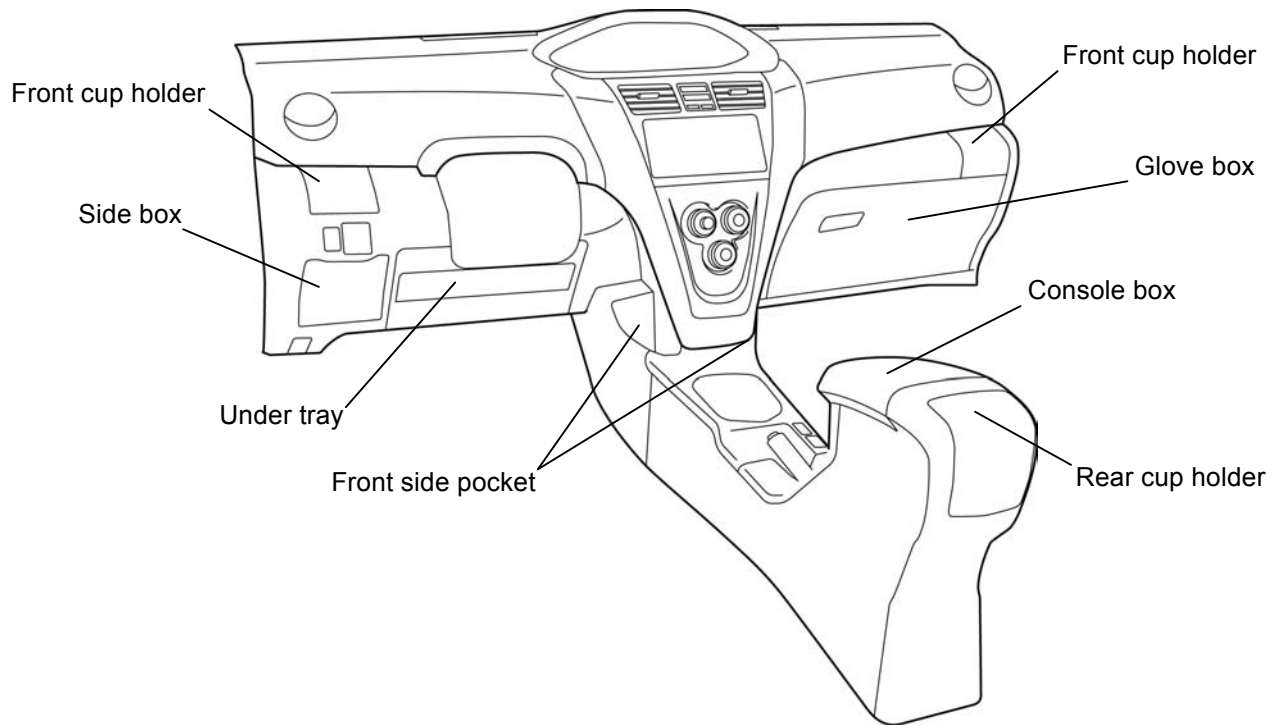
FROM TMC

- The instrument panel with a meter cluster on its center highlights the features of the dynamic upper portion and stable lower portion, expressing a stylish look.
- The area connecting the center cluster and console has been made a storage space, achieving an excellent design with functionality.
- The laterally asymmetric front seatback has enabled the placement of a wide rear console box, improving competitive edge.
- The number of storage spaces around the driver's seat has been increased to a level unseen in compact-class sedans.

FEATURES

- A new texture with a leather grained finish is adopted for the entire upper instrument panel, creating a high quality feeling.
- A storage space for small items is available for the driver's seat.
- A front side pocket is available for the driver's and front passenger's seats.
- A rotating cup holder is adopted below the side register.
- An offset lock is adopted for the glove boxes.
- A cross-fin type center air conditioning register is adopted.
- A large, round side register is adopted for the driver's and front passenger's seats.
- A hidden passenger seat SRS (Supplemental Restraint System) airbag is adopted.
- A console box with a lid is adopted.
- Silver paint is adopted for the center console ornament.

Layout



P3Y-IN-002

*This illustration is LHD model

- The audio and heat control areas adopt warm silver coating to enhance visual appeal.
- The instrument panel side register fins have been increased from two to three to enhance air conditioning performance.

