

Yaris | 2011



 **TOYOTA**
make things better



Yaris



B

With the 2011 Yaris, fun is not an option, it comes standard. Affordably priced and with sleek lines, Yaris can be configured in any number of ways. So how you want it,



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is exactly how you'll get it. But it's when you're on the road that you'll truly feel the spirit of Yaris' fuel efficient and energy packed persona. Available as a 3-door and

5-door Hatchback or Yaris with a trunk, the 2011 Yaris brings together a fun personality and a whole lot of get-up-and go in one nice little package – and that's how we make things better.



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FRONT COVER

Yaris Hatchback RS shown in Blazing Blue Metallic and Yaris shown in Barcelona Red Metallic.

A. Yaris Hatchback RS shown in Absolutely Red. **B.** Yaris shown in Pacific Blue Metallic.

C. Yaris Hatchback CE shown in Silver Streak Mica. **D.** Yaris Hatchback RS shown in Magnetic Grey Metallic.

Yaris Hatchback CE

Hit the road running with a sporty profile, clean contours, crisp handling and spacious interior. Everything you ever needed fits neatly into the compact frame of Yaris Hatchback CE. But just because it's small, doesn't mean it isn't big on space. Just like the 5-door Hatchback, the 3-door gives you an abundance of leg and head room and up to .728 cubic metres of cargo space.

FUEL CONSUMPTION²

6.9 City/5.4 Highway L/100 km
1.5-litre, 4-cylinder with manual transmission

SELECT FEATURES

- 106 hp, 1.5-litre, 4-cylinder, DOHC, 16-valve, VVT-i engine with 5-speed manual, optional 4-speed automatic overdrive transmission.
- Sequential multiport electronic fuel injection, Electronic Throttle Control System with intelligence.
- Power-assisted, ventilated front disc and rear drum brakes.
- Front wheel drive.
- AM/FM CD/MP3, 2-speakers.
- Cabin air filter, rear seat heater ducts.
- Fabric seat material.
- Rear bench seat with fold-down seat back.
- Passenger side rear walk-in assist.
- Six airbags Supplemental Restraint System.¹
- Engine immobilizer.
- 15-inch steel wheels, full wheel covers.
- Electric rear window defroster with timer.
- Tinted glass, UV protection.
- Front splash guards.
- Reflector style, halogen headlamps.

A. CE 3-door shown in Silver Streak Mica. **B.** Use the dual passenger-side glove compartments to store things like MP3 players, power snacks and travel guides. **C.** CE 3-door audio console.



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Yaris Hatchback LE

Opportunity knocks, and you've got 5 doors to answer with the Yaris Hatchback LE. The 5-door hatch makes loading in friends and gear that much easier. And the expansive cabin features an array of storage compartments, a central instrument panel finished in silver with green lighting and a 4-speaker stereo system.

FUEL CONSUMPTION²

7.0 City/5.7 Highway L/100 km
1.5-litre, 4-cylinder with automatic transmission

SELECT FEATURES

- 106 hp, 1.5-litre, 4-cylinder, DOHC, 16-valve, VVT-i engine with 5-speed manual transmission.
- Sequential multiport electronic fuel injection, Electronic Throttle Control System with intelligence.
- Available 4-speed automatic overdrive, Super Electronically Controlled Transmission.
- Power-assisted, ventilated front disc and rear drum brakes.
- Front wheel drive.
- AM/FM CD/MP3, 4-speakers.
- 60/40 split rear bench seat with fold-down seat back, rear centre headrest.
- Power door locks, child protector rear door locks.
- Six airbags Supplemental Restraint System.¹
- 15-inch steel wheels, full wheel covers.
- Rear window wiper and washer.



C

A. LE 5-door shown in Absolutely Red. **B.** The spacious interior shown in Dark Grey fabric seats. **C.** LE 5-door shown in Absolutely Red with available package.



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Yaris Hatchback RS

For the ultimate in style and performance, sit behind the wheel of the 5-door RS, which is loaded with bold design enhancements like side skirts, rear spoiler, 15-inch aluminum alloy wheels, and fog lamps. The cockpit lights up the night with amber-lit dual-dial Optitron-style metres and features exclusive touches like front sport seats, leather-wrapped steering wheel and shift knob (manual transmission) and MP3 integrated 6-disc stereo system.

