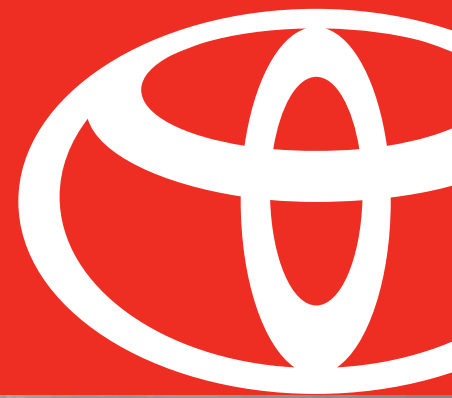
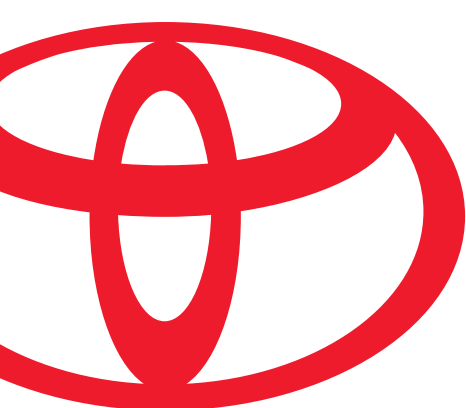