III. INTERIOR

4. Meters

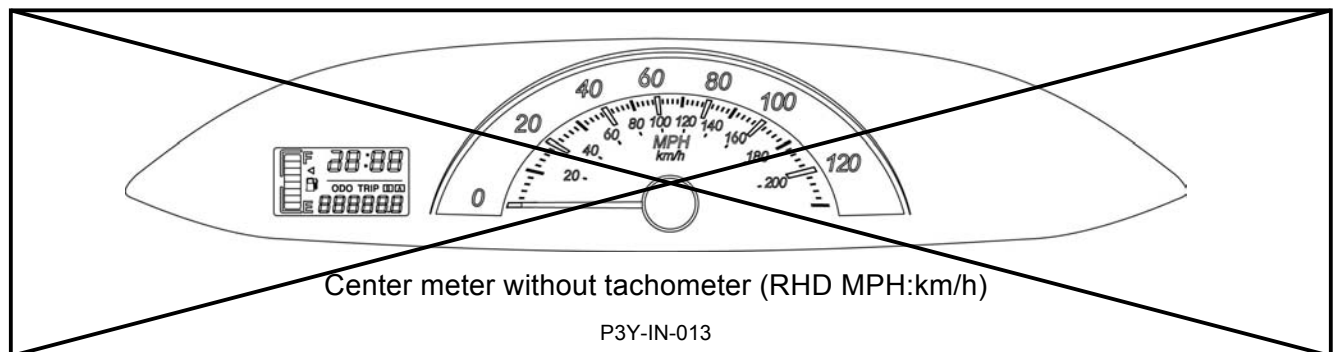
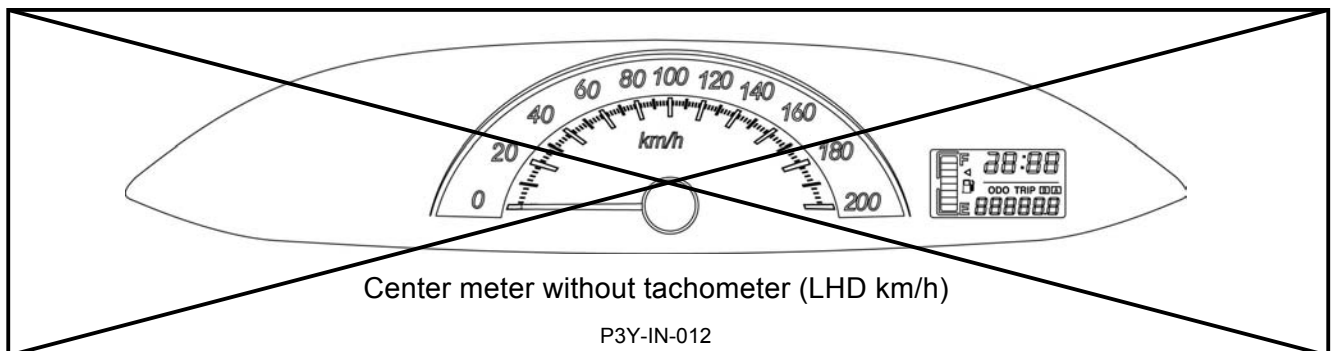
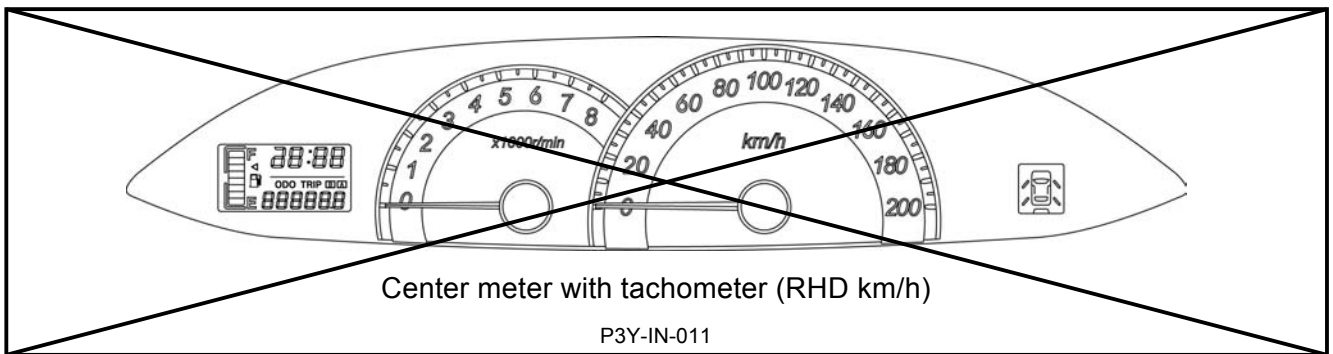
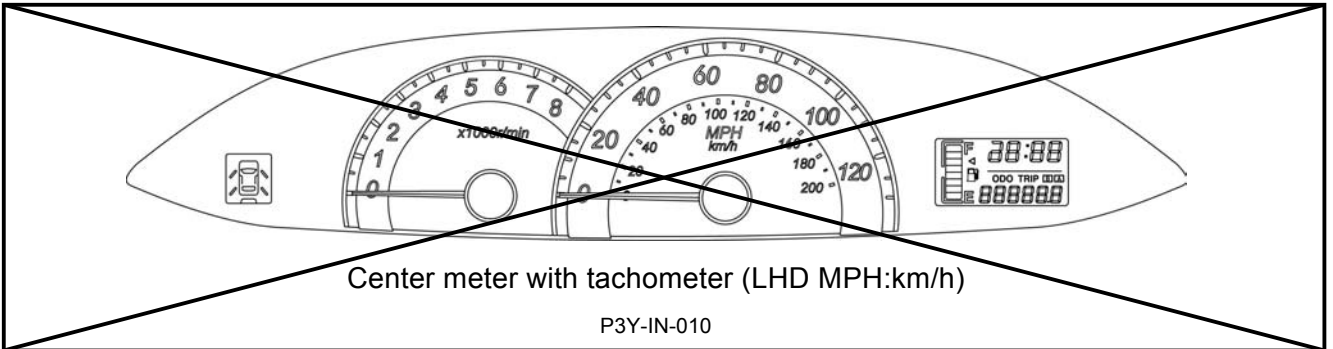
FROM TMC

- The 3-dimensional, frost glass-like dial produces a highly accurate image with high texture.

FEATURES

- A center meter is adopted.
- The careful placement of the meters has contributed to an innovative hoodless instrument panel design.
- Visibility has been improved from areas in addition to the driver's seat.
- A shift position indicator* is available for automatic transmission models.
- Large LCD (Liquid Crystal Display) is adopted to display the odometer, trip meter, digital clock, and fuel level gauge.
- ~~- Door ajar indicator for each door is adopted. (for the models with tachometer)~~
- A parking brake release reminder buzzer is adopted, which alerts the driver when the vehicle is driven with the parking brake on.
- An Optitron meter is adopted for high grade meters to ensure good visibility and portray high quality.
- A newly designed 2-dial analog meter with tachometer is adopted for low grade meters.
- The independent door warning indicators are discontinued.

*Please refer to the Order Guide for detailed specifications.



III. INTERIOR

5. Seats

III-5. Seats

1. Front Seat

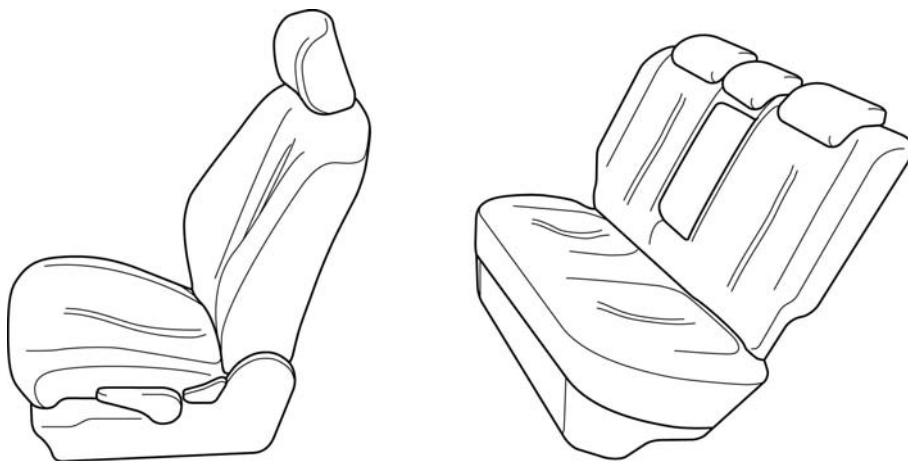
FROM TMC

- Functional beauty has been achieved with a simple and deeply carved design combined with holding capability.
- An L-shaped rear headrest is adopted, creating an open feeling in the cabin with excellent rearward field of vision.

