

TOYOTA

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DEALER DOINGS:

Summit Toyota Senior Golfers Are Just Par for the Course

by Dan Miller

When Dan Pyle assumed ownership of Montrose Toyota in 2012, he not only changed the dealership's name—to Summit Toyota—he also spearheaded the building of an Image USA II facility that was twice the size of the Akron, Ohio, store it replaced. But amid all the change, at least one thing remained constant: sponsorship of Summit Senior Golf of Akron (SSGOA).

Jim Fenwick, who had been the nonprofit organization's president for nearly 20 years as well as the previous dealership's general manager for 11, was greatly relieved.

"I could sense that Jim was a little concerned when I purchased the store," says Pyle. "But I love golf, too. I have photo albums on my desk of when I went to Scotland and Ireland to play the courses there. When he saw the pictures, he asked me, 'Are you going to continue with the seniors?' And I said, 'Absolutely!'"

Pyle's passion for golf was part of the equation. But also were the business benefits of being in relationship with a community group that counts more than 80 of its

500-plus members as loyal Summit Toyota customers. That includes six of the SSGOA's 11-member board that now holds its meetings at the dealership—one of the many benefits of the increased square footage.

To further extend its reach, Summit Toyota displays vehicles at about half of the group's 34 events, open to amateur golfers throughout Northeast Ohio who are aged 50 and older. That's right in the heart of Toyota's core Baby Boomer buyer demographic.

Fenwick joined the SSGOA when he turned 50. A few years later he was elected president. Now it's become a key part of his life in semi-retirement. Another key part? Fenwick continues to spend his mornings at the dealership, helping to manage its customer relations department.

"Jim has been instrumental in helping me establish a footing here. He knows everyone," says Pyle. "I love golf. But I love being a part of this community even more. We're going to be here a long time." 🏌️



In the Swing

Three members of Summit Toyota's leadership team—from left) Manager Emeritus Jim Fenwick, Sales Manager Mike Maloy and Dealer Principal Dan Pyle—pause for a photo on an Akron, Ohio-area golf course. The dealership has been a longtime supporter of Summit Senior Golf of Akron and its 500 participants, including more than 80 who are also customers of the store.

DEALER DOINGS:

McCarthy Toyota of Sedalia

Kansas City area dealer makes good on his promise “to give back”

by Dan Miller

John McCarthy acknowledges that he’s come a long way from humble beginnings. He grew up in a working class Irish-American neighborhood in Cleveland where his father served on the police force.

But that’s not to say he’s left his past behind.

“I remember the sacrifices my parents made so that I’d have a better life,” says McCarthy, now owner of McCarthy Toyota in Sedalia, Mo., as well as eight other dealerships. “And the church taught me that it’s in the giving that you receive. So I always told myself that if I were ever in a position to give back, that’s what I would do.”

McCarthy is making good on that promise, and then some. The list of charitable organizations throughout the Kansas City metropolitan area that benefit from his generosity goes on and on.

Some of these outreach efforts are deeply personal. Take, for instance, McCarthy’s support of Hope Lodge in Kansas City. The American Cancer Society facility offers free housing to cancer patients who must travel to the city for treatment—including McCarthy’s eldest son who battled Hodgkin’s disease.

Others are about encouraging the next generation. A prime example: \$1,000 college scholarships made available to 22 standout high school student athletes who attend any high school, public or private, throughout Kansas City.

Here’s another: The dealer group supports two scholarship programs for Sedalia’s two high schools, making 12 awards based on financial need totaling \$15,000. McCarthy contributes half of the money towards the Sedalia awards and then leverages the Toyota Dealer Match program to double the impact.

“I cannot tell you how appreciative I am that Toyota does this,” says McCarthy. “Hopefully their example will inspire other manufacturers to follow. And hopefully every dealer will take advantage of it. I can’t imagine why anyone wouldn’t.”

“Giving back to the community is just who we are and what we do,” he adds. “And it’s not just about me. Recently, many of our 600 employees gave up their Saturday to participate in a breast cancer awareness walk and raise money. I’m surrounded by people who care. A lot.” ☺



From the Heart

Some of the more than 500 participants in the 2015 Lub Dub Walk/Run celebrate their participation in the event that helps support the Camye Callis Gaspard Memorial Heart Fund. McCarthy Toyota of Sedalia sponsored the finish line, one of the dealership’s many community outreach efforts.