**TOYOTA**  
the feeling never ends



*2004 Echo  
Hatchback*



**TOYOTA**  
the feeling never ends

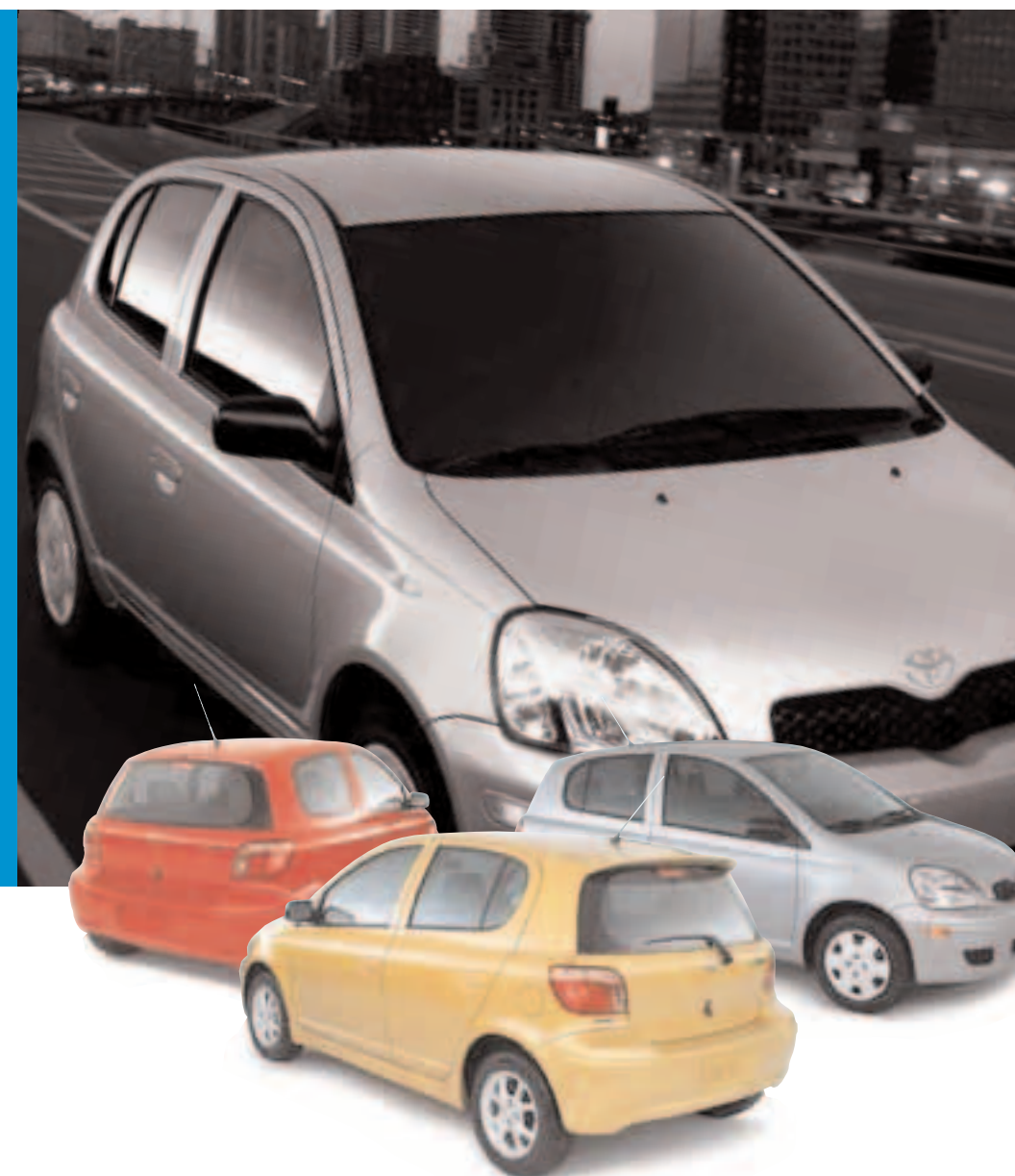
## 2004 Echo Hatchback

What if you could build a feeling?  
You know, like a standard feature on a vehicle.  
Power steering.  
ABS brakes.  
Love.  
And not just build it once, but mass produce it.  
So this feeling could live inside every car and truck that was built.  
Anyone could have it.  
You could have it.

And every time you got inside your car,  
bracing your hands around the steering wheel,  
your mouth curled up.  
Your eyes widened.  
Your heart skipped a beat.  
*You felt alive.*

That's the Toyota feeling.  
Along with the quality, durability and reliability you've come to expect.  
Because feeling alive isn't just about love.  
It's about having the freedom to go anywhere and do anything,  
knowing that you're driving a vehicle you can trust.

So step inside and find your feeling.  
We've built it into our entire line of cars and trucks.  
But be forewarned.  
The feeling of driving a Toyota stays with you long after you step out of the driver's seat.  
*The feeling never ends.*



Sure, we could tell you that all of the all new Echo Hatchback models come with a very responsive 1.5 Litre, 4-cylinder, 16-valve engine with VVT-i (Variable Valve Timing with intelligence). We could also add that this LEV (Low Emission Vehicle) is incredibly economical, surprisingly spacious and outrageously manoeuvrable. But the bottom line is that the all new, aerodynamically designed Echo Hatchback is a total blast to drive – something you'll discover the instant you get behind the wheel. For starters, it doesn't feel like a compact (it only parks like one). And once you're on the road – let's just say action speaks louder than words.

From left: 3-door Echo Hatchback CE shown in Absolutely Red, 5-door Echo Hatchback RS shown in Millennium Gold and the 5-door Echo Hatchback LE shown in Silver Streak Mica.



5-door Echo  
Hatchback RS  
shown in Millennium  
Gold.

Page 4





## Open wide and say “WOW!”



Looks can be deceiving. A perfect example is the all new Echo Hatchback RS, which on first inspection appears to be a very innovatively conceived compact, with the obvious added features

of a hatchback, coloured rear spoiler and side skirts. But the thinking goes way beyond aerodynamics. A 5-speed transmission (or optional 4-speed automatic), 108 hp, 1.5 Litre VVT-i engine will quickly attest

to that. As will front-wheel drive, power steering and aluminum alloy wheels. And for those times when you “*just need some space*”, simply lower the rear seats, open the hatch and prepare to be impressed.

All things considered, the RS just could be the most totally well-thought-out hatchback in its category. The fact that you’re going to fall in love with it is only a bonus.



