



TOYOTA

Hybrid Camry

A powerful revelation.



Powered by



toyota.com.au



Oh what a feeling!



**Over 45 years and counting.
Our history of Australian
built quality.**

It all started way back in 1958. When 13 Toyota LandCruisers were imported into Australia to lend a hand with the Snowy Mountains scheme.

No-one knew it then, but it was the beginning of an important relationship between a country and a carmaker that would not only grow in size and intimacy every year, but break record after record – selling millions of cars, and employing thousands of Australians.

Calling Australia home.

The first Toyota was sold here the following year. And within 5 years we'd gone from simply selling cars in Australia, to building them too. And while you might never have heard of the first car we brought off that production line – the Toyota Tiara – for us, it was the beginning of a whole new chapter in our history.

Today, some 45 years later, the world has changed a lot. But Toyota's commitment here in Australia remains as strong as ever. Since 2002, we've invested more than \$1 billion in the development of our manufacturing facilities in Australia including the introduction of new models. This state-of-the-art facility has allowed us to build cars

with an unprecedented level of quality – and to build more of them for our loyal drivers.

Driving for a brighter future.

But our investment doesn't stop with our cars, it extends to our people. We're proud to back Aussie know-how because today, we employ thousands of Australians throughout the country – in a wide variety of fields. And as we continue to introduce revolutionary technologies such as fuel efficient hybrid engines into our cars, it's not hard to see why our local manufacturing will be leading the new wave of Australian built vehicles.

It all adds up to a very bright future.

For us. For Australia. And for you.

The future of Australian motoring has arrived.



Hybrid Camry Luxury model shown in Crystal Pearl with optional navigation and moonroof.

Hybrid Camry

It's a statement claimed by many over the years. It's a claim usually held just briefly because it very rarely announces a change of this magnitude.

This is different, for the Hybrid Camry is a groundbreaking shift for the Australian automotive industry. A product that's doing today, what others are talking about doing tomorrow. This is the car Australia has been waiting for.

Hybrid Camry is a car inspired by a burning desire for a brighter tomorrow. A car defined by an unquenchable passion to make travelling better. The first ever hybrid

car to be built in Australia, designed to produce more power, with greater efficiency. To take you further, on less fuel. And to make your presence felt everywhere, but not as much on the environment.

It is a powerful revelation. An inspired revolution. And a car that will go far beyond all your expectations. From the sleek exterior to the ingenious Hybrid Synergy Drive® system, it is a masterpiece of intuitive design and leading-edge technology. Australia's most popular medium-sized car has been re-engineered and redefined. From the outstanding performance, handling and technology to the unique safety and ongoing ownership experience – we haven't just redefined the benchmark, we've created a car for a new way of motoring.

Everyday outstanding. Everyday surprising. Everyday amazing.





Advance Australia.

For all its technological advancements and intelligent new additions, you need look no further than the Hybrid Camry's sleek aerodynamic design to know that this is a car unlike any other Camry that's ever come before it.

Australia's most popular medium-sized car has now been redefined around the world's leading hybrid technology. It's not just the most technologically advanced Camry ever, it's the most advanced car ever built in Australia.

Here is a car that won't settle for creating a new chapter in Australian motoring history.

It's rewriting the book forever.



A vision of progress.

It's the refined body shape you'll notice first. Aggressive. Eye-catching. Beautiful sculpted lines that have been shaped to blend aerodynamic efficiency with impeccable good looks.



Uniquely hybrid signature blue headlamps, satin-chrome grille, bold front fascia design and integrated fog lamps distinguish the face, while exclusive LED tail lamps, and a rear spoiler on the Luxury model, complete the exterior treatment.

Shaped with intent.

The Hybrid Camry's innovative finish doesn't stop with aesthetics. Every inch of the sleek, graceful chassis has been

meticulously crafted to significantly reduce air resistance, resulting in a drag co-efficient of a low 0.27, vastly improving both fuel efficiency and performance.

And that's just the beginning.

A drive like no other.

We've taken our world-leading hybrid technology and added a host of other technical advancements to bring Hybrid Camry to a whole new level of uncompromising performance with seamless power.

The power of two.