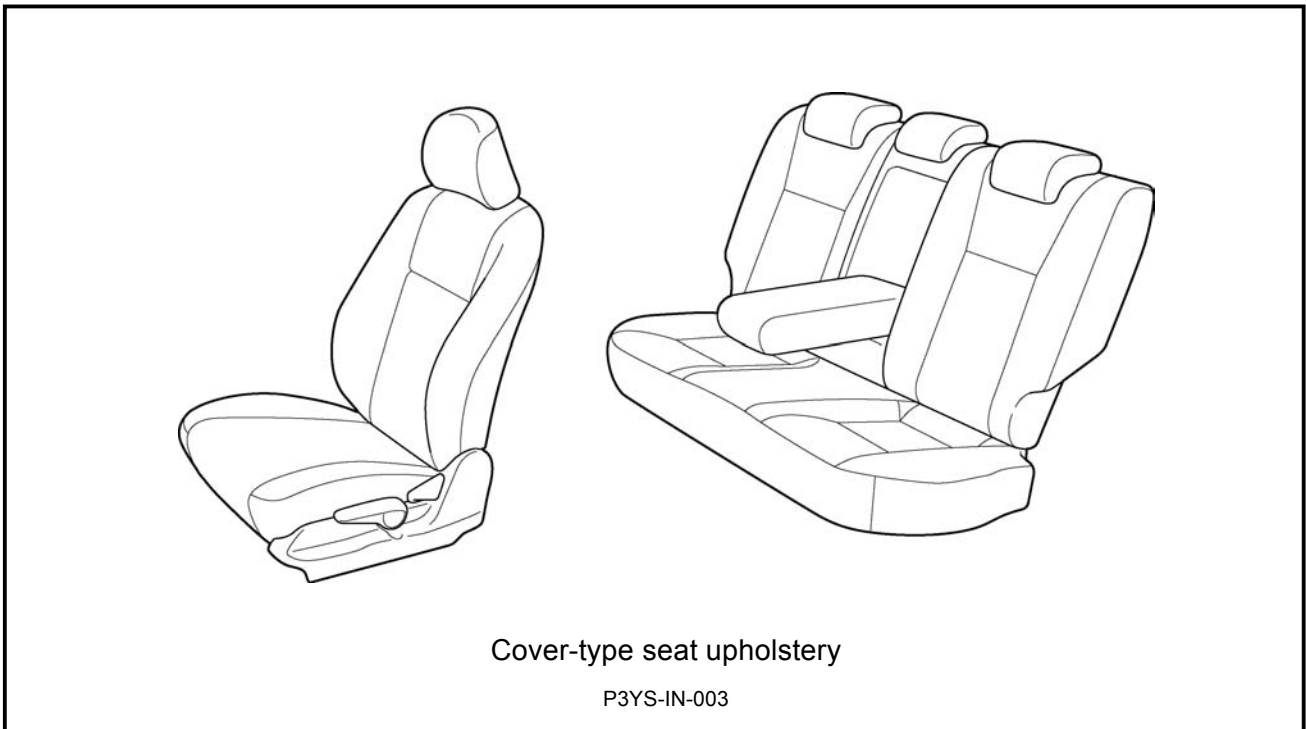
FEATURES

- A slim, efficient, and advanced design with gentle curves is adopted for the front seat.
- New seats with cover-type upholstery* are available in addition to the conventional attached-type upholstery.

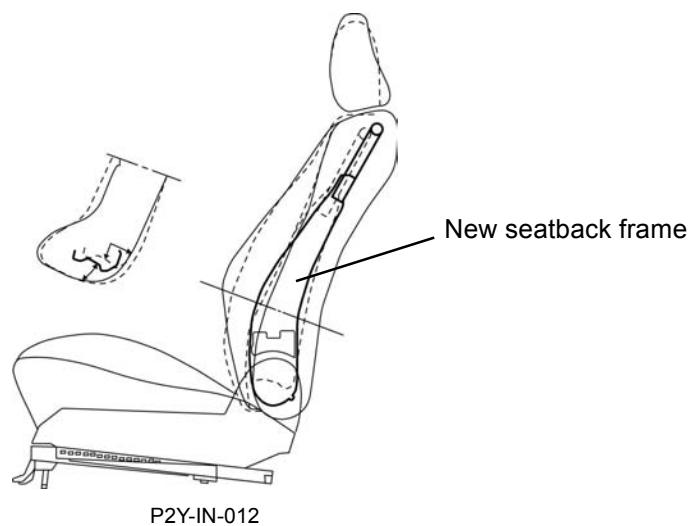
*Please refer to the Order Guide for detailed specifications.



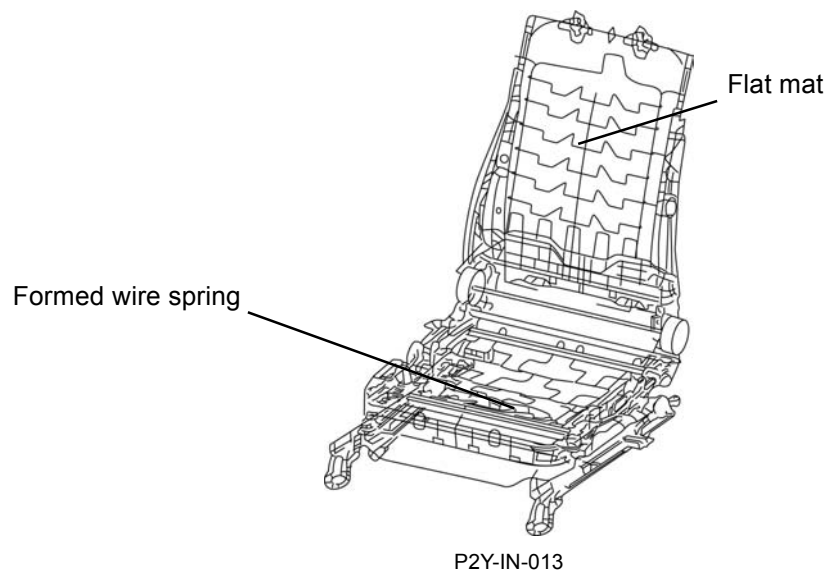
P3Y-IN-014



- A new seatback frame is adopted for the front seat.
- The new seat frame design and placement secures excellent support and safety.

