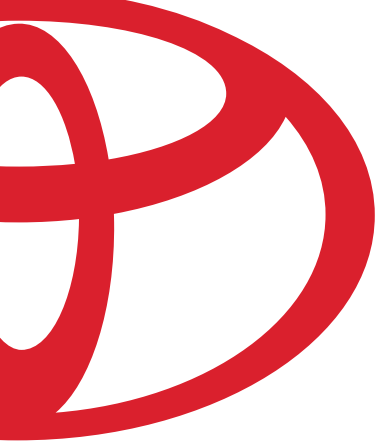


cool. spacious. one smart move.

**ECHO 03**



### THE THINGS WE CARE ABOUT.

No matter which Toyota you choose, you can be sure of two things. It will deliver the utmost in Quality, Durability and Reliability, the foundation of Toyota's reputation for excellence. And it will perform with maximum respect for the environment. You see, when we build your Toyota, we strive not only to meet your expectations, but to exceed them. Our objective is to make your driving experience better, easier, safer, more convenient, more fun and more environmentally friendly than ever before.

### OUR COUNTRY. 🇨🇦 OUR WORLD.

Fuel Efficiency, Low Emissions and Recyclability. These are cornerstones of Toyota's global vision, and we are constantly looking for ways to improve. All of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)\* designation. Prius combines gasoline and electric power plants to redefine standards in fuel economy and energy efficiency. Toyota is developing and implementing engineering technologies using materials and processes which will contribute to a vehicle recovery rate of at least 95% by 2015. However, our concern for the environment does not stop with our vehicles. Toyota Canada Inc. shares the environmental commitment demonstrated by all the Toyota production facilities and like them our Head Office has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program". Worldwide, the results of our commitment to the Toyota Earth Charter can be seen in every facet of our business. All in all, it's more than you might expect from an automobile manufacturer, but at Toyota it's the least we expect from ourselves!

*For more details visit [www.toyota.ca](http://www.toyota.ca) \*California Air Resources Board (CARB).*



### LESS IS MORE

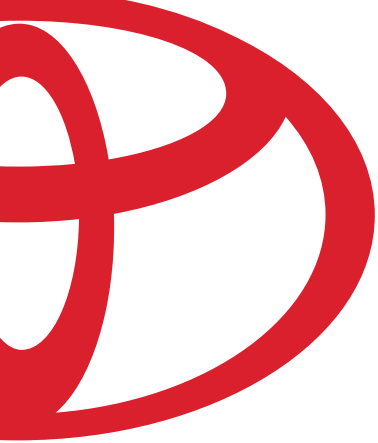
Now you can afford a car that is comfortable to sit in and loads of fun to drive. The radically different 2003 Toyota Echo has been redesigned with you in mind. Engineered from the inside out – confirming the saying "less is more." Echo really measures up in roominess and comfort. Invite your friends. There's plenty of room for everybody. Echo's spacious interior has ample head room – not only in front, but in the back seat as well. At the same time, it is quite a performer. Echo's 1.5 Litre, Low Emission Vehicle (LEV), 4-cylinder, DOHC, 16-valve engine features Variable Valve Timing with intelligence (VVT-i). This feature improves fuel economy and provides cleaner emissions while increasing power. Toyota has taken what you want in a car and put it all together – at a surprisingly affordable price. One drive and you'll see for yourself.

**ECHO 4-DOOR:** (Above left) The exciting Echo has been designed and engineered from the inside out. Both the 4-Door and 2-Door are powered by the 1.5 Litre, 4-cylinder, DOHC, 16-valve VVT-i engine with Sequential Multiport Electronic Fuel Injection. Shown with optional equipment.  
**ECHO 2-DOOR:** (Above right) Some of Echo's wide range of standard features are a tilt steering wheel that adjusts to your driving position, dual front airbag Supplemental Restraint System (SRS) and 3-point seatbelts for all three rear seat passengers.

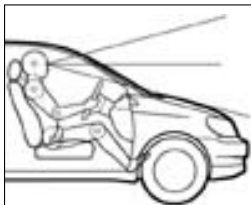
# eCHO 03



ECHO 03



06



Echo's high driver's seat gives you better visibility so you can make smart driving decisions and avoid trouble. At night, multi-reflector headlamps help you maintain that edge with expanded reflection areas and optimized light positioning.