Above: You owe it to yourself to test drive the RS’s front sport seats. And while you’re at it check out the leather-wrapped tilt steering wheel and shift knob as well as the RS-exclusive interior chrome accents, power door locks and 4-forward-speakers with an AM/FM stereo cassette or choose the optional AM/FM/CD/MP3 player that sounds like you’re sitting front row centre.  
Left: Echo Hatchback RS shown in Millennium Gold.



Left: Echo Hatchback’s high seating position is designed for optimum visibility when you’re driving and maximum convenience when you’re getting in and out.



## Great things come in not-so-

## small packages.



In addition to a complete list of standard features, the all new Echo Hatchback LE also comes with one major decision: 3-door or 5-door? Once that's out of the way, almost everything else is part of the bargain. Which means enhancements such as a 4-forward-speaker stereo system and a rear window wiper/washer are all included. The same can also be said for Echo Hatchback's spontaneous 1.5 Litre, 4-cylinder, 16-valve, fuel injection engine, as well as power steering and dual front airbags. And with comfortable seating for four and 60/40 fold-down rear seats, the LE easily adapts to just about any kind of situation your lifestyle wants to throw at it.



Page 8

Above: Once the rear seats are up in the Hatchback LE, you don't even think twice about passenger comfort – and there's ample headroom in both the front and rear seats.  
Right: 3-door Echo Hatchback LE, shown in Blue Metallic.



Above: The Hatchback LE opens up all kinds of storage possibilities. Put the rear seats down and there's enough cargo capacity to handle anything from a serious, all-terrain mountain bike to the ultimate stereo system. Shown above in Silver Streak Mica.

Page 9



# Echo-nomics 101.



The absolutely most affordable member of the all new Echo Hatchback family – the all new CE is anything but entry-level. Not when it comes with

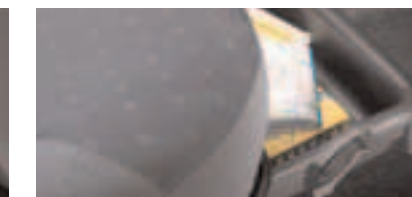
reclining front bucket seats, a front centre console box, rear seat heater ducts and an electric rear window defroster. And with the Echo Hatchback's highly economical 1.5 Litre, 4-cylinder engine, you can look forward to spending a lot less time at the gas station. But besides unbelievable fuel efficiency, what the CE really gives you is plenty of room with the rear seats either up or down. So whether your cargo is two weeks worth of camping gear or three very grateful friends, the all new Echo Hatchback CE is at the head of its class.



Above: 3-door Echo Hatchback CE shown in Absolutely Red.

Above inset and facing page: Once you get behind the wheel, one of the first things you'll notice is the CE's ergonomically designed dashboard with centre-mounted, easy-to-read instruments, displays and indicator lights.

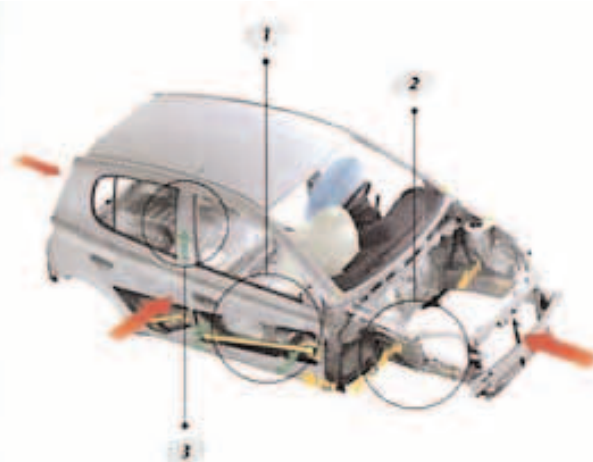
Facing page, right: There are also upper and lower glove compartments, a slide out storage tray under the front passenger seat and the ultra-cool option of air conditioning.