FUEL CONSUMPTION²

7.0 City/5.7 Highway L/100 km
1.5-litre, 4-cylinder with automatic transmission

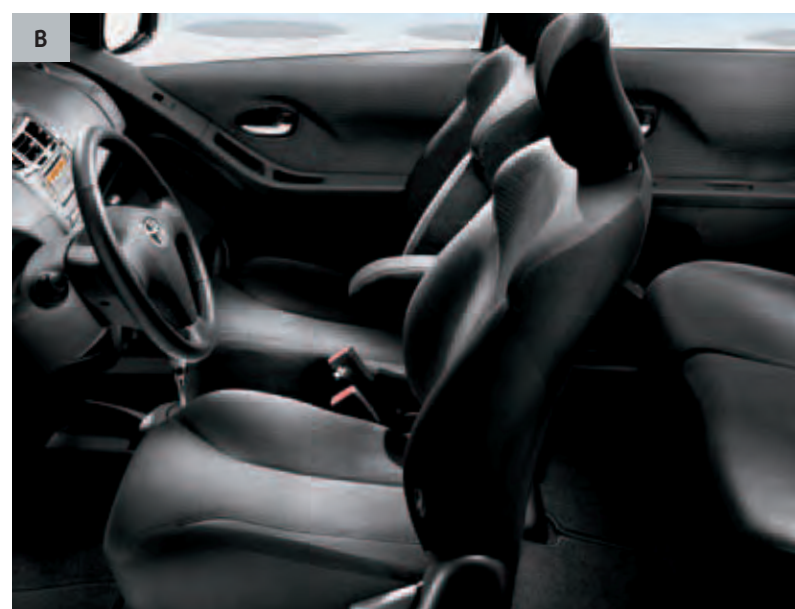
SELECT FEATURES

- 106 hp, 1.5-litre, 4-cylinder, DOHC, 16-valve, VVT-i engine with 5-speed manual, optional 4-speed automatic overdrive transmission.
- Sequential multiport electronic fuel injection, Electronic Throttle Control System with intelligence.
- Power-assisted, ventilated front disc and rear drum brakes, Antilock Braking System with Electronic Brake-force Distribution, Brake Assist.
- AM/FM CD/MP3 in-dash 6-disc changer, 4-speakers.
- Air Conditioning.
- Front sport seats.
- 60/40 split rear bench seat with flat folding rear seats.
- Power door locks and windows.
- Leather-wrapped steering wheel.
- Keyless entry.
- Six airbags Supplemental Restraint System.¹
- 15-inch aluminum alloy wheels.
- Coloured mirrors, full skirt package, rear spoiler.
- RS grille badge.

A. RS 5-door shown in Meteorite Metallic. **B.** Interior shown in Dark Grey Sport fabric. **C.** With plenty of storage compartments and cubbyholes, Yaris is designed to let you neatly store your stuff. **D.** The 60/40 rear seat splits, folds, slides and reclines, giving you more than enough room to carry everything from snowboards to groceries.



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Yaris

Yaris with a trunk manages to be both sporty and practical at the same time. It's everything you love about Yaris, only as a remarkable little 4-door. Pick from three available packages, or choose an array of accessories to custom-build your own unique ride. The interior is arranged around you like a personal utility belt, while the tilt-steering column lets you configure it to your perfect comfort level.

FUEL CONSUMPTION²

7.0 City/5.7 Highway L/100 km
1.5-litre, 4-cylinder with automatic transmission

SELECT FEATURES

- 106 hp, 1.5-litre, 4-cylinder, DOHC, 16-valve, VVT-i engine with 5-speed manual transmission.
- Sequential multiport electronic fuel injection, Electronic Throttle Control System with intelligence.
- Available 4-speed automatic overdrive, Super Electronically Controlled Transmission.
- Power-assisted, ventilated front disc and rear drum brakes, Antilock Braking System with Electronic Brake-force Distribution.
- AM/FM CD/MP3 player, 4-speakers, glass imprinted antenna.
- Fabric seat material.
- Front bucket seats.
- 60/40 split rear bench seat with fold-down seat back.
- All-position vertically adjustable headrests.
- 3-spoke tilt steering wheel.
- Six airbags Supplemental Restraint System.¹
- P185/60R15 all-season radial tires, 15-inch steel wheels.
- Tinted glass, UV protection.
- Coloured front and rear bumpers.