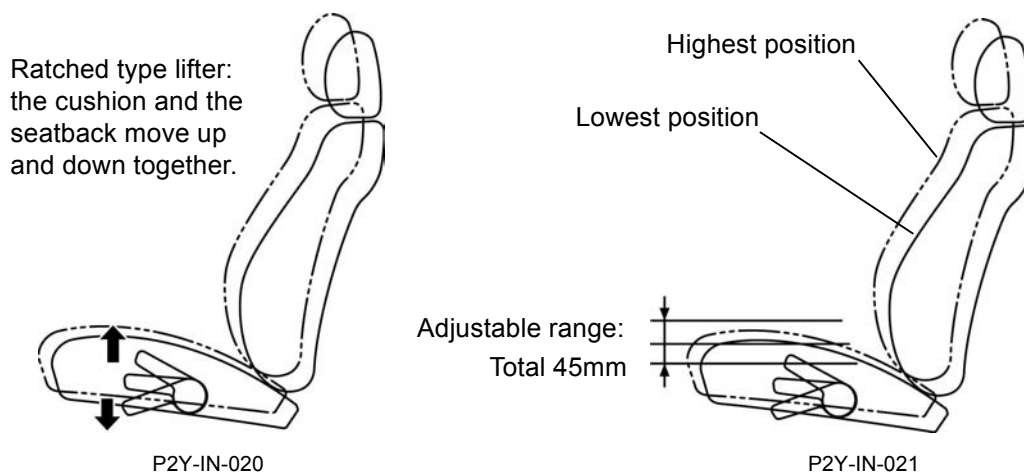


- A new seat frame is adopted to help limit forward-backward motion of passengers.
- A flat mat with a structure that provides direct support for the pelvis and spine is adopted for the seatback frame.
- A formed wire spring with improved seat cushioning is adopted for the seat cushion.
- The seat cushion is designed to support the pelvis, and prevents the passenger from sliding forward.
- The seat cushion and seatback cross-section is designed to provide greater contact to the hips, lumbar region, and spine.



- New WIL (Whiplash Injury Lessening) concept seats are adopted. In addition, the position of the top of the back frame has been moved backward compared to the conventional, helping reduce the reaction force of the top of the seatback.
- A lifter mechanism* is available on the driver's seat.
 - > A mechanism to raise or lower the entire seat by using a lifter lever on the side of the driver's seat cushion is adopted.
 - > The front seat can be adjusted up or down in a range of approximately 45mm.
 - > A ratchet lifter with excellent usability is adopted.

*Please refer to the Order Guide for detailed specifications.



Shift lifter mechanism

BENEFIT

- A simple and deeply carved design is realized with holding capability.
- The new seatback frame contributes to an ample rear seat area.
- The seats help maintain proper driving posture, provide a comfortable ride, and reduce fatigue even on long trips.
- The seat lifter mechanism can accommodate a wide range of different occupant physics.
- The ratchet lifter ensures ease of operation, and reduce the amount of effort needed to operate the lifter.

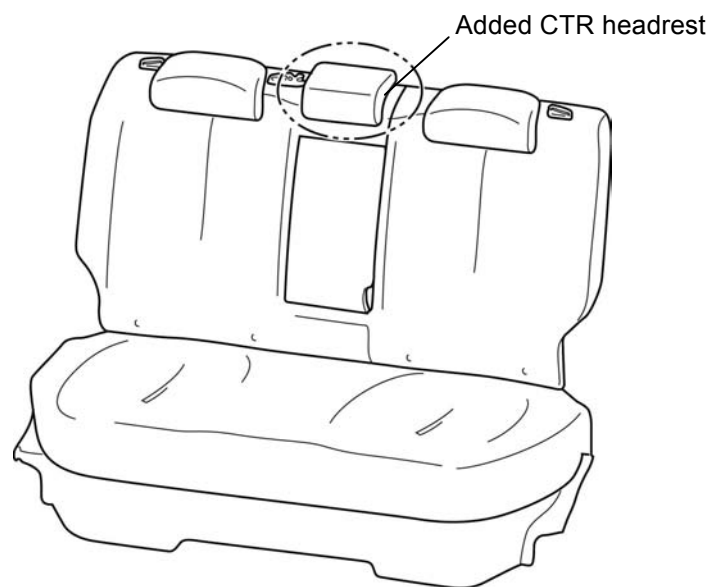
III-5. Seats

2. Rear Seat

FEATURES

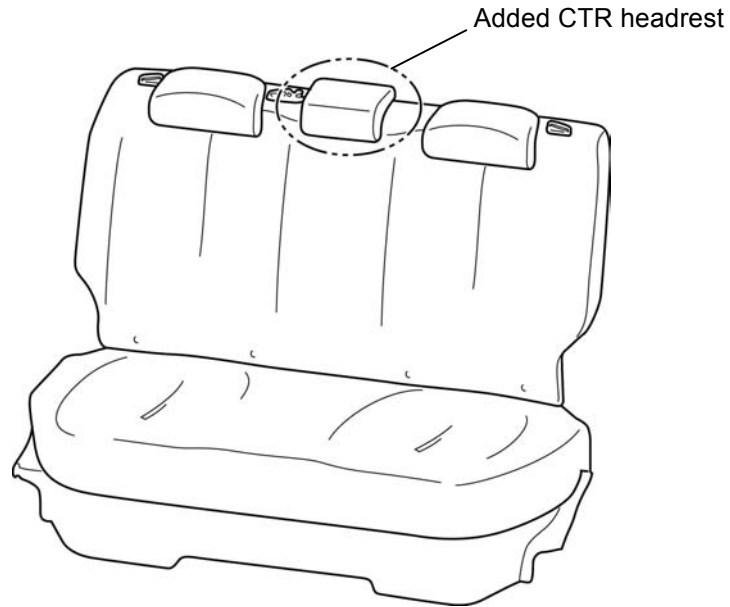
- 60:40 split retractable rear seat* is available.
- Single unit fixed rear seat* is available.
- A rear seat center headrest* is available.

*Please refer to the Order Guide for detailed specifications.