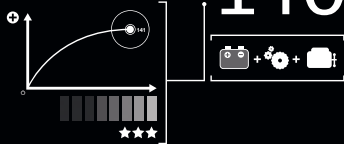
The inherent genius behind Hybrid technology is a petrol engine and electric motor working intelligently together as one in perfect harmony – yet the engine and motor always intuitively know when to work alone, when to rest and when to work together. It's practically unnoticeable. What you will notice, is that you'll always have more than enough power when you need it.

But it isn't just efficient when you're moving. It's just as clever when you're at a standstill. When you stop, so can the engine – so you never waste a drop of petrol. In fact, every time you hit the brakes, Hybrid Camry captures braking energy, storing it for later use.

HIGHLY EFFICIENT ¹

6.0L / 100kms

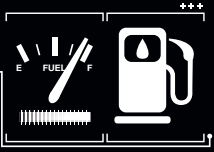
SMOOTH **140** kW
PERFORMANCE



WORLD'S LEADING
HYBRID
TECHNOLOGY



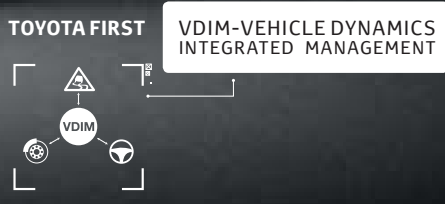
AUSTRALIA'S FIRST
LOCALLY-BUILT HYBRID



ULTRA LOW¹
EMISSIONS

142 g/km

AUSTRALIAN GOVERNMENT
GREEN VEHICLE GUIDE



From strength to strength.

It won't take you long to discover the 140kW of hybrid power the Hybrid Camry boasts under its sleek exterior.

By pairing its unique Atkinson-cycle engine to a highly efficient electric motor, you get all that power in one of the most fuel efficient cars ever built in Australia, with the impressive fuel consumption figure of only 6.0L/100km¹. Simply, that means better fuel efficiency than many smaller cars with half the power.

Less fuel means fewer emissions. And at a mere 142g/km¹, it's little wonder Hybrid Camry is the only medium-sized and first Australian built car to be awarded five stars by the Australian Government's Green Vehicle Guide.

Sharp responses, smooth moves.

Locally tuned for Australian drivers and the unique demands of Australian conditions, the responsiveness of the Hybrid Camry gives you greater feel and a more dynamic drive that has to be experienced to be believed. Improved weight-distribution helps to ensure meticulous balance and effortless control. As for transmission, an electronic Continuously Variable Transmission (e-CVT) delivers instantaneous power by instinctively selecting the transmission ratio seamlessly in all road conditions.

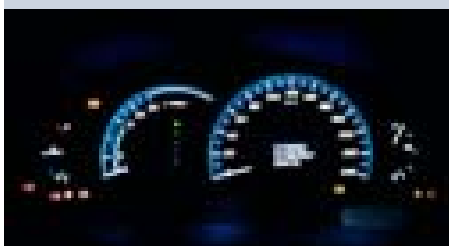
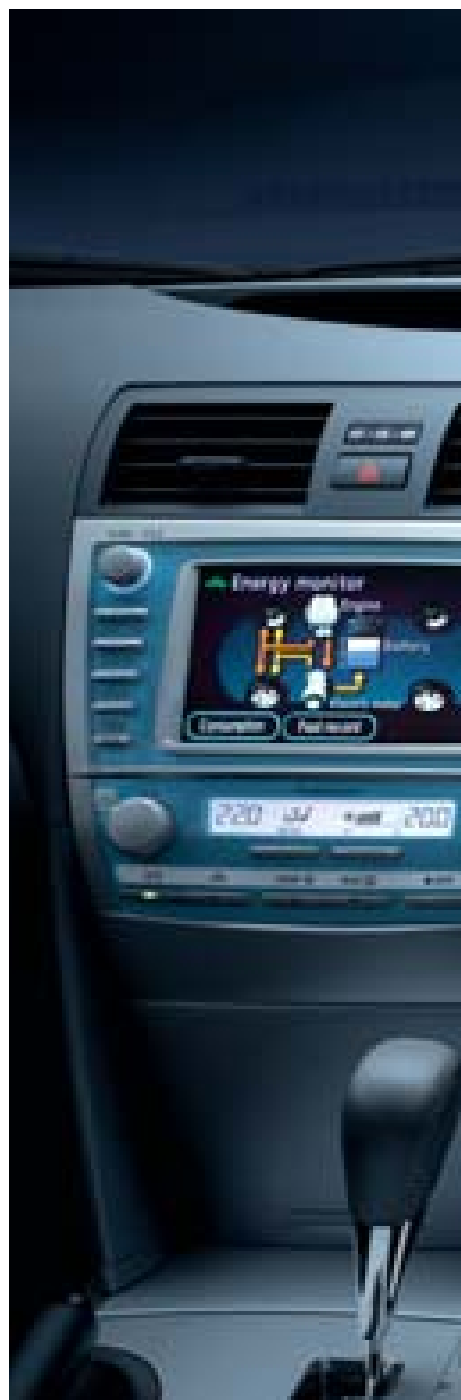
¹ Fuel consumption and emissions will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 combined cycle.

