

2010

Corolla



 **TOYOTA**
make things better



A

Corolla

Bringing fuel-efficiency to a whole new level, the 2010 Corolla delivers much more than you would ever expect from a vehicle in this class. With a roomy interior and unexpected features like the available push-button start and automatic climate control, Corolla will surprise you with every turn. Enhanced safety features such as side curtain airbags,¹ ABS brakes, and vehicle stability control* offer a safe and smooth ride every time. And because Canadians want a car that delivers excellent fuel economy and outstanding value, it's no wonder that Corolla is Canada's best selling Toyota. What's more? The 2010 Corolla is built right here in Canada. That's how we make things better.

FRONT COVER
S shown in Classic Silver Metallic.

A. S with available Moonroof Package shown in Barcelona Red Metallic.



Built in Canada.

The 2010 Toyota Corolla is built at our Cambridge, Ontario assembly plant. The first Canadian-built Corolla rolled off the line in 1988, and since then more than 1.5 million Corollas have been built.

AJAC names 2009 Corolla best new small car under \$18K.



**AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA**

Corolla CE

The Corolla CE integrates a level of sophistication that may surprise you. It offers a superior level of comfort, with a spacious interior and rear seating flat floors to provide your passengers with additional legroom. And for added convenience and comfort, the steering wheel tilts and telescopes to accommodate your own personal driving style.

FUEL CONSUMPTION²

7.5 City/5.6 Highway L/100 km
1.8-litre, 4-cylinder with manual transmission
7.6 City/5.7 Highway L/100 km
1.8-litre, 4-cylinder with automatic transmission

SELECT FEATURES

- 132 hp, 1.8-litre, 4-cylinder, DOHC, 16-valve, Dual VVT-i engine.
- Standard 5-speed manual or optional 4-speed automatic transmission.
- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA).
- AM/FM CD/MP3/WMA player, 4-speakers, audio auxiliary input jack, glass imprinted antenna, XM® satellite ready antenna with prewire.
- Active front headrests.
- Dual-stage driver and front passenger airbags, front seat-mounted side airbags, front and rear head/side curtain airbags.¹
- Illuminated entry with fade-out dome lamp.
- Dual heated power adjustable mirrors.
- Reflector-style halogen headlamps.

A. CE with Convenience Package shown in Magnetic Grey Metallic. **B.** CE with Enhanced Convenience Package – dual glove box with a big, deep bin and a separate enclosure. **C.** The rear 60/40 split-bench seat folds flat to create an incredible amount of cargo room.



A



B



C

Corolla LE

Inside the Corolla LE cabin you'll discover sensual textures and shapes. With the touch of the convenient Push Button Start Smart Key System, you will be greeted by instruments illuminated with elegant precision. The simulated woodgrain trim reveals the LE's sense of pride and style, while its premium fabric seats are designed with extended cushions that offer added support and soothing comfort.

FUEL CONSUMPTION²

7.6 City/5.7 Highway L/100 km
1.8-litre, 4-cylinder with automatic transmission

SELECT FEATURES

- 132 hp, 1.8-litre 4-cylinder, DOHC, 16-valve, Dual VVT-i engine.
- Automatic 4-speed Electronically Controlled Transmission (ECT).
- Ventilated front disc and rear drum brakes.
- P205/55R16 all-season radial tires.
- AM/FM CD/MP3/WMA player, 6-speakers, audio auxiliary input jack, glass imprinted antenna, XM® satellite ready antenna with prewire.
- Power auto door lock with shifter activation.
- Automatic climate control.
- Simulated woodgrain trim.
- Push Button Start, Smart Key System.
- 16-inch aluminum alloy wheels.
- Fog lamps.
- Cruise control.
- Dual heated power adjustable mirrors.

A. LE shown in Desert Sand Mica. **B.** LE interior shown in Ash. **C.** Optitron electronic gauges. **D.** Push Button Start, Smart Key System.



A



B



C



D

Corolla S

Looking for a little edge? The sleek and stylish Corolla S offers sport-inspired features like a rear spoiler, coloured full skirt package and 16-inch aluminum alloy wheels to create a unique and exhilarating drive. Equipped with a dark charcoal interior leather-wrapped steering wheel, 6-speaker stereo system and available moonroof package, the S is sure to turn heads.