# It all starts with safety ... and ends with performance.

Regardless of which Echo Hatchback you choose, you and your passengers are going to be surrounded by a comprehensive system of safety features. Some are obvious, like the high driver's seat to maximize your visibility, 3-point front seatbelts with adjustable shoulder anchors and child-protector rear door locks. But many other important safety features are not even visible – like the high-strength steel side-impact door beams inside every door. The fact is, the Echo Hatchback's impact-absorbing body structure has been designed to effectively absorb the energy of impact of a collision from any direction – front, rear or side. So wherever your CE, LE or RS takes you, you'll be driving with peace of mind and confidence.

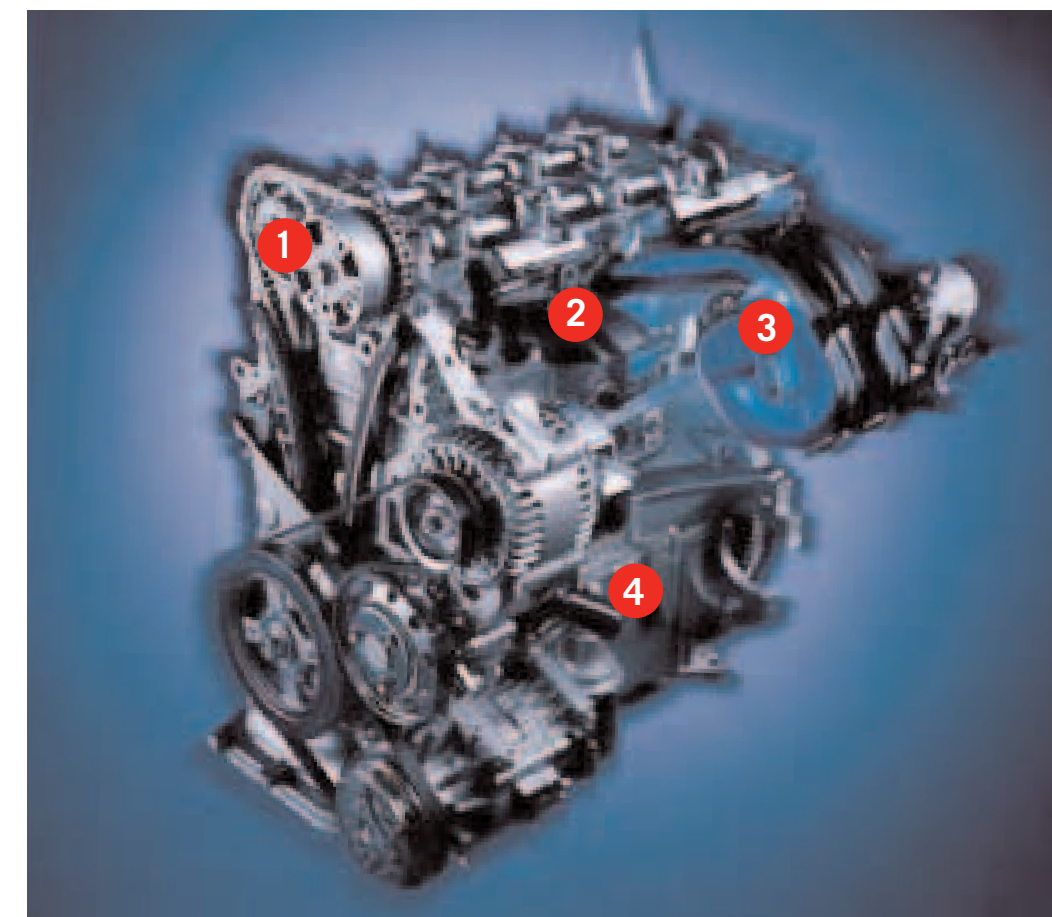


1. In an off-set impact, specially strengthened side members help prevent a wheel from intruding into the passenger compartment.
2. Substantial frame reinforcements, a carefully designed cradle for the engine and a massive steel cross-member just behind the dashboard help withstand frontal and off-set impacts.
3. A combination of metals of different thicknesses make up the central pillars to give the structure tremendous energy-absorbing strength in the event of a side-impact. Energy-absorbing material is also included in the roof side-rails and plastic ribs in the front and centre pillars.