A. Yaris shown in Zephyr Blue Metallic. **B.** Simply plug your MP3/WMA player into the standard auxiliary audio jack to listen to your custom tunes. **C.** Yaris interior shown in Dark Grey fabric.



A



B



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Safety and Performance

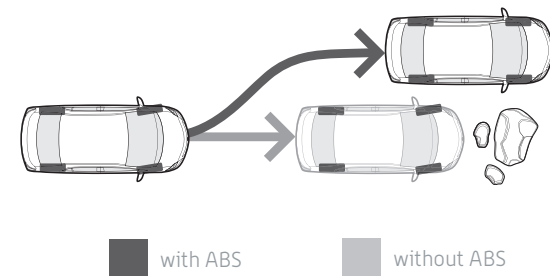
In the 2011 Yaris, peace of mind has never felt so comforting. Not only does Yaris deliver outstanding crash safety performance, it also comes fully fortified with advanced safety features like driver-side dual-stage SRS airbag¹ and front passenger SRS airbag.¹ Other advances include a set of bumpers ingeniously designed to absorb energy and minimize damage. What's more, the entire front end and hood feature an invisible cushioning system devised to help protect all parties in the highly unlikely event of an accident. It's just another indispensable addition to a long list of standard safety features which give you the confidence and assurance you need while driving on the road.

SAFETY FEATURES

- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD), Brake Assist (BA).
- Vehicle Stability Control (VSC), Traction Control (TRAC).
- Driver and front passenger airbags Supplemental Restraint System.¹
- Standard front seat-mounted side airbags, front and rear head and side curtain airbags.¹
- Front passenger airbag occupancy classification indicator.
- All-position 3-point lap and shoulder belts.
- Front seatbelt pre-tensioners with force limiters.
- Anchor points for child restraint seats.
- Door ajar, low washer fluid, low fuel, driver and front passenger seatbelt warning indicators.
- Engine immobilizer.



ANTILOCK BRAKING SYSTEM The ABS automatically pulses the brakes when it senses impending wheel lockup to help prevent a skid during braking. As a result, it helps preserve the driver's ability to steer the vehicle and potentially avoid an accident.



PERFORMANCE FEATURES

- 106 hp, 1.5-litre, 4-cylinder, DOHC, 16-valve engine.
- Variable Valve Timing with intelligence.
- Front engine, front wheel drive.
- Sequential multiport electronic fuel injection.
- Electronic Throttle Control System with intelligence.
- 103 lb.ft. of torque at 4200 rpm.
- Electric rack and pinion power steering.
- MacPherson gas struts, coil springs, stabilizer bar front suspension.
- Torsion-type rear suspension.

Toyota Quality

Quality is built right into the production process from the selection of raw materials, right down to the vehicle's final inspection. And it is the responsibility of everyone to ensure the highest quality possible on each and every vehicle. It's through Toyota's philosophy of 'Kaizen' that we are always looking for ways to continually improve. That's how we make things better.