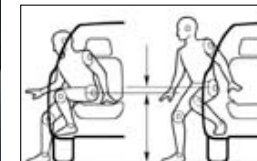
### UNIQUE STYLING

Echo stands out from the crowd, so expect a few admiring stares. No matter where you are headed, its unique styling makes just the right statement. And wherever your life is headed, Echo can get you there with advanced technology. There's a lot more to 2003 Echo than meets the eye, much of it hidden under the hood. You'll see it in Echo's efficient and energetic performance. Echo is different. Just look at the dash. The gauges are strategically placed high in a centre-mounted instrument cluster with easy to read displays and indicator lights. Echo's spacious and uniquely appointed interior seats five passengers with ease. Smart storage abounds. You'll find the 60/40 split rear seat extremely useful for carrying just about anything. An AM/FM CD sound system is standard on all models and air conditioning is available for your added enjoyment. Get ready for a high-energy ride.

Preceding page: Echo shown in Silver Streak Mica.



Near left & above: Echo's spacious and uniquely appointed interior seats five passengers with ease. Shown with optional equipment.



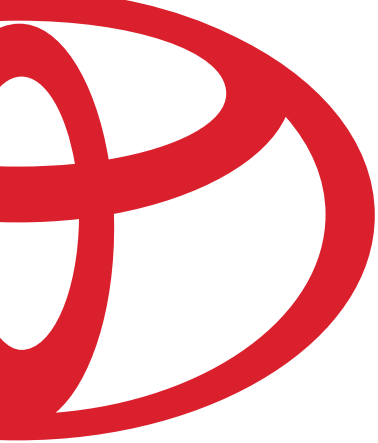
Echo's high seating position lets you see what's around you, and makes getting in and out of the car a breeze.

07



Above left: You can hide smaller items in the slide out storage tray under the front passenger seat. Above centre: Upper and lower glove compartments help keep your belongings in order. Above right: Air conditioning is an available option. Opposite page above left: Easy to read displays and indicator lights are clustered in a central position. Shown with optional equipment.

# eCHO 03



### SAFETY COMES FIRST



Echo's engineers concentrated on safety, so you can drive confidently.

You are surrounded by a comprehensive system of safety features, helping to protect you and your passengers. Included in the many safety features are adjustable "B" pillar shoulder belt anchors that are on the 4-Door Echo. Each front seatbelt is equipped with a pretensioner that includes a force limiter. In a frontal collision, the pretensioner

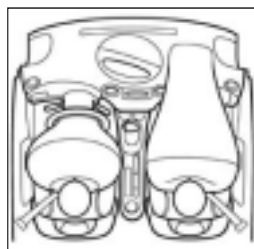
immediately reduces slack in the seatbelt, helping reduce the risk of injury. The force limiter then allows the seatbelt to "give" gradually to help minimize further injury. That's important because you never know what you could encounter on the road.



Above: Side-impact door beams made of high-strength steel offer additional protection.

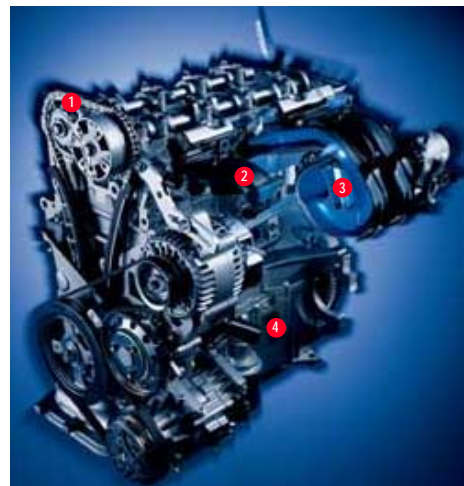


Above left: 3-point front seatbelts with adjustable shoulder anchors.  
Above top right: Dual front airbag Supplemental Restraint System (SRS) is standard equipment.



#### ECHO SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- Energy-absorbing steering column.
- 3-point front seatbelts with adjustable shoulder anchors, driver side Emergency Locking Retractor (ELR), passenger side Automatic/Emergency Locking Retractor (ALR/ELR).
- Front seatbelt pretensioners with force limiters.
- 3-point rear seatbelts in all positions with Automatic/Emergency Locking Retractor (ALR/ELR).
- Front and rear headrests.
- Child-protector rear door locks.
- Hood hold-down hooks.
- Front and rear energy-absorbing crumple zones.
- Energy-absorbing upper interior trim.
- Side-impact door beams.
- 5-mph front and rear bumpers.