DEALER DOINGS:

Lithia Toyota of Springfield

Dizzy Dean’s Prius c Adventure

by Dan Nied



Dizzy’s Delight

With its fun-filled Prius c, Dizzy Dean’s Donuts has doubled delivery orders and cultivated a greener image around Eugene, Ore.

Dean Weaver isn’t afraid to take risks.

That’s how his donut shop—Dizzy Dean’s Donuts—created customer favorites such as bacon maple bars and mango jelly donuts.

And when Weaver decided to focus on perfecting the delivery aspect of the business, he took a chance with a quirky, gas-sipping car. As a result, deliveries have doubled.

“We used to average about 10 or 11 deliveries a day,” says Weaver. “Now we’re up to about 22 per day since we’ve gotten the car.”

“The car” is the 2015 Prius c Weaver bought for his Eugene, Ore., business in late 2015. Eugene, of course, is home to the University of Oregon. The Prius c, of course, averages more than 50 miles per gallon.

“I credit the car a lot for the image we’ve portrayed and the growth of the delivery,” he says. “It’s a snazzy car, and I think people like the look of it. And they love that we’re being eco-friendly.”

In December 2015, Weaver walked into Lithia Toyota in Springfield and met with sales consultant Ronnie Goertzen, who showed Weaver a Yaris, and then suggested the Prius c.

It helped that Goertzen understood the economic challenges of the food service industry. Before coming to the dealership in 2014, Goertzen was the general manager of a local restaurant.

“Margins are very tight,” Goertzen says. “You’re under immense pressure because there’s really no room for mistakes.”

Goertzen’s efforts made an impression on Weaver. “He knew his stuff, which I was very pleased about,” the customer says. “That made buying a lot easier because he had all the information I wanted.”

And the car itself is a hit for Weaver and his five delivery drivers.

“I’m amazed at how much room we have,” he says. “My employees also love the heated seats. There are so many advantages that you don’t think about.”

Weaver says he’s added about 60 payroll hours per week to keep up with the increased delivery demand.

All this success has him thinking about expanding the delivery fleet.

“If things keep growing the way they are,” Weaver says, “we’ll add another Prius c soon.” ☺

DEALER DOINGS:

DFW Dealers Area Dealers Check Out Toyota's New Digs

by Dan Miller

Representatives of Toyota's Dallas/Fort Worth area dealers recently had the opportunity to view the construction site for Toyota Motor North America's new headquarters campus in Plano. And it made an impression, even for a group of Texans who are accustomed to going big.

"We are amazed at the enormity of the project," says Toyota of Richardson Managing Partner Steve Grogean, among those on hand.

"Having so many of the company's key decision makers in one place will lead to quicker decisions in response to the market. That's only going to benefit dealers and customers alike."

Though the new digs won't be completed until 2017, Grogean says Toyota's increased presence in Texas has already begun to pay dividends. "Toyota has become more top of mind for people who are looking to buy a car. And it's already become a prominent partner in the community. The potential of where all of this might lead is very exciting." 🌐

TOYOTA RISING AT DAYTONA

TOYOTA INJECTS FUN INTO THE DAYTONA RISING EXPERIENCE

by Dan Nied

When thousands of NASCAR fans packed into Daytona International Speedway in February for the Daytona 500, they were greeted by the largest Toyota logo in the United States.

The 29.5'-by-19' logo is mounted 100 feet into the air as an introduction to the new Toyota Injector, a 166,000-square-foot, four-level entryway plaza that's part of the larger \$400 million expansion and refurbishing of the speedway known as Daytona Rising.