#### ECHO HATCHBACK 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 pre-tensioners 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.

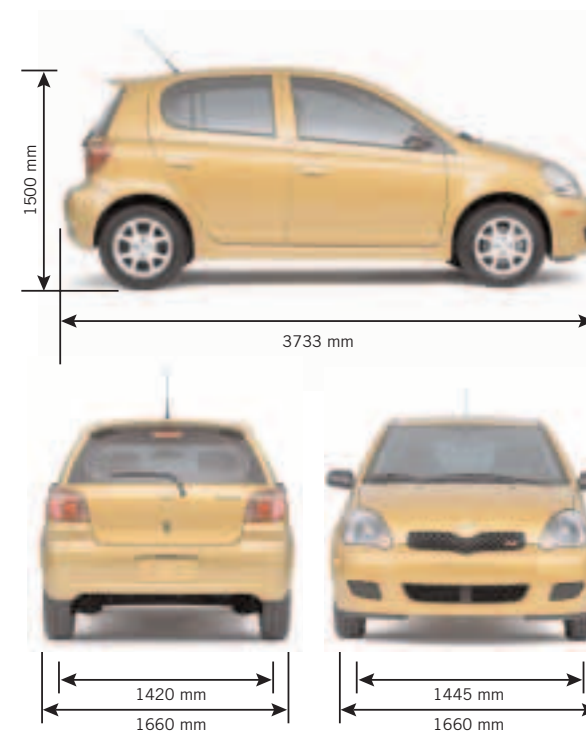
\*5-door models only.



#### THE ECHO HATCHBACK VVT-i ENGINE:

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.

- 1 Timing chain – new compact design reduces weight and increases durability.
- 2 Intake manifold – tuned for improved low and mid-range torque.



Above: With the Echo Hatchback's compact overall dimensions, small wonder it's so manoeuvrable. Inside, it's a different story. With ample leg room, shoulder room and headroom for four, you'll find it's very accommodating.

- 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.

# Dress it up. Drive it out.

Rear spoiler



Front-end mask



Side skirts and aluminum alloy wheels



Chrome shift knob



Performance exhaust



Express yourself. Take your Toyota Echo Hatchback to a whole new level of self-expression by adding any of the Toyota Accessories custom designed for your model. It's a great way to personalize your new vehicle, optimize its appearance and enhance the performance all at the same time. Ask your Toyota Dealer. To find the Toyota Dealer nearest you go to [www.toyota.ca](http://www.toyota.ca) or call **1-888-TOYOTA-8**.

Enhance the look and functionality of your new Echo Hatchback by choosing from the following list of Accessories:

- 10" subwoofer • 14" & 15" aluminum alloy wheels • Air conditioning • All-season floor mats • AM/FM/Cassette/CD
- AM/FM/CD • AM/FM/CD/MP3 • "B" pillar accent • Block heater • Cargo liner • Cargo net • Cruise control
- Dash accent kit - aluminum • Exhaust tip • Fog lamps • Hood deflector • Licence plate cover • Mini receiver hitch
- Mini receiver hitch bike/ski adapter • Rear bumper protector • Roof rack • Roof rack bike/ski adapter • Seat covers
- Security system/keyless entry† • Side window visors • Splash guards • Sport pedals

*†Vehicle must be equipped with power door locks.*



Echo Hatchback all dressed up with a performance exhaust, aluminum alloy wheels, side skirts, a rear spoiler, front-end mask and side window visors.

# Echo Hatchback colours:



068  
Polar White



1E7  
Silver Streak Mica



209  
Black Sand Pearl



3P0  
Absolutely Red



580  
Millennium Gold



8P1  
Blue Metallic

Dark Grey Fabric on CE and LE models.  
Black Fabric on RS model.