Technically perfect.

When you're handed the key to this world of advanced engineering, the first thing you notice is that you'll never have to use it. The Hybrid Camry will unlock as soon as you grasp the door handle and even start at the push of a button – with the key still in your pocket or handbag. It's an unmistakable reminder that the car you're about to drive is so technically advanced, it will completely shift your expectations of driving.

Slide into the driver's seat and you'll soon discover just how advanced the Hybrid Camry really is. The gentle blue glow of the in-dash Optitron combimeter, trip computer and instrument cluster give you constant feedback at a glance – not only on important trip and vehicle information, but also on your driving performance. The instrument cluster even responds by varying the intensity of illumination to match your fuel economy.

Push button controls on the steering wheel allow you to adjust the audio system, pick up a telephone call¹ and change the selection of your Multi-Information Display. From choosing your favourite playlist from an iPod^{®2,3,6}, or just changing the volume on the radio, you'll never have to take your eyes off the road.



Optitron combimeter



Hybrid energy monitor¹ and dual-zone air conditioning with power saving eco-mode



Reverse Camera⁷



Signature Hybrid blue headlamps



e-CVT Transmission



Push Button Start



Hybrid Camry Luxury model shown with optional navigation.

Tuned into you.

With six strategically placed speakers (eight including woofers and two dual-cone speakers¹) throughout the cabin, a 6 CD LCD display audio system (4 CD and DVD-based navigation^{1,4}) with iPod^{®2,6} and Bluetooth^{™5} capabilities mean you can listen to your favourite playlists and music wirelessly, or talk to your friends or colleagues with hands-free calling.

But the small flourishes of brilliance don't stop there. Rain-sensing wipers⁸, automatic headlamps and dual-zone climate control with an energy saving eco-mode all result in superior

levels of cabin comfort. Similarly, the convenience of a reverse camera⁷ and rear parking sonars⁷ add to the safety of both passengers and pedestrians, while the option of a 7" LCD Satellite Navigation⁴ display is an added luxury you thought you might only find in a more expensive vehicle.

Simply put, everywhere you look in the Hybrid Camry, there's an intuitive piece of technology making things more simple, more comfortable or more convenient. So every time you're on the road, you're somewhere special. And always leading the way.

1 With navigation option only.

2 iPod[®] is a registered trademark of Apple Inc.

3 Only with Display audio unit.

4 Current navigation mapping database encompasses major capital and primary national road networks, as well as offering some coverage of regional areas.

5 The Bluetooth[™] word mark is owned by The Bluetooth SIG, Inc. Not all devices will be compatible and functionality will vary depending on the device.

6 Not all devices will be compatible and functionality will vary depending on the device.

7 Reverse Camera and ParkAssist are designed as driver assist devices only and should not be used as a substitute for skilled driving and safe parking practices. The area into which the vehicle is to be reversed/parked must be visually monitored by the driver while parking.

8 Hybrid Camry Luxury model only.



Inspired inside and out.

Step inside and enter a world of refined elegance, easy grace and sophisticated technology. A place that's more comfortable, more intelligent and more stylish. A space designed to make every journey feel like a real escape.



Hybrid Camry Luxury model shown in Crystal Pearl.



Hybrid Camry Luxury model interior shown with optional navigation and moonroof.



The Quiet Achiever.

Take a moment and listen – to the complete silence of the cabin. It's peaceful here. Comfortable and beautifully considered. You can't help but feel shielded from the rigours of everyday life.