FUEL CONSUMPTION²

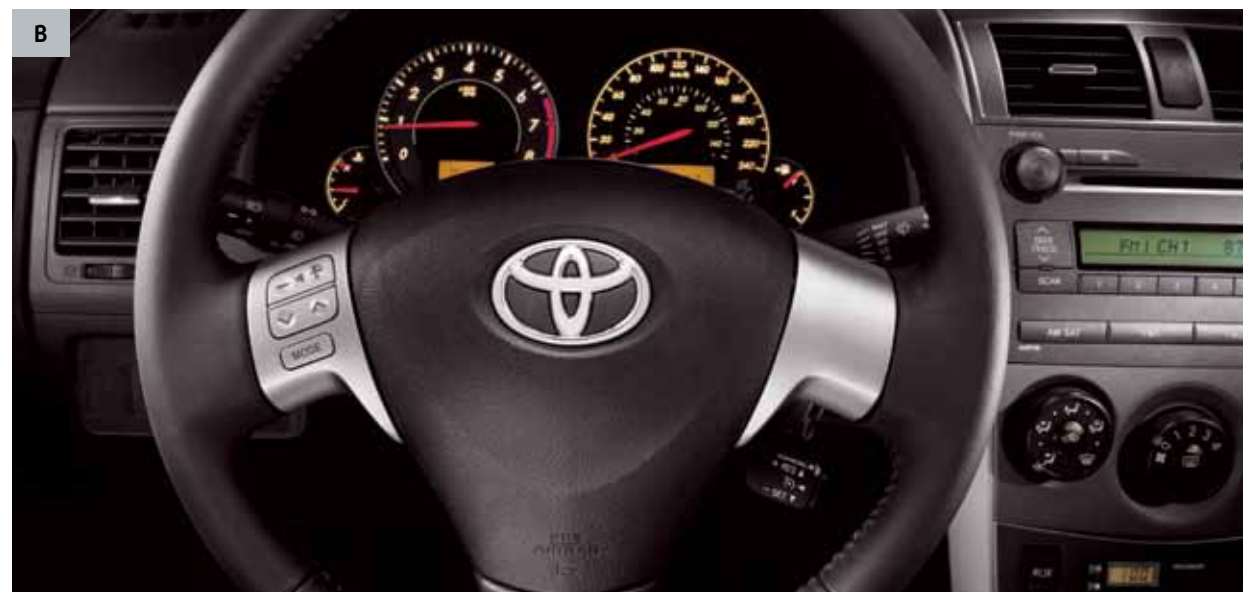
7.5 City/5.6 Highway L/100 km
1.8-litre, 4-cylinder with manual transmission
7.6 City/5.7 Highway L/100 km
1.8-litre, 4-cylinder with automatic transmission

SELECT FEATURES

- 132 hp, 1.8-litre, 4-cylinder, DOHC, 16-valve, Dual VVT-i engine with 5-speed manual or optional 4-speed automatic transmission.
- Ventilated front disc and rear drum brakes.
- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA).
- AM/FM CD/MP3/WMA player, 6-speakers, audio auxiliary input jack, steering wheel audio controls, glass imprinted antenna, XM® satellite ready antenna with prewire.
- Leather-wrapped 3-spoke tilt steering wheel.
- Stainless steel scuff plates.
- Keyless entry, key lockout protection.