60:40 split retractable rear seat with center headrest

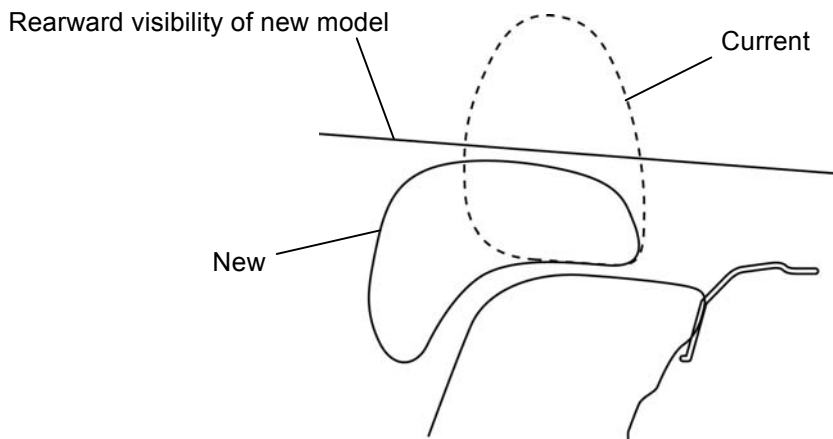
P3Y-IN-015



Single unit fixed rear seat with center headrest

P3Y-IN-016

- A saddle-shaped rear seat headrest is adopted to contribute to ensuring rearward visibility.

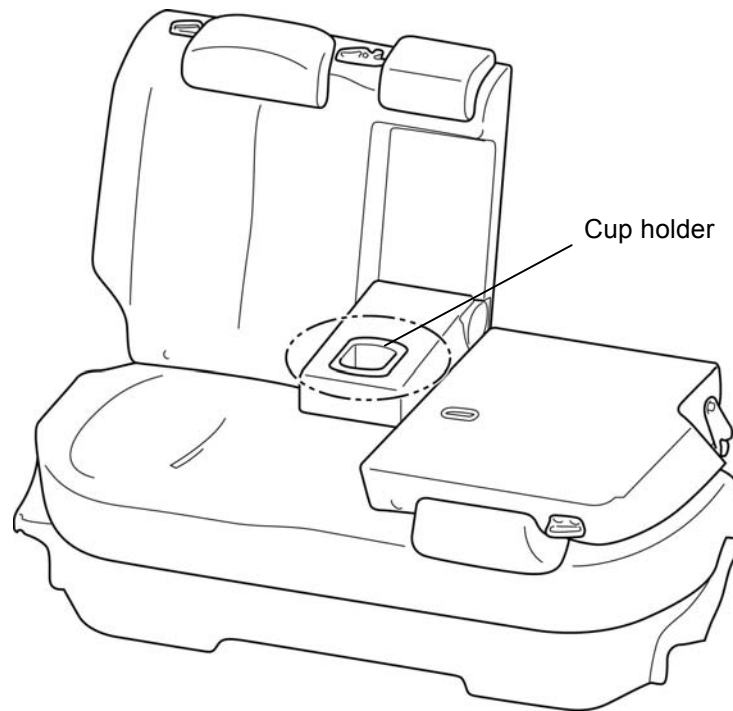


Saddle-shaped headrest section

P3Y-IN-017

- Cup holder provided on center armrest*.

*Please refer to the Order Guide for detailed specifications.



Center armrest cup holder

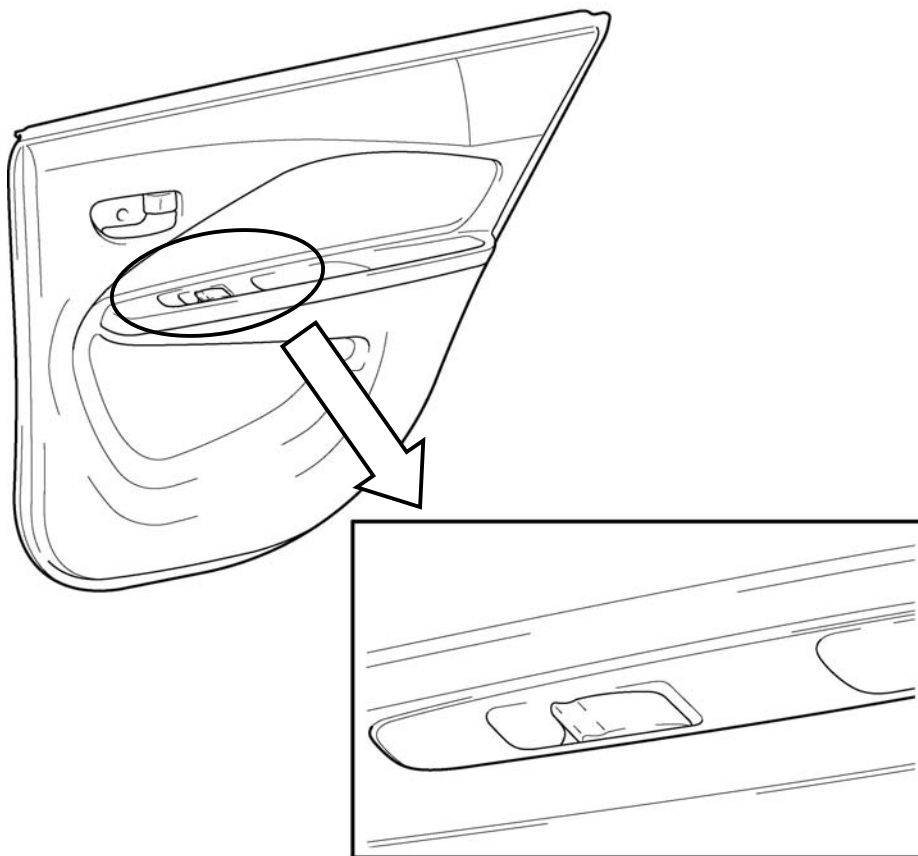
P3Y-IN-018

III. INTERIOR

6. Interior Trim

FEATURES

- The power window switch of the rear doortrim has been moved to the upper surface of the armrest for enhanced usability and design.
- A pull-up type power window switch has been adopted.



Doortrim details

P3YS-IN-005

Product Detail

IV

DRIVING PERFORMANCE

1. Engines.....	IV-1__1-4
1. 1NZ-FE Engine	
2. 2NZ-FE Engine	
3. Engine Mount	
4. Cooling System	
5. Intake System	
6. Exhaust System	
7. Fuel System	
2. Drive Train	IV-2__1-6
1. Automatic Transaxle	
2. Manual Transaxle	
3. Suspensions	IV-3__1-4
1. Front Suspension	
2. Rear Suspension	
4. Steering System	IV-4__1-2
1. Steering Wheel	
2. Steering Gear	
5. Tires & Wheels	IV-5__1-3
1. Wheels	
2. Tires	

Revised

New

Revised

IV. DRIVING PERFORMANCE

2. Drive Train

IV-2. Drive Train

1. Automatic Transaxle

FROM TMC

- The super ECT "U340E" is adopted for the 4-speed automatic transaxle of the 1NZ-FE engine models, while the super ECT "U441E" has been adopted for the 2NZ-FE engine models.