#### THE ECHO VVT-i ENGINE:

- 1 Timing chain – new compact design reduces weight and increases durability.
- 2 Intake manifold – tuned for improved low-and mid-range torque.
- 3 Plastic intake manifold – reduces weight and cylinder head heat transfer; its long ports improve air volume efficiency for greater low and mid-range torque.
- 4 Aluminum alloy cylinder block and head – reduces engine weight.

#### ENGINEERING

Echo's 1.5 Litre, Low Emission Vehicle (LEV), 4-cylinder, DOHC, 16-valve engine features Variable Valve Timing with intelligence (VVT-i); advanced technology for this class of vehicle. VVT-i provides extra power, improved fuel economy and cleaner emissions.

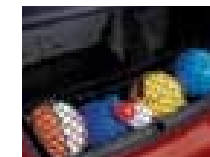
### TOYOTA ECHO ACCESSORIES 2003

From that first drive home in your new Echo until the day you part with it, we want your entire ownership experience to be enjoyable and satisfying. That's why at every Toyota Dealership you'll find answers to your questions, help with selecting Genuine Toyota Parts and Accessories, and quality service to keep your Echo in top shape.

The location of your nearest Toyota Dealer can be found on our website at [www.toyota.ca](http://www.toyota.ca) or by calling 1-888-TOYOTA-8.



Add a colour-keyed REAR SPOILER to dress up your Echo.



A handy CARGO NET for the trunk keeps all your belongings together.

#### ADDITIONAL ACCESSORIES NOT SHOWN:

- Air conditioning
- All-weather floor mats
- Block heater
- Bodyside moulding
- Cassette deck
- Compact disc autochanger
- Cruise control
- Dash accent kit
- Front end mask
- Licence plate cover
- Security system / keyless entry<sup>1</sup>
- Side window vent visors
- Splash guards - front & rear

<sup>1</sup>Vehicle must be equipped with power door locks.

# eCHO 03

## ECHO FEATURES 2003

ECHO	2-DR	4-DR
<b>INTERIOR:</b>		
• Driver & Front Passenger Vanity Mirrors	●	●
• Driver & Front Passenger Seat Adjustments, Recline	●	●
• Passenger Side Rear Walk-In Assist	●	
• Front Adjustable Headrests	●	●
• Rear Headrests	●	●
• Full Fabric Seat Material	●	●
• Low Back Front Bucket Seats	●	●
• Semi-Fabric Door Trim	●	●
• 60/40 Split Rear Seat	●	●
• Rear Seat Heater Ducts	●	●
• Carpet Mats	●	●
• AM/FM CD, 4-Speakers	●	●
• Tilt Steering Wheel	●	●
• Remote Fuel Lid Release	●	●
• Manual Remote Control Mirrors	●	●
<b>CONVENIENCE:</b>		
• Cup Holders	●	●
• Cigarette Lighter, Ashtray	●	●
• Centre Console Box	●	●
• Upper & Lower Glove Box	●	●
• Door Map Pockets	●	●
• Driver Side Storage Area	●	●
• Passenger Seat Slide Out Storage Tray	●	●

● - Standard ○ - Optional \*See Airbag Notice

Information correct at time of printing. Subject to change without notice.

ECHO	2-DR	4-DR
<b>SAFETY:</b>		
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	●	●
• Anchor Points for Child Restraint Seats	●	●
• Child Protector Rear Door Locks, Adjustable "B" Pillar Shoulder Belt Anchors		●
• Driver & Front Passenger Seatbelt Pretensioners & Force Limiters	●	●
• 3-Point Lap & Shoulder Belts	●	●
• Assist Grips	●	●
• Door Ajar, "Headlamp On", Driver & Front Passenger Seatbelt Warning	●	●
<b>EXTERIOR:</b>		
• Aero Style Halogen Headlamps	●	●
• Electric Rear Window Defroster	●	●
• Tinted Glass	●	●
• Intermittent Wipers, Mist Feature	●	●
• Full Wheel Covers	●	●
<b>Packages:</b>		
<b>4-DOOR PACKAGE:</b>		
• Colour-Keyed Bumpers & Door Handles, P185/60R15 Tires, Power Door Locks		○
<b>STYLE PACKAGE:</b>		
• Colour-Keyed Bumpers, Door Handles & Rear Spoiler, P185/60R15 Tires, Fender Flares, Bodyside Cladding, Power Door Locks		○
<b>APPEARANCE &amp; A/C PACKAGE:</b>		
• Splash Guards, Bodyside Mouldings, Air Conditioning	○	○
<b>CRUISE CONTROL PACKAGE:</b>		
• Cruise Control	○	○
<b>APPEARANCE, A/C &amp; CRUISE PACKAGE:</b>		
• Air Conditioning, Cruise Control, Splash Guards, Bodyside Mouldings	○	○