A



B

A. S shown in Classic Silver Metallic. B. The stylish S cockpit. C. Keyless remote entry system.



C

Corolla XRS

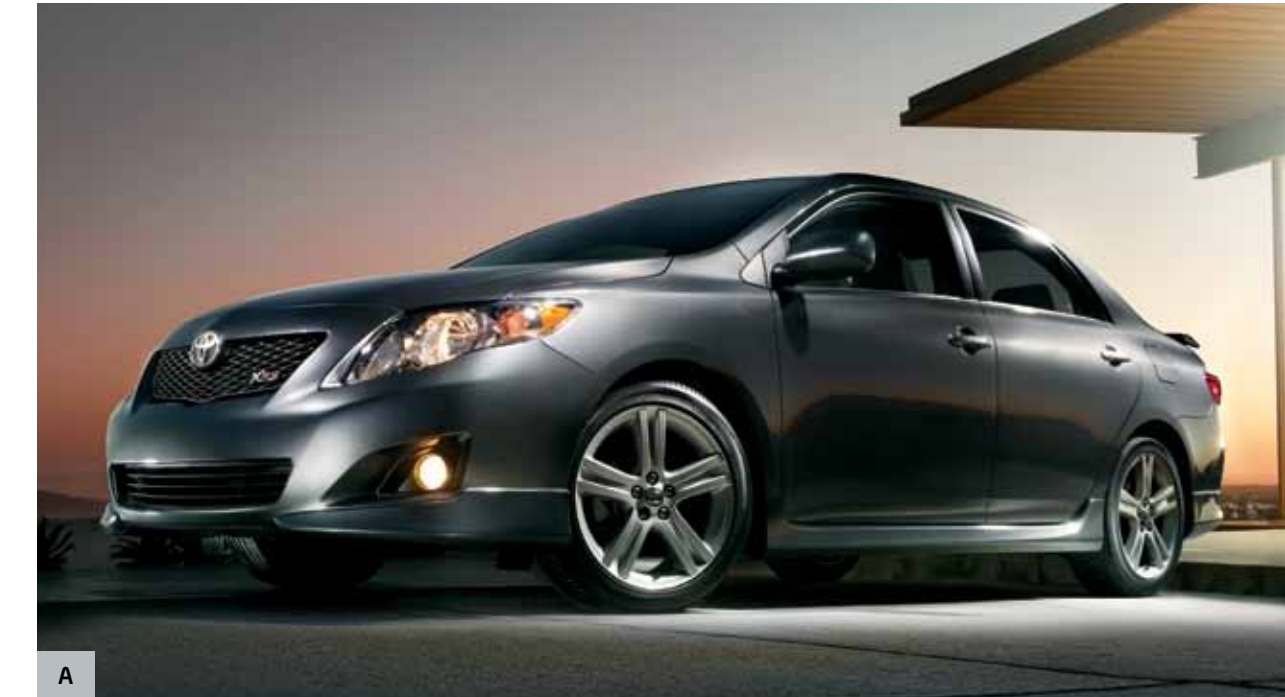
Open the door to Corolla XRS and experience a world of style and substance. The front seats are deeply bolstered to help keep you firmly in place when the road twists. Its standard rear bridge spoiler is a clear signal to all that your XRS is a serious driver's car. And the 17-inch alloy wheels don't only look sharp, they actually direct the airflow onto the brakes to help cool the components and reduce brake fade.

FUEL CONSUMPTION²

9.5 City/6.7 Highway L/100 km
2.4-litre, 4-cylinder with manual transmission
9.4 City/6.5 Highway L/100 km
2.4-litre, 4-cylinder with automatic transmission

SELECT FEATURES

- 158 hp, 2.4-litre, 4-cylinder, DOHC, 16-valve, VVT-i engine with standard 5-speed manual or optional 5-speed automatic transmission.
- Vehicle Stability Control (VSC) and Traction Control (TRAC).
- Power-assisted, ventilated front and solid rear disc brakes.
- P215/45R17 all-season radial tires.
- AM/FM CD/MP3/WMA player, 6-speakers, audio auxiliary input jack, steering wheel audio controls, title display, glass imprinted antenna, XM® satellite ready antenna with prewire.
- Sport fabric seat material.
- Full skirt package, rear spoiler, moonroof with sunshade.
- Stainless steel scuff plates.
- 17-inch aluminum alloy wheels.



A



B



C



D

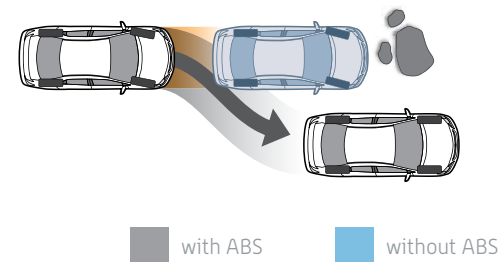
A. XRS shown in Magnetic Grey Metallic. B. XRS interior shown in Dark Charcoal. C. Rear bridge spoiler. D. 17-inch alloy wheel.