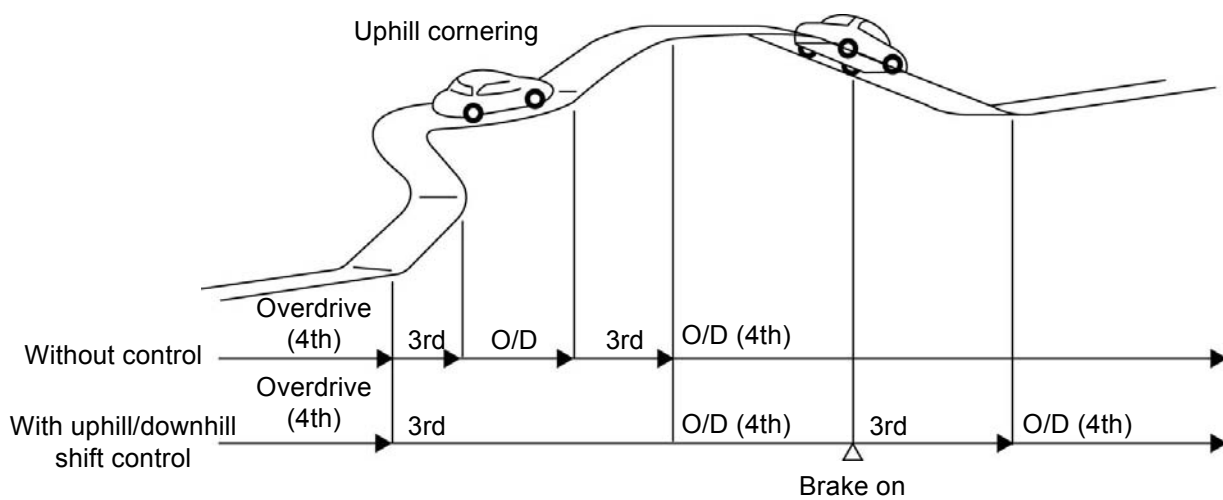
Automatic Transaxle Specifications

Engine type		1NZ-FE	2NZ-FE
Automatic transaxle type		U340E	U441E
Gear ratio	1st	2.847	2.875
	2nd	1.552	1.568
	3rd	1.000	1.000
	4th	0.700	0.696
	Reverse	2.343	2.300
Final gear ratio		4.237 (includes counter gear ratio)	4.361 (includes counter gear ratio)
Fluid type		Toyota Genuine ATF WS	Toyota Genuine ATF Type T-IV

FEATURES

Transaxle

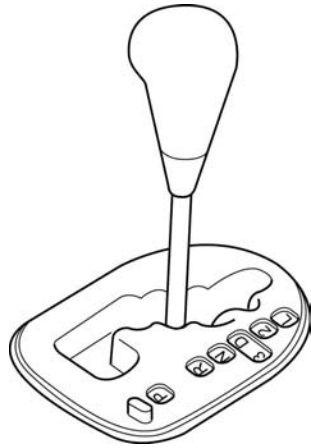
- Uphill/downhill shift control is adopted for selecting the optimal gear position by detecting uphill or downhill travel based on the throttle opening and vehicle speed.
 - > On uphill runs, the number of gear shifts under acceleration is reduced.
 - > On downhill runs, the engine brake performance is ensured, and the number of brake operations is reduced.



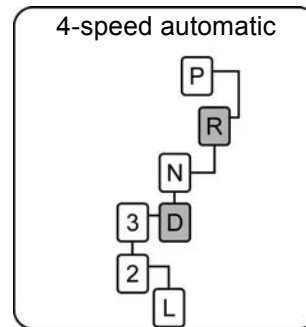
P2Y-DP-001

Shift Lever

- A gated shift lever is adopted for the automatic transaxle models.
- An electronic shift lock and key interlock is adopted.



P2Y-DP-005

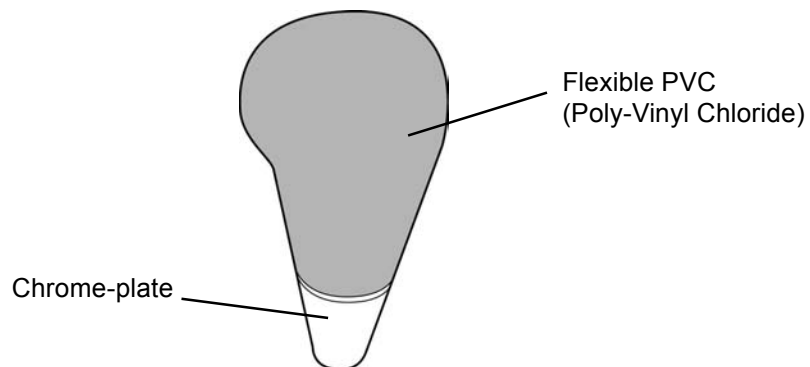


Note: the illustration depicts the LHD model.

P2Y-DP-006

- A chrome-plated shift lever* is adopted.

*Please refer to the Order Guide for detailed specifications.



P2Y-DP-008

- The shift lever housing upholstery is changed to warm silver coating.

BENEFIT

- Uphill/downhill shift control results in easy driving on uphill and downhill runs.
- The gated shift lever provides a manual shifting experience even on the automatic transaxle models.
- The shift lock and key interlock helps prevent shift operation errors.
- The chrome-plated shift lever creates a luxurious image.