ECHO	2-DR	4-DR
<b>Additional Accessories:</b>		
• Air Conditioning	○	○
• All-Weather Floor Mats	○	○
• Block Heater	○	○
• Bodyside Mouldings	○	○
• Cargo Net	○	○
• Cassette Deck	○	○
• Compact Disc Autochanger	○	○
• Cruise Control	○	○
• Dash Accent Kit	○	○
• Front End Mask	○	○
• Licence Plate Cover	○	○
• Rear Spoiler	○	○
• Security System/Keyless Entry <sup>1</sup>		○
• Side Window Vent Visors	○	○
• Splash Guards - Front & Rear	○	○

<sup>1</sup> Vehicle must be equipped with power door locks.

## ECHO SPECIFICATIONS 2003

ECHO	2-DR	4-DR
<b>MECHANICAL</b>		
<b>Engine 1NZ-FE</b>	• 1.5 Litre (1497 cc), 4-Cylinder, DOHC, 16-Valve, VVT-i, Sequential Multiport Electronic Fuel Injection, Low Emissions Vehicle (LEV) <sup>1</sup>	● ●
<b>Compression Ratio</b>	• 10.5:1	● ●
<b>Horsepower (kW)</b>	• 108 (80) @ 6000 rpm	● ●
<b>Torque (N.m.)</b>	• 105 lb. ft. (143) @ 4200 rpm	● ●
<b>Suspension</b>	• <b>Front:</b> Gas Filled MacPherson Struts, Coil Springs • <b>Rear:</b> Torsion Beam Type Suspension	● ● ● ●
<b>Drivetrain</b>	• Front Engine/Front-Wheel Drive	● ●
<b>Transmission</b>	• 5-Speed Overdrive Manual • 4-Speed Electronically Controlled Overdrive Automatic with Lock-Up Torque Converter & Overdrive Cancel Switch	● ● ○ ○
<b>Brakes</b>	• Power-Assisted Ventilated Front Discs/Rear Drums	● ●
<b>Steering</b>	• Rack & Pinion with Variable Power Assist	● ●
<b>Tires</b>	• All-Season Steel Belted Radials P175/65R14, Temporary Use Spare	● ●
<b>DIMENSIONS</b>		
<b>Length</b>	4180 (164.5)	● ●
<b>Width</b>	1660 (65.4)	● ●
<b>Height (Unloaded)</b>	1500 (59.1)	● ●
<b>Wheelbase</b>	2370 (93.3)	● ●
<b>Tread</b>	<b>Front:</b> 1450 (57.0) <b>Rear:</b> 1430 (56.2)	● ●
<b>Seating Capacity</b>	5	● ●
<b>Ground Clearance</b>	150.5 (5.9)	● ●
<b>Headroom</b>	<b>Front:</b> 1013 (39.9) <b>Rear:</b> 956 (37.6)	● ●
<b>Legroom</b>	<b>Front:</b> 1044 (41.1) <b>Rear:</b> 894 (35.2)	● ●
<b>Shoulder Room</b>	<b>Front:</b> 1327 (52.2) <b>Rear:</b> 1296 (51.0)	● ●
	<b>Front:</b> 1317 (51.9) <b>Rear:</b> 1288 (50.7)	● ●

● - Standard ○ - Optional Information correct at time of printing. Subject to change without notice.

<sup>1</sup>Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Low Emission Vehicle (LEV) standards.

\*\*These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication – EnerGuide Fuel Consumption Guide.

ECHO	2-DR	4-DR
<b>CURB WEIGHT</b>		
	<i>kg (lbs.)</i>	
5-Speed Manual	923 (2035)	● ●
5-Speed Manual	928 (2045)	○ ●
4-Speed Automatic	946 (2085)	○ ○
4-Speed Automatic	950 (2095)	○ ○
<b>CARGO CAPACITY</b>		
	<i>m<sup>3</sup> (cu. ft.)</i>	
	.385 (13.6)	● ●
<b>FUEL CAPACITY</b>		
	<i>litres (gal.)</i>	
	45 (10)	● ●
<b>FUEL CONSUMPTION RATING**</b>		
	<i>L / 100 km mpg</i>	
City/Highway	5-Speed Manual 6.6/5.1 43/55	● ●
	4-Speed Automatic 7.1/5.5 40/51	○ ○

**TAKE NOTE:**

\***Airbag Notice:** The 2003 Echo features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full frontal collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate, in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system.