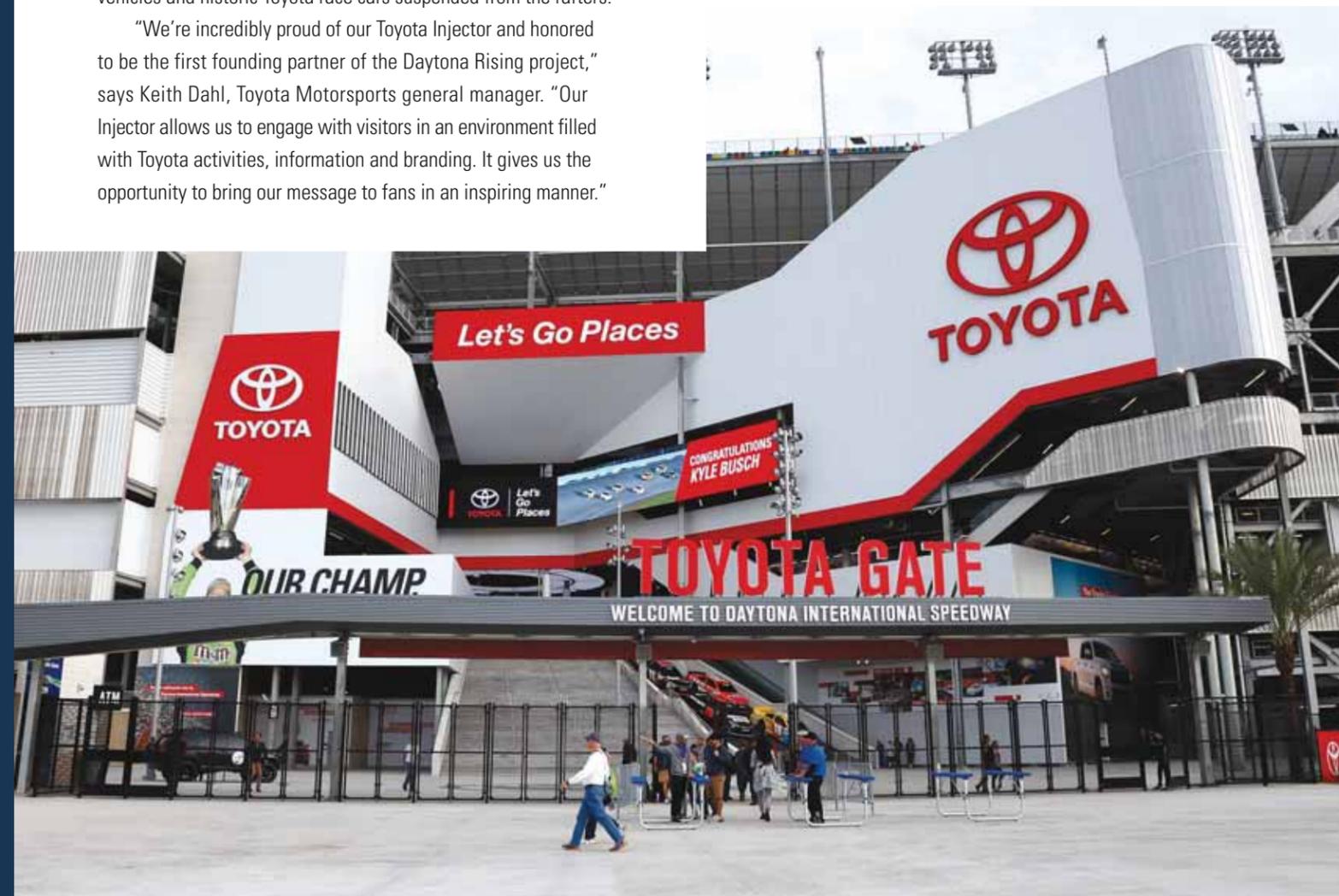
Upon entering the Toyota Injector, fans are greeted by replicas of the Camry that Kyle Busch drove to the 2015 Sprint Cup title, along with a collection of current Toyota NASCAR vehicles and historic Toyota race cars suspended from the rafters.

"We're incredibly proud of our Toyota Injector and honored to be the first founding partner of the Daytona Rising project," says Keith Dahl, Toyota Motorsports general manager. "Our Injector allows us to engage with visitors in an environment filled with Toyota activities, information and branding. It gives us the opportunity to bring our message to fans in an inspiring manner."

But that's not even close to everything. The Toyota Injector also includes:

- A replica nose cone from the Endeavour Space Shuttle, along with a standby for the Toyota Tundra that towed the Endeavour in Los Angeles in 2012
- A touchscreen wall that highlights Toyota's presence and contribution in America and the latest Toyota vehicles
- The Toyota Driving Experience, which gives fans a chance to test Toyota vehicles on an off-road-style course or take a thrill ride with a professional driver
- A ride in a Camry that tilts to demonstrate the banking at various NASCAR tracks, like Daytona
- Touchscreen walls that highlight Toyota's presence and contribution in America and activities where fans "race" alongside Toyota drivers and share the experience through social media
- The Toyota Roadhouse restaurant area that features bench seating made from Tundra tailgates.

As if that's not enough, the 2016 Camry served as the official pace car for the Daytona 500. 🌐





TURNING UP THE HEAT

2017 HIGHLANDER

SO MUCH MORE THAN A STANDARD MID-CYCLE REFRESH

by Dan Miller



Fueled in part by low gas prices, SUVs have been hot, hot, hot these days—and Highlander is more than keeping pace. Sales of Toyota's midsize SUV were up 11 percent through the first two months of 2016 and posted their best February ever.