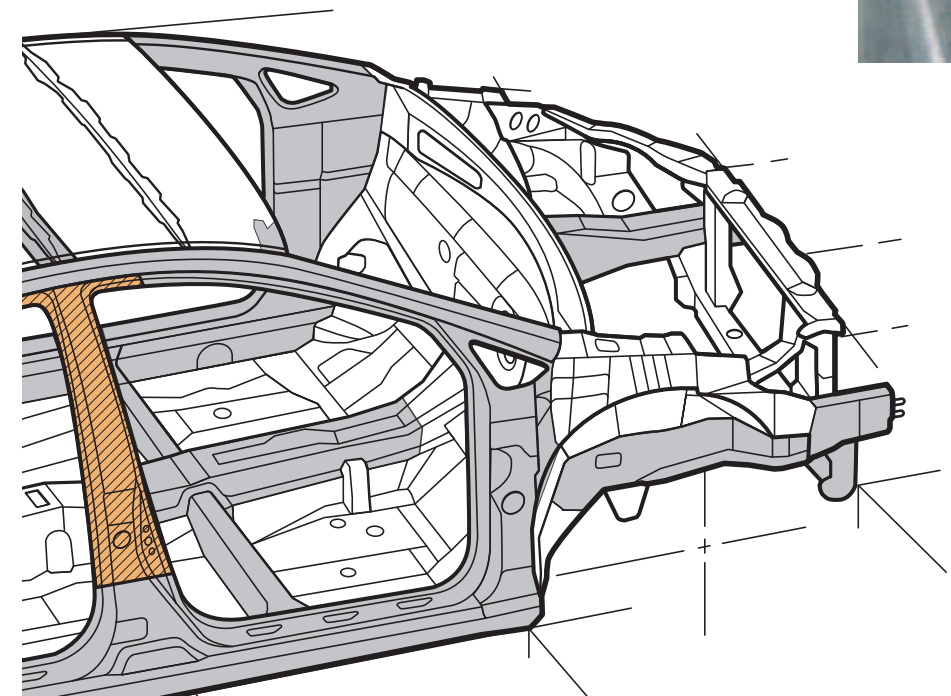
THE TOYOTA PRODUCTION PROCESS is one that is constantly evolving. With our "Just-In-Time" practice, the goal is to make certain that during the manufacturing process, only what is needed gets produced. The result is twofold: because there's no excess supply, any issues are exposed and promptly resolved to ensure that everything off of the Toyota assembly line is of exceptional quality.

TOYOTA CANADA COLD RESEARCH CENTRE. Located in Timmins, Ontario, our teams test Toyota vehicles in actual Canadian winter conditions at our cold weather testing track to ensure that they remain dependable throughout the long winter months.



THE HUMAN TOUCH. As impressive as the machinery is, the achievement of perfect fit and finish is also the result of continuous human touch for every step of the way.

For more information visit toyota.ca



Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit customizeyourtoyota.ca, your local Dealer or toyota.ca.

Yaris Hatchback

Enhance the look and functionality of your new Yaris Hatchback by choosing from the following list of accessories:

- Air Conditioning
- All-Season Mats
- Block Heater
- Bluetooth®³
- Bodyside Mouldings
- Cargo Net
- Hood Deflector
- Navigation System⁴
- Rear Bridge Spoiler
- Rear Bumper Protector
- Rear Lip Spoiler
- Rear Splash Guards
- Side Window Visors
- XM® Satellite Radio
- TRD ACCESSORIES
- TRD Air Filter
- TRD Lowering Springs
- TRD Oil Cap
- TRD Performance Exhaust
- TRD Rear Sway Bar
- TRD Quick Shifter
- TRD Shift Knob
- TRD Shock Absorber



Rear Bumper Protector Protect your bumper from scratches and looking new for years to come.



Side Window Visors Keeps elements out while letting the fresh air in.



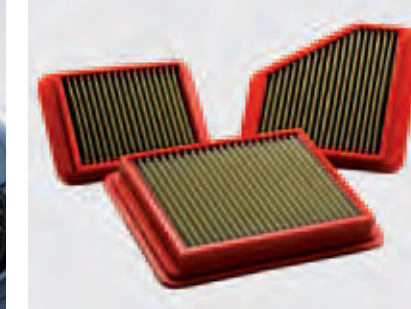
XM® Satellite Radio Tune in and listen to thousands of commercial free radio stations of your choice.



Bodyside Mouldings Protect your vehicle from dings and bumps. Mouldings are custom styled to accent your vehicle's exterior.



Hood Deflector Protect your vehicle with a high impact deflector that minimizes damage caused by road debris, pebbles and insects.



TRD Air Filter

ACCESSORIES SHOWN Yaris Hatchback is shown with Hood Deflector, Side Window Visors and Rear Spoiler.



Rear Splash Guards



Rear Bridge Spoiler



Bluetooth®³ Keep your hands on the wheel and your eyes on the road as you talk conveniently and safely through the Bluetooth®³ hands free system.



Rear Lip Spoiler



Navigation System⁴ Find any destination with the push of a button.