Safety

The 2010 Corolla lavishes attention on your safety. Corolla features standard driver and front passenger front seat-mounted side airbags and front- and second-row side curtain airbags.¹ Antilock Braking System (ABS) is standard on all models and enhances driver steering control by reducing wheel lock-up under hard braking. Also standard on all models is the Electronic Brake-force Distribution (EBD) with Brake Assist (BA), which balances brake pressure distribution according to vehicle load and braking conditions. EBD also automatically adjusts the amount of brake force applied to each wheel, and can transfer braking front-to-rear or side-to-side in order to balance braking pressure to help optimize the available traction.

SELECT FEATURES

- Front and rear energy absorbing crumple zones.
- Side-impact door beams.
- Trunk entrapment release.
- Door ajar, low fuel and washer fluid warnings.
- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA).
- Dual-stage driver and front passenger airbag Supplemental Restraint System (SRS).¹
- Front passenger airbag occupancy classification indicator.
- Energy absorbing steering column.
- 3-point rear seatbelts in all-positions with Automatic/Emergency Locking Retractor (ALR/ELR).
- Energy absorbing upper interior trim.
- 3-point front seatbelts with adjustable seatbelt anchors, driver's Emergency Locking Retractor (ELR) and passenger side Automatic/Emergency Locking Retractor (ALR/ELR).
- Front seatbelt pre-tensioners with force limiters.
- Adjustable front and rear headrests.

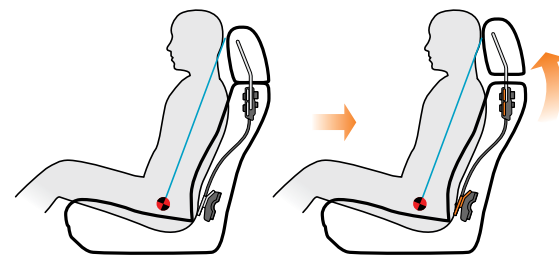


ANTILOCK BRAKING SYSTEM (ABS) The ABS pulses the brakes rapidly during hard braking to help keep the wheels from locking up, and thus help preserve steering control.



ENHANCED VEHICLE STABILITY CONTROL (VSC) Enhanced VSC helps prevent the vehicle from slipping sideways while cornering and automatically regulates engine output and brake-force distribution to the wheels. In addition, the system simultaneously provides the Electric Power Steering (EPS) assist torque to help the driver steer in the direction that provides greatest control (optional on CE).

■ with VSC ■ without VSC

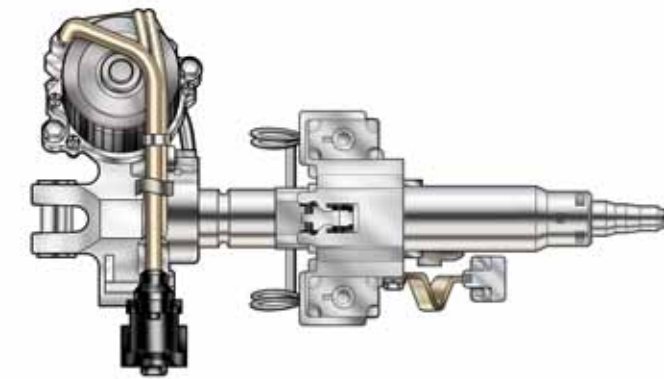


ACTIVE FRONT HEADRESTS Corolla comes standard with active headrests in the front seats that help keep the occupants' heads properly positioned in the event of a rear-end collision.

Performance

To drive the 2010 Corolla is to experience life in the technological fast lane. Simply press the gas pedal and an electronically controlled throttle body triggers your acceleration. The CE, LE and S models come with a standard 1.8-litre 132 hp engine, while the XRS model is outfitted with a 2.4-litre 158 hp engine. And the Corolla achieves a remarkable balance of performance and efficiency, thanks in part to its lightweight aluminum alloy engine block and cylinder head and its Variable Valve Timing with intelligence (VVT-i) innovation, which helps the engine to optimize power, emissions and efficiency.