If it ain't broke, don't fix it. Right?

Not exactly. Toyota, never one to rest on its laurels, is readying an energized model for 2017. This refresh, midway through the current generation's product cycle, promises to build on the existing momentum.

The big news out of the New York International Auto Show, where this new Highlander was recently introduced, is its top-of-the-line powertrain. It pairs a more powerful available 3.5-liter direct injection V-6 engine

with the all-new Direct Shift 8-speed automatic transmission, a more compact and efficient gearbox.

This new powertrain also offers an available Stop and Start Engine system, a Toyota first. The technology shuts off the engine when the Highlander comes to a complete stop and then restarts it when the driver lifts their foot off the brake pedal. Its purpose: to help enhance fuel economy and lower emissions.

Meanwhile, the familiar 2.7-liter 4-cylinder engine/6-speed automatic transmission combo will continue to be the standard powertrain on 4x2 LE gas-powered models.

And all Highlander Hybrids will stay with an electronically controlled continuously variable transmission. >>

TASTEFUL TWEAKS

The 2017 Highlander will also benefit from exterior styling tweaks, such as:

- A new upper and lower front grille design
- Sleeker rear taillights
- Chrome trim garnish on the rear bumper (Limited and Platinum models only)
- Three new exterior models: Salsa Red Pearl (SE only), Celestial Silver Metallic and Toasted Walnut Pearl

Inside you'll find:

- Five USB ports (up from one)
- New brown leather seating surfaces (Limited and Platinum only)
- Choice of second-row captain's chairs or a bench seat (Limited and Platinum only)

REMAKING THE GRADE

The Highlander's grade strategy will also get a bit of a reboot.

Most notably, a sporty SE model has been added to the gasoline lineup. On the outside, it's set apart by distinctive 19-inch aluminum alloy wheels, a tuned suspension for a sportier ride and a sporty dark paint treatment on the front grille.

Inside, SE models get black leather-trimmed seats with silver stitching and pattern seat inserts, a black front tray and matching dash and door inserts.

Also, the hybrid gets two new grades:

LE and XLE

All told, Highlander customers will be able to choose from among three powertrains, six grades and front-wheel and all-wheel drive configurations.



ADVANCED SAFETY

Every 2017 Highlander will come standard with Toyota Safety Sense P, a new advanced-safety package anchored by automated pre-collision braking. This bundle of technologies includes:

- Pre-collision system with pedestrian detection
- Lane departure alert
- Automatic high beams
- Dynamic radar cruise control

But that's not all. The XLE grade also incorporates Blind Spot Monitor as standard equipment. And Limited and Platinum models will come standard with a Bird's Eye View Camera with Perimeter Scan. It employs cameras mounted on the front, sides and rear of the vehicle to project a panoramic view of the vehicle's surroundings on a dashboard-mounted display monitor. Perimeter Scan offers a live rotating 360-degree view around the vehicle, further helping the driver see potential obstacles.

Full details on this updated 2017 model will be released closer to when it goes on sale this fall. 🌐

COROLLA PARTY!

On its 50th birthday, Corolla gets an update and a special edition

by Dan Nied



2017 Corolla 50th Anniversary Special Edition

Special Celebration

So here you go: The 2016 Corolla 50th Anniversary Special Edition, which proves that you can age gracefully.

The custom package, based on the 2017 Corolla SE, includes three awe-inducing colors: Classic Silver, Blizzard Pearl and the exclusive Black Cherry. And of course, the package of features are going to enthrall Corolla lovers and win over fence sitters:

- Unique 17-inch alloy wheels with machined finish
- Smart Key system with push-button start
- 7-inch High-Resolution Touch-Screen with Split Screen Display
- Black seats with Black Cherry contrast stitching
- Black interior with Black Cherry contrast stitching on steering wheel, shift boot and center armrest
- Black Cherry accented dash panel and door trim
- 50th Anniversary Edition floor mats
- 50th Anniversary Edition exterior badge
- An available moonroof

Oh, and only 8,100 will ever be sold.



Prototype shown with options. Production model may vary.

2017 Corolla Update

The entire Corolla model-year update is loaded with intriguing features, including a pre-collision system and backup camera standard on all trim levels, not to mention:

- Dynamic radar cruise control
- Lane departure alert with steering assist function
- Automatic high beams

Plus, a redesigned interior combines with two new colors to redefine the word “daaaaang.”