TRD Lowering Springs



ACCESSORIES SHOWN Yaris 4-Door is shown with Hood Deflector and Side Window Visors.



Yaris 4-Door

Personalize your Yaris 4-Door with interior and exterior accessories that suit your individual needs.

- Air Conditioning
- All-Season Mats
- Block Heater
- Bluetooth®³
- Bodyside Mouldings
- Cargo Net
- Hood Deflector
- Navigation System⁴
- Rear Bumper Protector
- Rear Lip Spoiler
- Side Window Visors
- Splash Guards
- Towing Hitch
- Wheel Locks
- XM® Satellite Radio

- TRD ACCESSORIES
- TRD Air Filter
- TRD Lowering Springs
- TRD Oil Cap
- TRD Performance Exhaust
- TRD Rear Sway Bar
- TRD Quick Shifter
- TRD Shift Knob
- TRD Shock Absorber

2011 Colours

Yaris Hatchback



1G3 Magnetic Grey Metallic



040 Alpine White (CE, LE)



209 Black Sand Pearl



070 Blizzard Pearl (RS)



3P0 Absolutely Red



1F7 Classic Silver Metallic (CE, LE)



8T0 Blazing Blue Metallic



1F8 Meteorite Metallic



8T1 Bayou Blue Metallic (CE, LE)

Yaris 4-Door



068 Polar White



1E0 Flint Mica



1E7 Silver Streak Mica



209 Black Sand Pearl



3R3 Barcelona Red Metallic



777 Jade Sea Metallic



8N0 Zephyr Blue Metallic



8R3 Pacific Blue Metallic

Interior colour options

Dark Grey Fabric on Hatchback CE, LE and 4-Door.
Dark Grey Sport Fabric on Hatchback RS.

Please see your Toyota Dealer for details.

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.

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



Fewer emissions and pollutants.¹ More kilometres on less fuel. And designed with power and performance in mind. Available in Prius, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. We service your Toyota the way we built it. So you can count on quality parts and professional service.



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.



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive services, and information conveniently at your fingertips. Register today at clubtoyota.ca.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.



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.

¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

Working together to make things better.

Through education, inspiration, financial support and a long standing commitment to the environment, Toyota Canada is proud to contribute to the Toyota Canada Foundation and to various community programs that are devoted to the betterment of our planet. To learn more about how we are working to make things better, visit us at Toyota.ca



Photo: Joshua Berson



Photo: Evergreen – Jane Churchill



Toyota Evergreen Learning Grounds
Toyota Canada Inc. and its Dealerships partnered with Evergreen in 2000 to create the Toyota Evergreen Learning Grounds Program, that is transforming Canadian school grounds into natural learning environments. For more information visit evergreen.ca



Special Olympics Canada
Toyota Canada Inc. and its Dealers are National Sponsors of Special Olympics Canada, which is dedicated to making a difference in the lives of Special Olympics athletes. Toyota Canada Inc. reaches out to Special Olympics athletes whenever possible through participation in events at a local, regional, provincial and national level. For more information visit specialolympics.ca



Toyota Earth Day Scholarship Program
The Toyota Earth Day Scholarship Program was established to recognize and reward graduating high school students who have distinguished themselves through environmental, volunteer and academic excellence. This year, 20 scholarships will be awarded coast to coast, allowing Canada's future environmental leaders to continue their studies. For more information visit earthday.ca



Yaris Hatchback



Camry Hybrid



RAV4



4Runner



Yaris



Prius



Highlander



Sequoia



Corolla



Venza



Highlander Hybrid



Tacoma



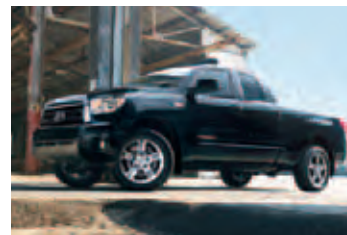
Matrix



Avalon



FJ Cruiser



Tundra



Camry



Sienna

Our Toyota dealers realize that building a lasting relationship is about more than just selling a vehicle. That's why our approachable staff is always happy to assist you, whatever your need may be. To find a Dealer nearest you, visit toyota.ca



Toyota recognizes its duty to safeguard the environment. Please recycle.