IV-2. Drive Train

2. Manual Transaxle**FROM TMC**

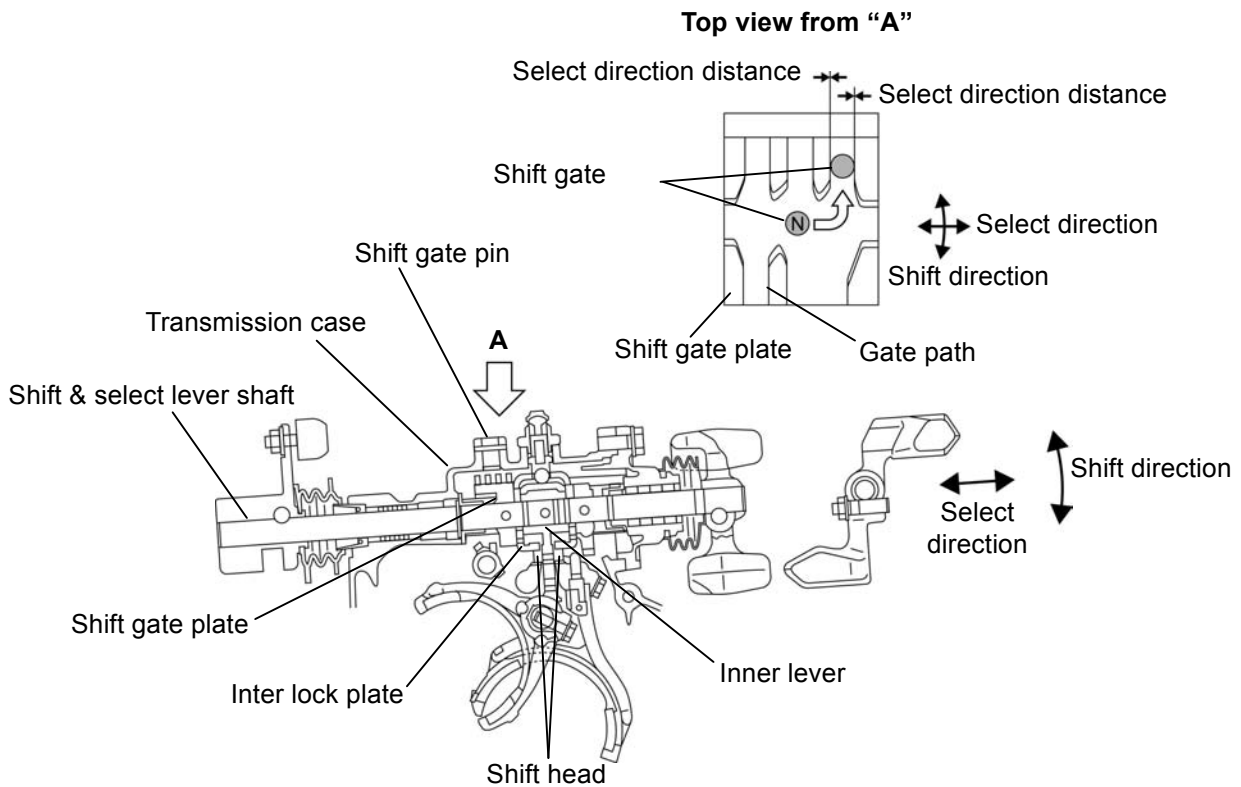
- The "C54" is adopted for the 5-speed manual transaxle.

Manual Transaxle Specifications

Engine type		1NZ-FE	2NZ-FE	
Manual transaxle type		C54		
Gear ratio	1st	3.545		
	2nd	1.904		
	3rd	1.310		
	4th	1.031		
	5th	0.864		
	Reverse	3.250		
Final gear ratio		3.722	3.941 (Unleaded)	4.312 (Leaded)
Oil viscosity		SAE 75W-90 GL-3		

FEATURES**C54 Transaxle**

- The gear ratios have been set to extract maximum engine performance.
- A double cone synchromesh is adopted for the 2nd gear.
- A slide ball bearing is adopted for the shift and select shaft support.
- A shift gate is adopted for the shift and select shafts.



P2Y-DP-009

Shift Lever

- A length calibration system is adopted for the select cable to prevent deviation of the neutral position of the shift lever.

BENEFIT

- The operation force for shifting is reduced, contributing to a pleasant and smooth shifting experience.
- The shift gate promotes accurate shifting, and prevents shifting errors.

IV. DRIVING PERFORMANCE

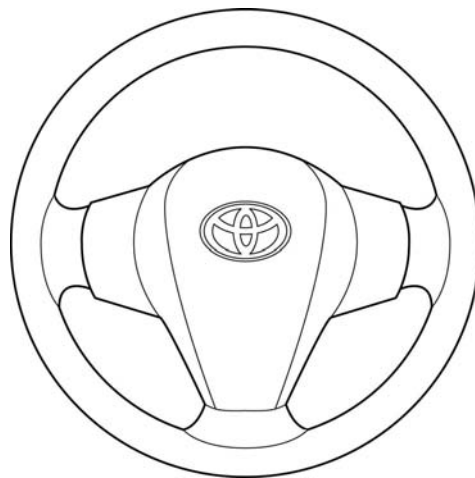
4. Steering System

IV-4. Steering System

1. Steering Wheel

FEATURES

- A newly designed steering wheel is adopted.



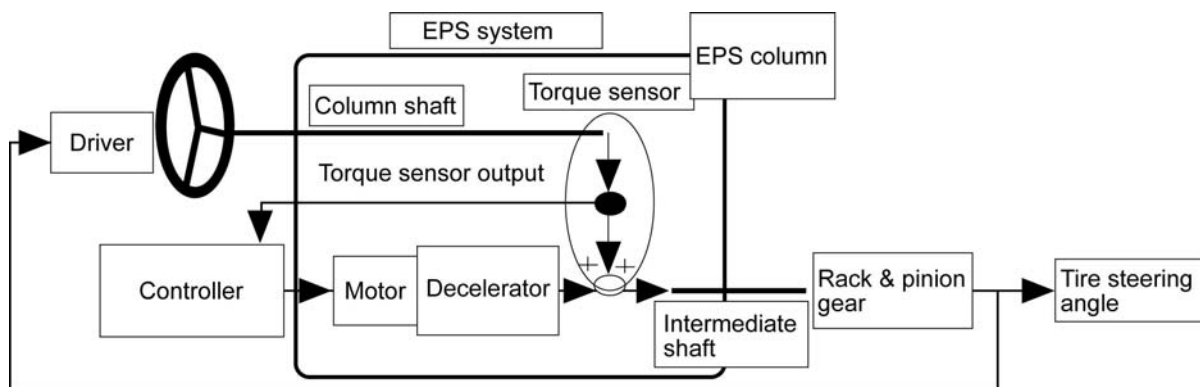
P2Y-DP-015 [G1BC]

IV-4. Steering System

2. Steering Gear

FROM TMC

- Electric power steering is available as standard equipment.
- The assist power is controlled based on vehicle speed to realize a steering sensation with light response during low speeds and adequate response during high speeds.
- This contributes to excellent fuel economy because power is only consumed when assist power is necessary.
- It also results in excellent environmental performance because oil is not required as it is with conventional hydraulic power steering systems.