Bottom line: Toyota knows that when the best-selling car in the world turns 50, you have to play it big. To the tune of a model update that continues the Corolla tradition and a special edition for enthusiasts. 🌐

2017 Corolla XSE (below)

A new XSE trim level also debuted in New York. And it turned plenty of heads, too.

Special Touches (above)

Black Cherry contrast stitching accents the seats, steering wheel, shift boot and center armrest of the 50th Anniversary Special Edition.



There are plenty of ways to think about 50 years. For one, in the last 50 years we've had 20 James Bond movies, featuring six actors playing the title character.

We've also had four Tonight Show hosts and nine U.S. presidents.

And 11 generations of Corolla.

The first Corolla rolled off the line in Japan in 1966. In 1968, it made its way to the United States.

And in that half century, Corolla has become the best-selling car in the world.

The official number of Corollas sold worldwide is 43 million. But that number is constantly rising. In fact, in February, about 1.4 Corollas were sold in the United States each minute.

So when a car like this hits a major milestone like a 50th birthday, you can't just bake a cake and sing a song. You have to do something special.

READY FOR PRIME TIME

TOYOTA TAKES THE WRAPS OFF ITS MOST ADVANCED
AND FUEL-EFFICIENT PLUG-IN HYBRID EVER

by Dan Miller

Range Envy

Unlike electric-only vehicles, the Prius Prime keeps going after its battery has been depleted.



Twenty-two miles. When you're driving a car, that doesn't sound like much. But when that vehicle is the 2017 Prius Prime, it could fundamentally change the way you get around on a day-to-day basis.

That's because those 22 miles represent what Toyota projects as the estimated electric-only range of this next-generation plug-in hybrid—unveiled at the New York International Auto Show.

By doubling the EV range of the vehicle it will replace, Toyota anticipates this new model could meet the daily commuting needs of more than half of all U.S. drivers. As such, many Prius Prime owners could

go several days without consuming any gasoline.

But those same owners will also have the peace of mind of knowing that, when needed, the Prius Prime's improved hybrid powertrain will be there to transport them much farther. At a manufacturer-estimated 120 MPGe (miles per gallon equivalent), the latest iteration of the world's best-selling hybrid is expected to be the most fuel-efficient plug-in hybrid on the road. Even in hybrid-only mode, the Prius Prime will likely be the leader of the MPG class.

No wonder Toyota decided to change this Prius' model name to Prime.



A Premium Prius

With standard features like heated front seats, automatic climate control and the Entune multimedia system, the Prime is clearly the head of the Prius family of hybrids.



PRIME = A PACKAGE OF PREMIUMS

But there's so much more to this product story than miserly motoring. Consider this partial list of features that clearly set the Prime apart from its siblings in the Prius family of hybrids:

- Heated front seats
- Automatic climate control system
- Available SofTex synthetic leather-trimmed seats
- 11.6-inch tablet-like HD central multimedia screen
- Entune multimedia system
- Entune premium JBL audio system with integrated navigation and app suite
- USB 2.0 port with iPod connectivity
- Siri Eyes Free mode (for iPhone users)
- Available Intelligent Parking Assist (IPA)

Prime also applies to the vehicle's standard advanced safety technology. Toyota Safety Sense P, anchored by automatic pre-collision braking, bundles:

- Pre-collision system with pedestrian detection
- Lane departure alert with steering assist
- Full-speed dynamic radar cruise control
- Automatic high beams

All of the above can be augmented with the available blind spot monitor and rear cross traffic alert systems.

ENGINEERING ENHANCEMENTS

In addition, the Prius Prime carries forward all of the innovations introduced on the fourth-generation Prius Liftback last fall. For instance, this plug-in hybrid now rides on a new high-strength platform and double-wishbone independent rear suspension. It's 2.4 inches longer, 0.6 inches wider and about an inch lower than its predecessor, expanding cargo room and promoting a road-hugging stance. Its more chiseled and edgy exterior is slipperier than ever, employing automatic grille shutters that close when airflow to the radiator isn't needed.

And while the Prius Prime has been loaded with more features, its overall weight has been kept in check—thanks in part to an aluminum hood, carbon fiber on the rear hatch and high-tensile strength steel in other key components.

Take a deeper dive and you'll find breakthroughs like a Toyota-first dual motor generator drive system. It uses both the electric motor and the generator to amplify drive force, helping to boost acceleration.