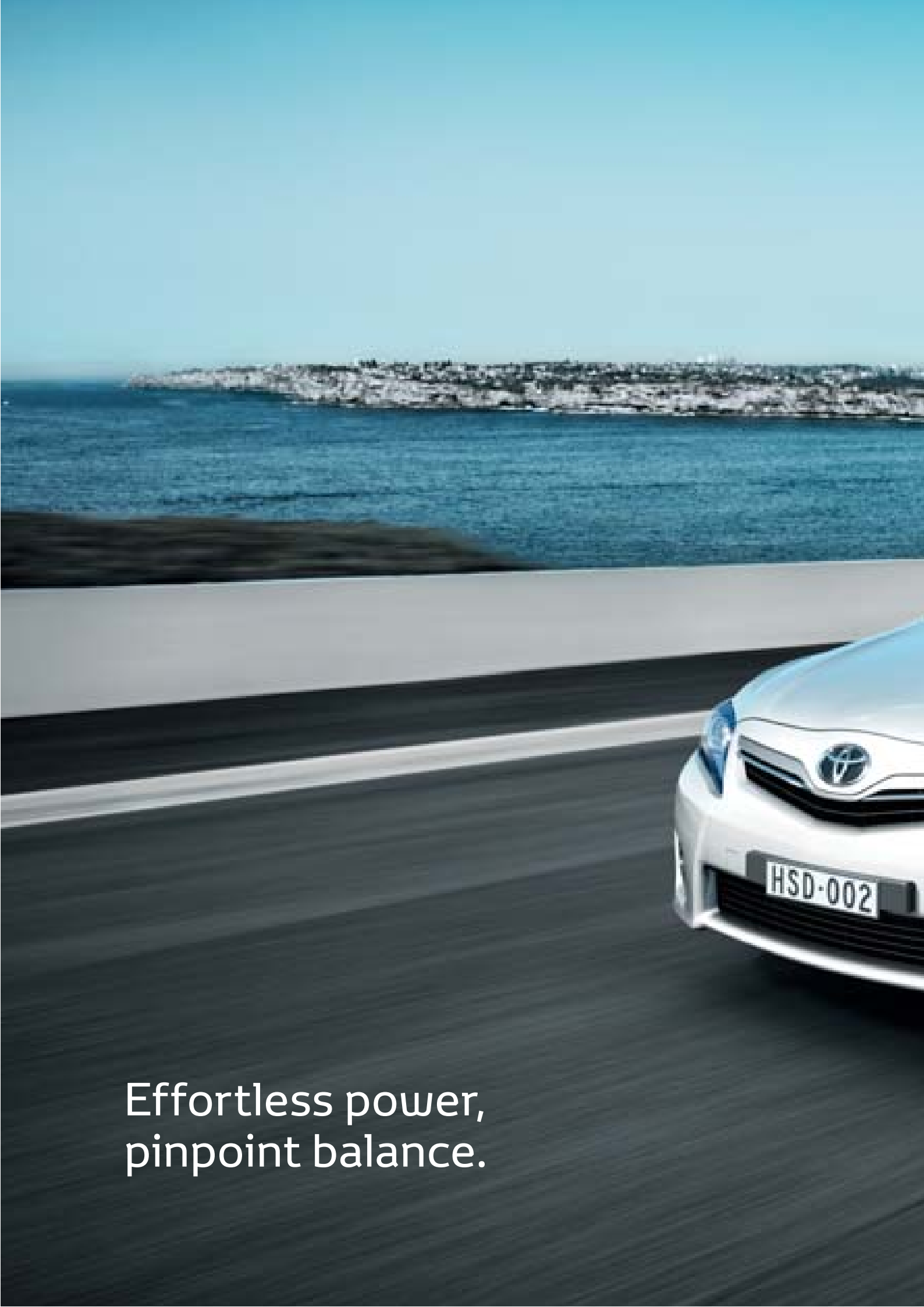
The sound of silence.

From behind the wheel, you'll feel your eyes drawn gently towards the softly lit instrument panel, designed to give you the highest possible clarity, whatever the ambient light. But it's when you press the keyless Smart Start button that you'll really notice the difference.