*Seatbelts must be worn at all times by all occupants.*

**Toyota Canada Inc.** Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation.

The Toyota website [www.toyota.ca](http://www.toyota.ca) – or your Toyota Dealer is your best source for up-to-date information.

**ECHO COLOURS:**



068 Polar White/  
Grey Interior



1E3 Phantom Grey Pearl/  
Grey Interior



1E7 Silver Streak Mica/  
Grey Interior



209 Black Sand Pearl/  
Grey Interior



3P1 Impulse Red/  
Grey Interior



6R4 Electric Green Mica/  
Grey Interior



8P4 Indigo Ink/  
Grey Interior

**VEHICLE COVERAGE** *New Vehicle Warranty Summary* *No Deductibles – No Transfer Fees*

**Comprehensive Coverage - 3 years or 60,000 km**

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

**Powertrain Components - 5 years or 100,000 km**

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

**Major Emission Control Components - 8 years or 130,000 km**

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

**Corrosion Perforation - 5 years unlimited distance**

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.



**CAA® Pyramid Award**  
Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 16 times in the last 20 years.



With Extra Care Protection, your new Toyota has inflation protected coverage from mechanical failures, to road emergencies, and much more. It is the affordable and cost effective way to guarantee your peace of mind and to protect your investment whether you buy or lease.

ECP is not a warranty... it's much more! It can provide you and your new Toyota with coverage such as Towing, Emergency Road Service, Rental Assistance, Tire Road Hazard Protection and also includes the 3 first factory recommended lubrication intervals. ECP Plans can cover you on up to 17 major mechanical component groups after the manufacturer's warranty expires. Please consult your Toyota Dealer for further details on this very valuable and affordable option.

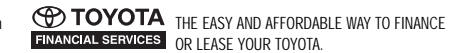


**TOYOTA EXPERIENCE** *The part you can't replace* making the experience of owning a Toyota both satisfying and rewarding. The satisfaction comes from knowing that highly skilled, Toyota-trained technicians using Toyota Genuine Parts are maintaining your vehicle at truly fair and competitive prices. The reward comes in the form of years of trouble-free driving in a vehicle that will hold its value remarkably well.

*"That new Toyota feeling - we help you keep it."*



**TOYOTA GRADUATE PROGRAM**  
This program assists new graduates in their purchase of a New or Certified Used Toyota. The program differs depending on the model chosen. Be sure to ask your Dealer when purchasing your Toyota. Some conditions may apply.



Toyota Financial Services offers quality leasing and financing for your Toyota. We believe that your toughest decision should be choosing which Toyota model you want, so we've made purchasing and leasing your Toyota easy. You can count on us to provide the same superior level of service and quality that you know and expect from Toyota.

*Why choose Toyota Financial Services?*

- Competitive interest rates
- Flexible terms of up to 60 months
- Convenient, one stop shopping available at all Toyota Dealerships
- Web services
- Save time and get pre-approved on-line before you shop
- Check out our competitive rates on-line. *You won't be disappointed!*

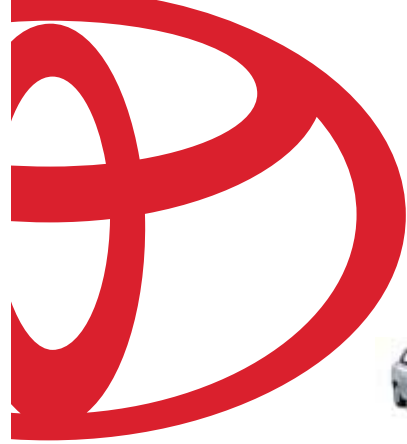
Come visit us at [www.toyotafinancialservices.ca](http://www.toyotafinancialservices.ca) or call us at 1-888-TOYOTA-8.



Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.



# ECHO 03



ECHO



PRIUS



MATRIX



COROLLA



CAMRY



SOLARA



AVALON



CELICA



SIENNA



TACOMA



TUNDRA



RAV4



4RUNNER



HIGHLANDER



SEQUOIA



1-888-TOYOTA-8  www.toyota.ca



Toyota recognizes its duty to safeguard the environment. To support this concern, our brochure is printed on recycled paper with vegetable based inks to be fully recyclable.  
PRINTED IN CANADA 45M C0002-0403E-50