# 2004 Echo Hatchback Features and Specifications<sup>☆</sup>

ECHO HATCHBACK	3-DR CE	3-DR LE	5-DR LE	5-DR RS
<b>INTERIOR:</b>				
• Audio: AM/FM Stereo Cassette, 2-Speakers	•			
• Audio: AM/FM Stereo Cassette, 4-Speakers		•	•	•
• Rear Seat Heater Ducts	•	•	•	•
• Front Bucket Seats	•	•	•	
• Front Sport Seats				•
• Driver Seat Adjustments: Driver Seat Recline Adjustment, Headrest-Vertical	•	•	•	•
• Passenger Seat Adjustments: Passenger Seat Recline, Headrest-Vertical	•	•	•	•
• Rear Seat Adjustments: Fold-Down Rear Seat (60/40), Headrest-Vertical	•	•	•	•
• Full Fabric Seat Material	•	•	•	
• Sport Fabric Seat Material				•
• Passenger Side Rear Walk-In Assist	•	•		
• Dual Vanity Mirrors	•	•	•	•
• Semi-Fabric Door Trim	•	•	•	•
• Driver Footrest	•	•	•	•
• 3-Spoke Tilt Steering Wheel	•	•	•	•
• Leather-Wrapped Steering Wheel & Shift Knob				•
• Cargo Area Carpet, Interior Trunk/Cargo Access	•	•	•	•
• Power Door Locks			•	•
• Front Centre Console Box, Upper & Lower Glove Box, Driver & Front Passenger Seatback Pockets, Passenger Seat Slide Out Storage Tray	•	•	•	•
• Carpeting, Front Carpet Floor Mats	•	•		
• Carpeting, Carpet Floor Mats			•	•
<b>CONVENIENCE:</b>				
• Digital Clock in Radio	•	•	•	•
• Front & Rear Cup Holders	•	•	•	•
• Door Map Pockets	•	•	•	•

• - Standard

ECHO HATCHBACK	3-DR CE	3-DR LE	5-DR LE	5-DR RS
<b>SAFETY:</b>				
• Driver Airbag Supplemental Restraint System (SRS)*	•	•	•	•
• Front Passenger Airbag	•	•	•	•
• Front Seatbelt Pre-Tensioners & Force Limiters	•	•	•	•
• Outboard 3-Point Lap & Shoulder Belts	•	•	•	•
• Adjustable "B" Pillar Shoulder Belt Anchors			•	•
• Anchor Points for Child Restraint Seats	•	•	•	•
• Child Protector Rear Door Locks			•	•
• Assist Grips	•	•	•	•
• Remote Fuel Lid Release	•	•	•	•
• Warnings: Low Engine Oil Level, Low Fuel, Low Coolant Level, Low Washer Fluid, Door Ajar	•	•	•	•
<b>EXTERIOR:</b>				
• Full Wheel Covers	•	•	•	
• Aluminum Alloy Wheels				•
• Electric Rear Window Defroster	•	•	•	•
• Tinted Glass	•	•	•	•
• Coloured Bumpers & Door Handles	•	•	•	•
• Coloured Rear Spoiler				•
• Coloured Side Skirts				•
• Dual Exterior Manual Remote-Control Mirrors	•	•	•	•
• Intermittent Wipers, Mist Feature	•			
• Intermittent Wipers, Mist Feature, Rear Window Wiper/Washer		•	•	•
• Reflector Style, Halogen Headlamps	•	•	•	•
• RS Grille Badge, Scuff Plates				•

\* Airbag Notice: The 2004 Echo Hatchback 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.