Also noteworthy: The 8.8kWh battery pack doesn't require any special equipment for home charging. Just plug the supplied cord into a standard household outlet (110 or 120v) and the Prius Prime can be fully charged in approximately 5.5 hours. Upgrade to a 240v source and the charge can be completed in less than half the time.

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A HEALTHY APP-ETITE

Oh, and there will be apps. Lots and lots of apps. For instance, Prius Prime owners who sign up for the subscription-free Entune App Suite and will get access to a wide array of content sources, such as:

- Slacker Radio
- iHeartRadio
- Pandora
- Destination Search
- MovieTickets.com
- OpenTable
- Facebook Places
- Yelp
- Real-time weather forecasts, fuel prices, sports scores and stock prices

Separately, Toyota will offer an exclusive suite of Prius Prime Apps that—when activated at the touch of a smartphone—will provide:

- Management of the vehicle's charging schedule and status
- Location of charging stations
- Ability to track and compare the owner's eco driving score with others on social media
- Remote control of the vehicle's climate system

Add it all up and it's clear: This new Prius, a total package that promises to deliver exceptional value when it arrives at dealerships in late fall, is definitely ready for prime time. 🌐

Talking Tech

The Prius Prime loads up on the latest innovations, such as a centrally mounted gauge panel that appears to float above the dashboard, an available console pad that provides wireless charging for Qi-compatible devices and an exclusive 11.6-inch HD tablet display that serves up navigation, an energy monitor and a wide array of apps.



IT'S BEEN REAL (WEIRD)

SCION LEAVES WITH AN IMPORTANT, LASTING LEGACY

by Dan Nied

Scion began at the dawn of a new century, as a new effort to understand a brand new generation.

“We were looking at Generation Y. Back then, they were too young to buy cars,” says Jim Lentz, the brand's first vice president and now Toyota Motor North America CEO. “We knew that we needed to understand that generation really well or we were going to be challenged into the future. That's why we developed Scion.”

So in June 2003, Scion launched with the delightfully boxy xB. Toaster comparisons aside, the car instantly became its first iconic vehicle, inspiring devoted followers just as quickly as it deflected haters.

Mono-spec vehicles gave customers a blank canvas. Customization gave them a chance to make their cars deeply personal. A one-price selling model assuaged the traditional fears of first-time car buyers. Spurred by enthusiastic supporters, Scion took chances, undeterred by the people who just didn't understand.

Scion served as Toyota's laboratory for experimentation: From nontraditional marketing and bold new colors to one-price selling and speeding up transaction times.

“We have transferred a lot of those practices to the Toyota side,” Lentz says. “Scion's done its job. If I fast forward a couple years from now, Toyotas are going to be fun to drive with great styling and the latest technology—all the things that are really important to young people. The sales process is evolving to become quicker and more transparent. All of that was driven by Scion.”

Now, the brand is focused on closing out its inventory.

“It's been a good run and now we're working hard to provide the incentives and tools for sales associates to find new homes for our remaining Scion vehicles,” Gilleland says. “We are committed to creating a smooth transition to Toyota and we appreciate everyone's effort and energy to help Scion go out with a bang.” 🌐

Eighty-sixed

The breathtaking Scion FR-S will become the Toyota 86 when it debuts this fall.





Scion tC RS 10.0

LAST RIDE

SCION ROARS OFF INTO THE SUNSET WITH THE tC RELEASE SERIES 10.0

by Dan Nied

Look, if Scion is gonna go away, it's gonna go away with attitude.

Enter the tC Release Series 10.0. The amped up coupe debuted at the New York International Auto Show, and marks Scion's journey into the sunset.

Scion's very special final edition is loaded with a Kei Miura-designed aero kit with a front lip spoiler, rocker panels, rear lower spoiler and a deck spoiler. And this hot Barcelona Red is complemented by black-out Scion badges and gloss black alloy wheels.

On the interior, the black and red theme continues with sport-tuned seat inserts with red accent stitching.

The same stitching complements the shift boot, parking brake cover and steering wheel. Exclusive Release Series carpeted floor and cargo mats, striking red seatbelts and a Release Series sequentially numbered badge complete the package.

Available with a 6-speed manual or sequential automatic transmission with paddle shifters, the 10.0 is a driver's dream. And, only 1,200 will ever be made.

"For enthusiasts looking for a piece of history, this is a great opportunity to get our best tC ever," says Scion Vice President Andrew Gilleland. "We know the spirit of the brand will live on, so we are going out in signature Scion style." 🚗