TIRE PRESSURE MONITOR SYSTEM The 2010 Corolla automatically monitors your tire pressure, alerting you if it falls critically low (optional on CE).



ELECTRIC POWER STEERING The Electric Power Steering (EPS) helps steering response to guide you through the twists and turns of the road.

REFINED SUSPENSION Corolla's front suspension is tuned for handling precision and mounted to a separate subframe to muffle noise and vibration, while the torsion-type rear suspension helps to provide a smoother ride.



XRS shown in Magnetic Grey Metallic.



SUPER COOLING SYSTEM The aluminum-alloy XRS engine uses light weight, high-compression (9.8:1) pistons, kept cool by a "water jacket" that surrounds the cylinder walls to help make the engine block lighter and more compact.

Toyota Quality

PRODUCTION PROCESS 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. In part, this is what gives us our competitive edge.



THE HUMAN TOUCH As impressive as the machinery is, the achievement of perfect fit and finish is also the result of a continuous human touch every step of the way. That's why there are constant quality control checks performed on each of the press lines.

SOUND PROOFING TECHNOLOGY Using sophisticated equipment, our Toyota team seeks out every source of noise within the vehicle and works to ensure that they are no longer an issue. This is achieved by using a network of complex sound-absorbing and vibration-damping materials to isolate our interiors from the outside.

TOYOTA WINTER TESTING TRACK With our Toyota Winter Testing Track, located in Timmins, Ontario, we simulate Canadian winter conditions to make certain that our vehicles remain dependable throughout the long winter months.



COMMITMENT TO QUALITY Our commitment to quality is evident by the frequent awards won by Toyota vehicles, our Canadian manufacturing plants, as well as the millions of satisfied customers who continue to choose Toyota vehicles year after year. For more information visit toyota.ca



2010 Colours



040 Alpine White^{A,C,D}



1F7 Classic Silver Metallic^{A,C,D}



1G3 Magnetic Grey Metallic^{A,C,D}



209 Black Sand Pearl^{A,B,C,D}



3R3 Barcelona Red Metallic^{C,D,E,F}



4Q2 Desert Sand Mica^B



8T7 Blue Streak Metallic^{C,D}

Interior colour options

- ^A Ash Fabric on CE, LE.
- ^B Bisque Fabric on CE, LE.
Dark Charcoal Fabric on S, XRS.

- ^D Dark Charcoal Leather on S, XRS (Leather Package only).
- ^E Ash Fabric on CE.
- ^F Bisque Fabric on LE.

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.

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.

Whether you prefer convenience, practicality or luxury; we have the interior and exterior accessories to personalize your new Corolla.

- All-Season Mats
- Ashtray
- Auto-Dimmig Rear View Mirror
- Block Heater
- Bluetooth^{®3}
- Bodyside Mouldings
- Cargo Liner
- Cargo Net
- Cruise Control
- Door Sill Protectors
- Emergency Assistance Kit
- First Aid Kit
- Hood Deflector
- Licence Plate Cover
- Owner's Manual Wallet
- Navigation System⁴
- Rear Bridge Spoiler
- Rear Bumper Protector
- Rear Lip Spoiler
- Remote Engine Starter
- Roof Rack
- Roof Rack Bike Carrier
- Roof Rack Ski Carrier
- Satellite Radio
- Sport Pedals
- Towing Accessories



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



Door Sill Protectors Keep your door sill clean from dirt and scratches with these functional and stylish nameplate-door sill protectors.



Cruise Control Give your foot a rest on those long road trips. Once set, Cruise Control maintains your vehicle's speed and helps save on fuel.



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.



Bodyside Mouldings



Rear Bridge Spoiler



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

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.



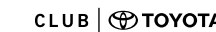
Fewer emissions and pollutants.¹ More kilometres on less fuel. And power and performance second to none. Available in Prius, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



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 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



Toyota Earth Day Scholarship Program
Toyota Canada Inc. and Earth Day Canada established the Toyota Earth Day Scholarship Program in 2003 to recognize and reward graduating high school students who have distinguished themselves through environmental, volunteer and academic excellence. Each year, 15 scholarships are awarded coast to coast, allowing Canada's future environmental leaders to continue their studies. For more information visit earthday.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



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.