ECHO HATCHBACK				
<b>ACCESSORIES:</b>				
• 10" Subwoofer				
• 14" & 15" Aluminum Alloy Wheels				
• Air Conditioning				
• All-Season Floor Mats				
• AM/FM/Cassette/CD				
• AM/FM/CD				
• AM/FM/CD/MP3				
• "B" Pillar Accent				
• Block Heater				
• Cargo Liner				
• Cargo Net				
• Chrome Shift Knob				
• Cruise Control				
• Dash Accent Kit - Aluminum				
• Fog Lamps				
• Front-End Mask				
• Hood Deflector				
• Licence Plate Cover				
• Mini Receiver Hitch, Mini Receiver Hitch Bike/Ski Adapter				
• Performance Exhaust, Exhaust Tip				
• Rear Bumper Protector				
• Rear Spoiler				
• Roof Rack, Roof Rack Bike/Ski Adapter				
• Seat Covers				
• Security System/Keyless Entry <sup>†</sup>				
• Side Skirt				
• Side Window Visors				
• Splash Guards				
• Sport Pedals				

Accessories: See your Toyota Dealer for availability.

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

ECHO HATCHBACK	3-DR CE	3-DR LE	5-DR LE	5-DR RS
<b>MECHANICAL</b>				
<b>Engine 1NZ-FE</b>	• 1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Aluminum Alloy Block, Low Emissions Vehicle (LEV) <sup>††</sup>	•	•	•
<b>Compression Ratio</b>	• 10.5:1	•	•	•
<b>Horsepower (kW)</b>	• 108 (80) @ 6000 rpm	•	•	•
<b>Torque (N.m.)</b>	• 105 (143) @ 4200 rpm	•	•	•
<b>Suspension</b>	• <b>Front:</b> Macpherson Gas Struts, Coil Springs, Stabilizer Bar • <b>Rear:</b> Torsion Beam Type, Coil Springs	•	•	•
<b>Drivetrain</b>	• Front Wheel Drive	•	•	•
<b>Transmission</b>	• 5-Speed Manual • 4-Speed Automatic, Overdrive, ECT	•	•	•
<b>Brakes</b>	• Power-Assisted, ABS (Antilock Braking System), Front Discs, Rear Drums	•	•	•
<b>Steering</b>	• Manual Steering, Rack & Pinion • Power Steering, Rack & Pinion	•	•	•
<b>Tires</b>	• P175/65R14, All-Season, Compact Spare Tire	•	•	•
<b>DIMENSIONS mm (in.)</b>				
<b>Length</b>	3733 (147.0)	•	•	•
<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> 1445 (56.9) <b>Rear:</b> 1420 (55.9)	•	•	•
<b>Seating Capacity</b>	4	•	•	•
<b>Headroom</b>	<b>Front:</b> 912 (35.9) <b>Rear:</b> 859 (33.8)	•	•	•
<b>Legroom</b>	<b>Front:</b> 790 (31.1) <b>Rear:</b> 622 (24.5)	•	•	•
<b>Shoulder Room</b>	<b>Front:</b> 1328 (52.3) <b>Rear:</b> 1265 (49.8) <b>Front:</b> 1315 (51.8) <b>Rear:</b> 1290 (50.8)	•	•	•

• - Standard    ○ - Option

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

<sup>\*</sup> 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 HATCHBACK	3-DR CE	3-DR LE	5-DR LE	5-DR RS
<b>GROSS VEHICLE WEIGHT kg (lb)</b>				
Manual	1250 (2755)	•	•	
Automatic	1272 (2805)	○	○	
Manual	1256 (2770)			•
Automatic	1266 (2790)			○
<b>CURB WEIGHT kg (lb)</b>				
Manual	944 (2080)	•	•	
Automatic	966 (2130)	○	○	
Manual	948 (2090)			•
Automatic	971 (2140)			○
<b>CARGO CAPACITY m<sup>3</sup> (cu.ft.)</b>				
Behind Rear Seats	.0205 (7.24)	•	•	•
<b>FUEL CAPACITY litres (gal.)</b>				
	45 (10.0)	•	•	•
<b>FUEL CONSUMPTION RATING** L/100km mpg</b>				
City/Highway				
Manual	6.7/5.2    42/54	•	•	
Automatic	7.1/5.5    40/51	○	○	
Manual	6.7/5.2    42/54			•
Automatic	7.1/5.5    40/51			○

<sup>☆</sup> 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.