The silence of the cabin is matched only by the silence of the engine. At rest, Hybrid Camry's engine is barely a whisper. In motion, the sound-insulating windscreen and noise-absorbing materials dampen exterior noise, ensuring the only thing you'll be hearing on your journey is a conversation, or your favourite songs and artists.

Metallic door trims and unique "Hybrid" scuff plates finish the interior, while the ample cabin and power adjustable seating (Luxury model only) means you won't have to compromise on space, comfort or performance.

Inside and out, Hybrid Camry has been designed to maximise the space available to driver and passengers. You'll find ample room at your feet, overhead, and for carrying all the accessories of life. The cavernous boot space gives you 389 litres of storage, and 60/40 split-fold rear seats give you the flexibility you need for those harder to carry items. But the real genius you may never see. Through meticulous design and the inclusion of a slimline hybrid battery, we've also equipped Hybrid Camry with a full-size spare alloy wheel.



Effortless power,
pinpoint balance.



Hybrid Camry Luxury model shown in Crystal Pearl with optional navigation and moonroof.



Hybrid Camry Luxury model shown in Silver Ash.

The most advanced active safety system ever seen in this class.

With the Hybrid Camry, we've produced a car that you and your passengers can feel genuinely safer in. By utilising the most advanced active safety technology ever offered in an Australian built vehicle, it not only helps protect you in the unlikely event of an accident, but can actually help you avoid them in the first place.

All systems go.

Our Vehicle Dynamics Integrated Management (VDIM) system constantly assesses and effortlessly controls all the car's safety functions to comprehensively manage the balance and handling of Hybrid Camry in even the most trying of conditions.

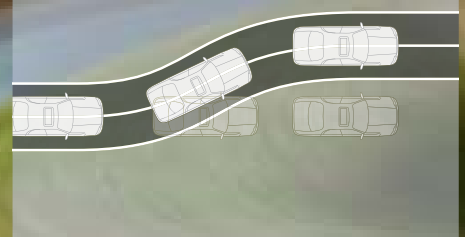
A Toyota first, VDIM monitors your driving and then instinctively integrates the Vehicle Stability Control (VSC), Anti-skid Braking System (ABS), Electric Power-assisted Steering (EPS) and Traction Control (TRC) systems. These systems work together to ensure a prompt response from all on-board safety technologies, automatically correcting under- or over-steer and keeping you unwaveringly steady.

All-round protection.

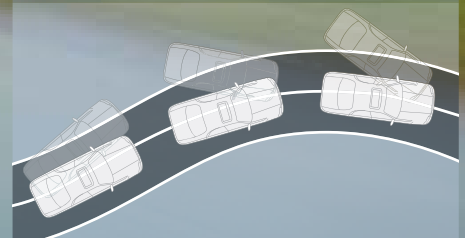
Inside the cabin, a full complement of six SRS airbags – dual-stage driver and front passenger airbags, two front-seat side airbags and two full-length side curtain airbags – shield occupants. You're also protected by years of Toyota testing and safety improvements. Toyota's Global Outstanding Assessment (GOA) safety program searches the world for the toughest standards and then goes beyond them.

Continually striving for safer vehicles led Toyota to the development of the Safe-T-Cell frame structure. A design precision-built to absorb impact energy most efficiently in the event of a collision, providing increased protection to those in the cabin.

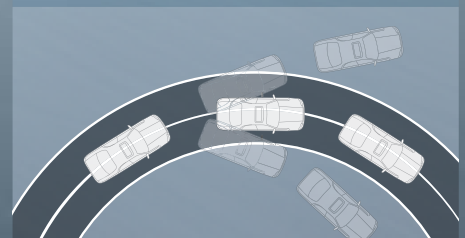
Brought together, these state-of-the-art integrated active and passive safety features work seamlessly to protect yourself and others. It's a formidable package designed to give you greater confidence every time, on every drive.



Anti-skid Braking System (ABS) prevents the wheels from locking, allowing you to steer around obstacles under intense braking.



Traction Control (TRC) controls power applied to each wheel and makes adjustments if it detects a loss of traction.



Vehicle Stability Control (VSC) uses EPS, ABS and TRC to keep the vehicle on course to aid safer cornering and greater control.

The amazing Hybrid Camry,
and the exclusive Hybrid
Camry Luxury.