P2Y-DP-028

FEATURES

- A simple and compact system configuration is achieved.
 - > Built the motor, speed reducer, and torque sensor the steering column.
 - > Mounted the controller at the top of the steering column.
- A pipe-less, oil-free design is achieved.
 - > Because oil pressure is not used to generate assist power, pipes and oil are not necessary.
- The assist power is smoothly changed based on signals from the vehicle speed sensor to achieve a steering feel that corresponds with driving conditions.

IV. DRIVING PERFORMANCE

5. Tires & Wheels

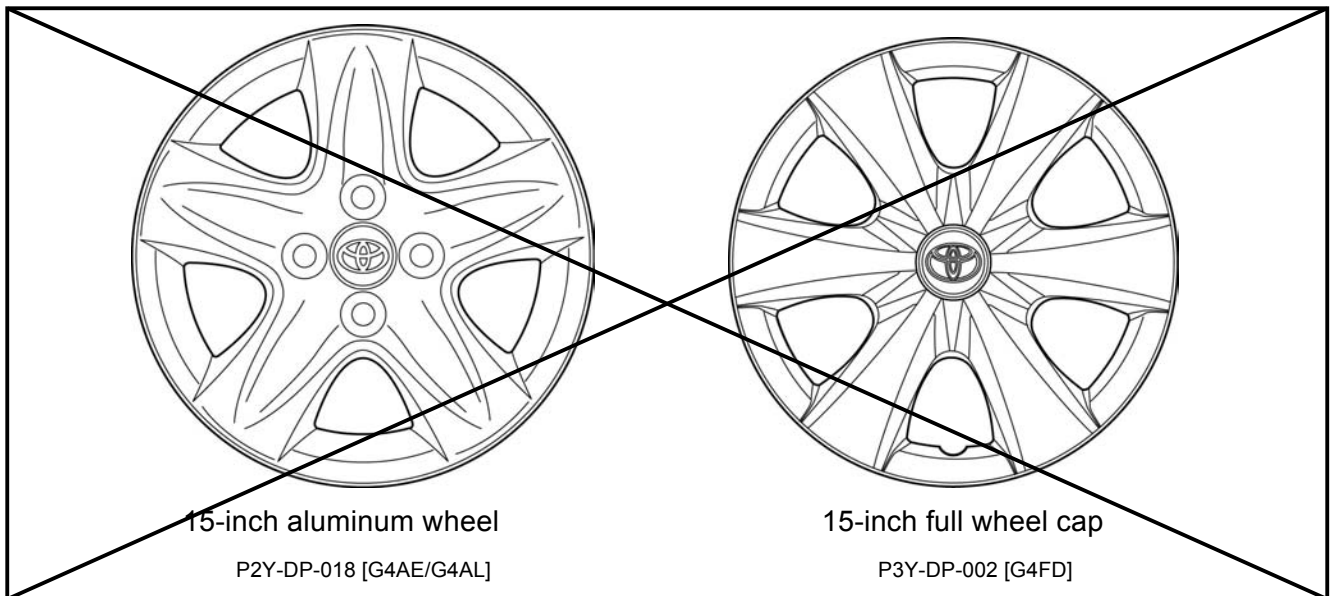
IV-5. Tires & Wheels

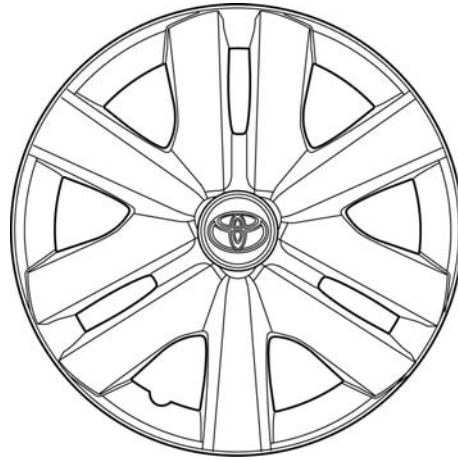
1. Wheels

FEATURES

- Newly designed wheel caps* are available.
- 15-inch aluminum wheel* is available.
- A newly designed 15-inch aluminum wheel* is available.
- A newly designed 15-inch full wheel cap* is available.

*Please refer to the Order Guide for detailed specifications.





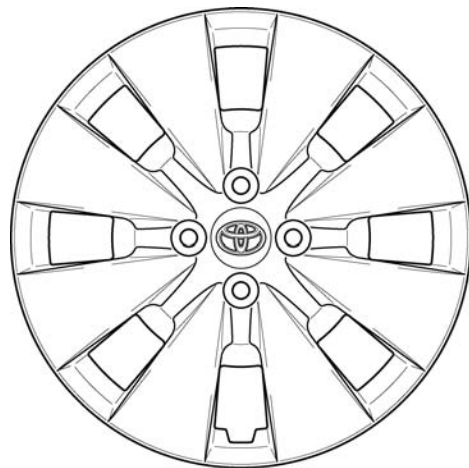
14-inch full wheel cap

P3Y-DP-003 [G4FC]



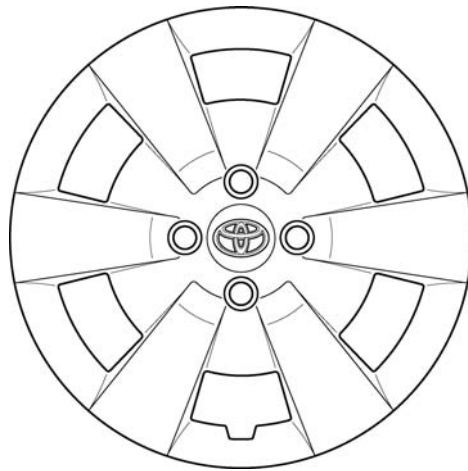
15-inch aluminum wheel

P3YS-DP-004 [G4AL/G4AE]



15-inch full wheel cap

P3YS-DP-002 [G4FD]



15-inch full wheel cap (Sports-type)

P3Y-DP-003 [G4FG]

IV-5. Tire & Wheels

2. Tires

FEATURES

- The following tire sizes are available.
 - > 175/65R14 82T* (for handling rough roads)
 - > 185/60R15 84H* (for handling rough roads)

*Please refer to the Order Guide for detailed specifications.