# 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.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more.

It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



**TOYOTA EXPERIENCE** The part you can't replace

Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving.

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



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at [www.toyotafinancialservices.ca](http://www.toyotafinancialservices.ca).



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

### CAA® Pyramid Award

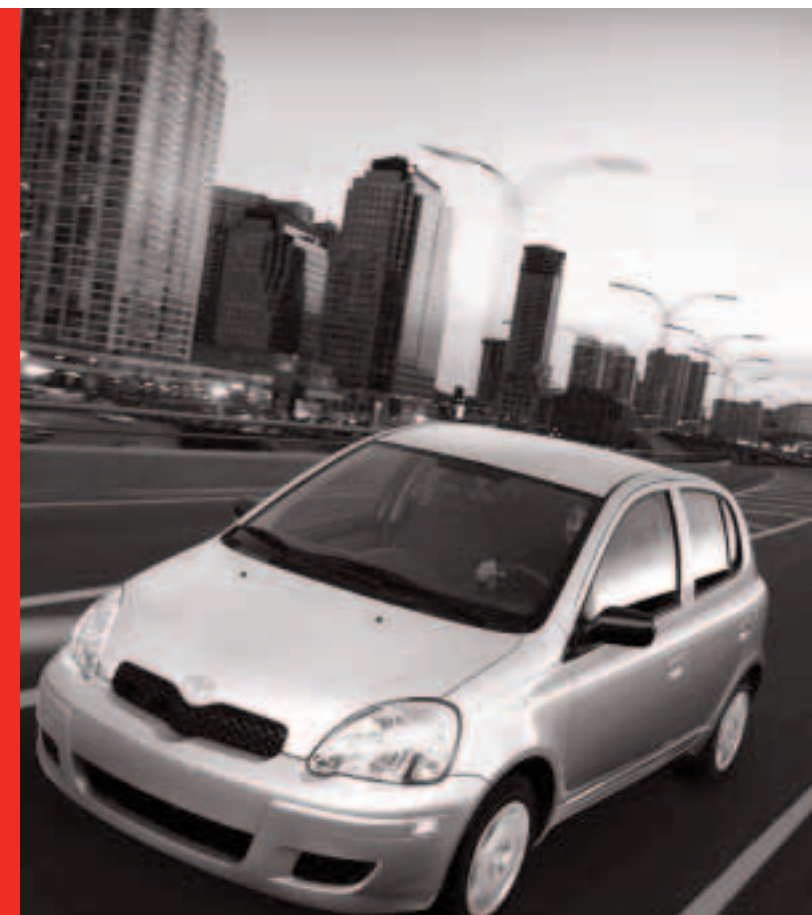
Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 18 times in the last 21 years.



# Our country. Our world.

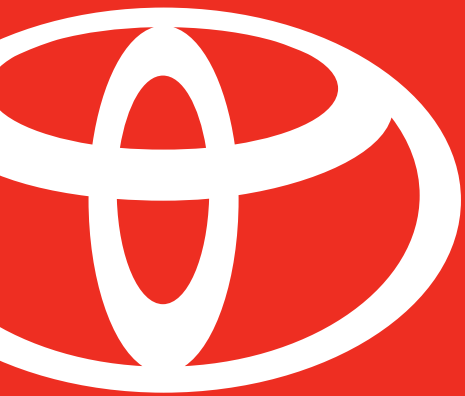
Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

Fuel Efficiency, Low Emissions and Recyclability - the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. Prius is the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)<sup>\*\*\*</sup> designation. Presently, Toyota is developing technologies that will lead to a vehicle recovery rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.



<sup>\*\*\*</sup>Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.





*Echo Hatchback. What goes in the hatch is up to you.*

By now you've found your feeling.

*So what now?*

It's simple.

Just give us a call or go to our website.

There you can request more information for the model you're interested in and find the location of the Toyota Dealership nearest you.

We put a lot of pride and hard work into making these vehicles great.

The only thing missing is you.

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