Left: Hybrid Camry Luxury model shown in Crystal Pearl with optional navigation and moonroof.
Above: Hybrid Camry model shown in Silver Ash.



The enduring pleasure of ownership.

State-of-the-art technology. Innovation around every corner. And an engine more efficiently powerful than any car in its class.

Not only does the Hybrid Camry deliver impeccable driving performance, head-turning looks and astounding levels of power and safety, it's also been designed from day one to not only be a rewarding car to drive, but to own. Toyota's renowned values of quality, durability and reliability are matched with Australia's dealership network offering an unwavering level of commitment, with unprecedented support programs. Therefore, you're met with a service experience that's every bit as innovative as the car you're driving.

The Toyota Difference - Quality, Durability and Reliability.

"Oh what a feeling!" With these words, generations of Toyota owners all over Australia have come to appreciate the feeling that comes with owning a Toyota vehicle. It's a feeling that comes with a 50 year heritage in Australia of unwavering commitment to quality, a genuine passion for better motoring and above all else, delivering cars that Australians want to own and drive.



Hybrid Camry Luxury model shown in Crystal Pearl.

What this means for you is that every time you get into the driver's seat of your Hybrid Camry and start the engine, you will feel complete confidence. Confidence that comes from knowing that the car you are driving is designed and engineered with the highest standards of quality and reliability in mind. Not to mention, the world's leading hybrid system.

Enduring Value.

The benefits of owning a Hybrid Camry extend long after your initial purchase. Innovative low-cost, capped-price scheduled servicing from Toyota trained technicians – who know every inch of your vehicle – means your car will perform better and more efficiently, for longer. It's Toyota Service Advantage, a program designed so your peace of mind stays in the same pristine condition as your new car, long after you've driven home from the showroom.

Peace of Mind.

The world's leading hybrid technology. Second-to-none, it's come from over 30 years research and development, plus millions of hours of real-world experience courtesy of the largest fleet of hybrid vehicles worldwide. There are over 3 million vehicles powered by Hybrid Synergy Drive® on the road all over the world today, so you can be sure that your Hybrid Camry is in experienced hands, backed by unrivalled levels of knowledge and an impressive range of warranties.

It's a confidence we gladly pass along, by accompanying our standard warranties with an extended 8 year/160,000km (whichever comes first), warranty on the hybrid battery.

Amazing accessories you'll need every day.

Toyota Genuine Accessories are the perfect complement to your Hybrid Camry. Only Toyota Genuine Accessories are perfectly tailored to suit the most advanced vehicle Australia has ever built. Our range of accessories meet every need you will have and help keep Everyday Amazing.



ParkAssist
Front Corner Clearance Parking Sensors¹
(2 Head Kit)



Headlamp Covers



Bonnet Protector



Front Weathershields
(sold separately)



Slimline Weathershields
Front & Rear Set



Aero Roof Racks
2 Bar Set



Deluxe Ski & Snowboard Carriers – 4 or 6
(roof racks sold separately)



Pacific 200 Roof Pod
(roof racks sold separately)



Atlantis 200 & 600 Roof Pods
200 shown (roof racks sold separately)



Pro Ride Bicycle Carrier
(roof racks sold separately)



Kayak Carrier
(roof racks sold separately)



Rear Spoiler⁴



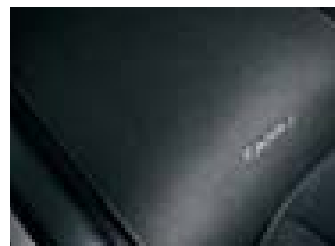
Hybrid Camry model shown in Silver Ash is accessorised with ParkAssist – Front Corner Clearance Parking Sensors¹, Bonnet Protector, Headlamp Covers, Slimline Weathershields and a Rear Spoiler.



Scuff Guard



Seat Covers^{2,4}
Grey or Sandstone
(Front & rear sold separately)



Carpet Floor Mats
Grey or Sandstone
(Front & Rear Set)



Interior Illumination



Alloy Wheel Lock Nut Set



Tyre Pressure Monitoring System



FollowMe[®] Sound & Navigation³ System⁵



Satellite Navigation³ Audio System⁵

TOYOTA GENUINE ACCESSORIES ARE COVERED BY OUR TOYOTA WARRANTY*

Some Toyota Genuine Accessories are not applicable to all Hybrid Camry models. See your Toyota dealer for advice regarding Toyota Genuine Accessories. Pictured Accessories are all sold separately. For a comprehensive guide on the entire range of Toyota Genuine Accessories, visit our website at accessories.toyota.com.au.

* All Toyota Genuine Accessories purchased and fitted to a Toyota are warranted for the remainder of the New Vehicle Warranty or 12 months, whichever is greater. Toyota Genuine Accessories purchased from an authorised Toyota Dealer over the counter are warranted from the date of purchase for one year. Conditions apply. The Toyota Genuine Accessories Warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.

- 1 ParkAssist is designed as a driver assist device only and should not be used as a substitute for skilled driving and safe parking practices. The area into which the vehicle is to be parked must be visually monitored by the driver while parking.
- 2 Toyota Genuine front seat covers are compatible with front seat side SRS airbags. Fitment of front seat covers which are not compatible with front seat side airbags may adversely affect airbag deployment and may result in serious injury.
- 3 Current navigation mapping database encompasses major capital and primary national road networks, as well as offering some coverage of regional areas.
- 4 Available on Hybrid Camry L1 model only.
- 5 Does not support Hybrid energy monitor.

Hybrid Synergy Drive® Better together.

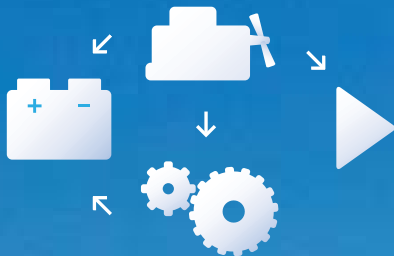


With the introduction of our world leading Hybrid Synergy Drive®, we've reinvented the way you move – creating a dual-source power system that's more powerful, more efficient, and with less impact on the environment, all at the same time. And in so doing, we've built something that will fire the imaginations of drivers the world over, and light a beacon for the entire automotive industry to follow.

Hybrid Synergy Drive® ensures that your car runs at its most efficient, regardless of how your surroundings or needs change. While driving, the car can be powered by electricity, petrol, or a combination of both. Each complements the other to ensure that your drive remains dynamic and spirited.

Ordinary Driving

Runs with electric motor and engine in most fuel-efficient configuration



Highly fuel-efficient driving



Acceleration

Engine power and electric motor power



Highly fuel-efficient driving



KEY



Battery



Engine



Electric Motor



Drive

A whole new driving experience.

Hybrid Synergy Drive® is not just a cleaner combination of petrol and electricity. It's a collection of smart ideas. Smart ideas that make as much sense now, as when we started thinking about them - over 30 years ago. We considered the car. We thought about how it moves, how it drives, and how you drive it.

Hybrid Synergy Drive® is a full hybrid system, with two energy sources working seamlessly together as one. Each complementing the other to give you powerful,

smooth acceleration and a dynamic drive. Your car can be powered by electricity, petrol, or a combination of both.

And best of all, it's all designed with economy in mind. No movement, no consumption. Because efficiency is about more than fuel economy. It means doing the best job possible, whatever the conditions, and rethinking the inefficiencies in driving that we've lived with for years.

Reducing our reliance on the petrol engine when we can, and turning it off completely when it's not needed. Capturing energy that would normally be wasted to later use for emission-free electric driving or for an additional power boost. In this way Hybrid Synergy Drive® goes beyond smart ideas to become a collection of industry-shifting pieces of intelligence.

Deceleration / Braking

Electricity is generated, and partly recharges the battery



Energy recovered and stored



Stop-And-Go

Engine stops automatically, and can run on electricity alone



Zero fuel consumption, zero emissions





HYBRID

**HYBRID
SYNERGY
DRIVE**

Hybrid Camry Luxury model shown in Crystal Pearl.

The Toyota Advantage.



CAPPED PRICE SERVICING

Pay no more from one logbook service to the next with Toyota Service Advantage.

inside out and only ever use Toyota Genuine Parts. For the full benefits of Toyota Service Advantage consult a Toyota Dealer or visit advantage.toyota.com.au

New Toyotas come with Toyota Service Advantage. That means you'll pay the same low capped-price from one logbook service to the next for the first three years or 60,000km, whichever comes first¹. So you'll enjoy the peace of mind of knowing in advance what your servicing costs will be. Better still, your Toyota will be serviced by Toyota-trained Technicians who know your vehicle



The Toyota Guarantee.

big decision. You need to feel confident that not only are you making the right decision now, but you are making a decision that won't end up costing you dearly in the future. That is why every new Toyota is proudly backed by a 3 year/100,000km warranty² (whichever occurs first), which provides you with peace of mind and care free motoring.

We are confident that all of our vehicles will be as reliable and dependable as you need them to be. We understand that a new car purchase can often be a



Extend your peace of mind.

used Toyota vehicles, providing you with protection from unexpected repair bills and more importantly a little extra peace of mind³. Should you break down we also offer Roadside Assist, a reliable breakdown service with round the clock reassurance and assistance. Toyota Extra Care is that extra helping hand when you need it most. For more details visit toyotaextracare.com.au

The Toyota Extra Care Extended Factory Warranty allows you to extend your original factory warranty for up to 3 years and is available on most new and



All the insurance coverage you could need.

Toyota vehicles. Our Comprehensive Motor Vehicle Insurance benefits include⁴:

Could you afford costly repairs or having to replace your vehicle altogether? At Toyota Insurance⁴ we understand that your vehicle is a critical part of your life and can offer you a motor insurance solution designed specifically for

- Replacement of your Toyota vehicle with a new Toyota following a total loss if your vehicle is less than 3 years old and has travelled less than 100,000km
- Genuine new Toyota parts replacement promise for Toyota vehicles less than 5 years old
- Genuine Toyota Quality Repair Guarantee on authorised repairs for the duration of your vehicle ownership

Toyota Insurance also offers optional Finance Gap Insurance, Payment Protection and Extended Warranty Insurance⁴ Visit toyotainsurance.com.au for more details about the coverage we offer.



Finance to get you in the driver's seat.

Toyota Financial Services is the best way to finance your Toyota, visit toyotafinance.com.au to find out why.

Toyota Financial Services⁵ can offer you a range of easy vehicle finance options available for you to organise conveniently at your preferred Toyota dealership. Whether you require a simple personal vehicle loan, a novated



Drive for longer.

Toyota Australia is pleased to announce that the HV (Hybrid) Battery Warranty coverage on Hybrid Camry is 8 years/160,000km, whichever comes first.

1 Standard scheduled servicing (normal operating conditions) up to the first 4 services. Excludes Government and Rental vehicles. Contact your Toyota Dealer or go to advantage.toyota.com.au for other exclusions and eligibility.

2 New Vehicle Warranty expires 3 years from date of first delivery or 100,000 kms, whichever occurs first. Refer to the warranty conditions. The New Vehicle Warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.

3 The Toyota Extra Care Extended Factory Warranty Agreement is between Toyota Motor Corporation Australia Limited ABN 009 686 097 (TMCA) and the purchaser of the motor vehicle and is administered by Toyota Financial Services (TFS) a division of Toyota Finance Australia Limited ABN 48 002 435 181 on behalf of TMCA. Terms and conditions apply. Available on most new and used Toyota vehicles up to 8 years old that have travelled less than 120,000 kms. For more information visit toyotaextracare.com.au

4 Terms and conditions apply. Before making a decision about any of the insurance products, please refer to the current Product Disclosure Statement (PDS) for the relevant product available from participating dealers, via the Toyota Insurance website at toyotainsurance.com.au or by calling 137 200. Toyota Insurance is a division of Aioi Nissay Dowa Insurance Co., Ltd. ABN 39 096 302 466 AFSL Number 254489 (Andia).

5 Toyota Financial Services is a division of Toyota Finance Australia Limited ABN 48 002 435 181.

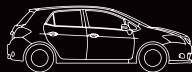
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“The path of the future is lit
by the knowledge of the past”

— Sakichi Toyoda



Yaris



Corolla



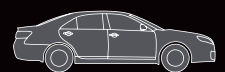
Rukus



Prius



Camry



Hybrid Camry



Aurion



Tarago



RAV4



Kluger



FJ Cruiser



Prado



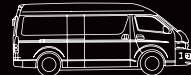
LandCruiser 200 Series



LandCruiser 70 Series



Hilux



HiAce Commuter Bus



HiAce Van



Coaster