





and a hunger for an out of the ordinary, food truck adventure-filled day.



US-CL14-27-A

VI Z

# Let's break some rules in all the right ways.

We've reached a turning point, and there's no looking back. The all-new 2014 Toyota Corolla has been redesigned to leave a striking first impression every time. The all-new chiseled exterior's sleek curves, matched with standard LED headlights and available 17-in. alloy wheels and rear deck spoiler, are going to get some attention. High-quality materials and plenty of space make the interior as cargo-friendly as it is friend-friendly. With available intuitive technology, Corolla helps keep music, maps and apps within your reach at all times. What's the plan? It doesn't matter. We'll figure it out on the way. Let's go places.

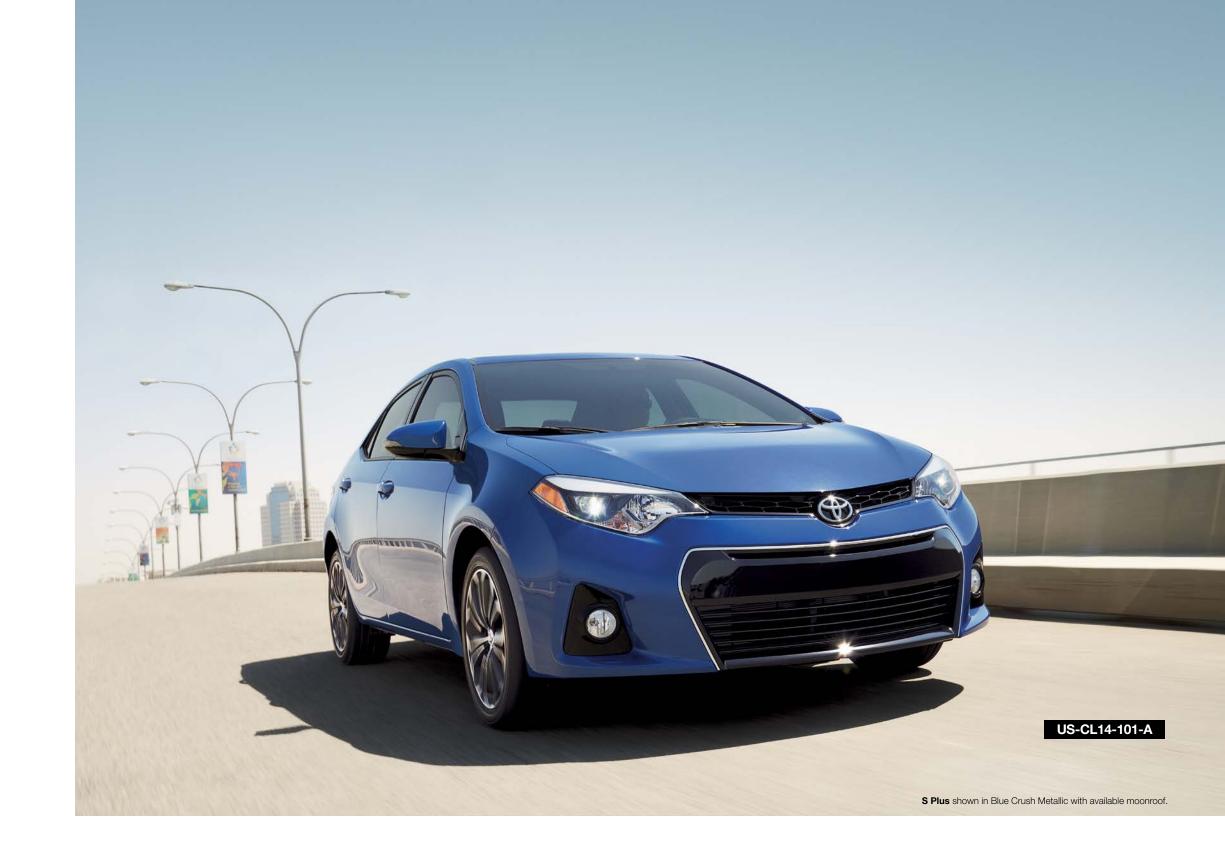








What will everyone say about your Corolla? Look at that grille, that stance and that all-new attitude.



## Remixed. Restyled. We turned up everything.

It's time to make your move, and Corolla is ready. For those with a sporty soul, there's Corolla S, with an aggressive front grille, rear deck spoiler and sport fabric seats. LE Eco, with an EPA-estimated 42 hwy mpg, is all about getting higher mileage out of your tank, and it has plenty of features, like a rear deck spoiler and available 16-in. aerodynamically designed alloy wheels, to help maximize the fun in every journey. The all-new Corolla was built to excite, whether you're chasing down a food truck or just admiring it in your driveway. Just slide into the redesigned sporty interior: Corolla is ready to go.









Let's get the band back together for one last show. We've got big plans and the perfect car to help get us there.



### A space that feels like it was custom made for your lifestyle.

The future is all about flexibility. That's why the all-new interior of the 2014 Corolla has been designed to accommodate a lifestyle. One minute you're hauling your friends, the next minute, enough gear to outfit your band. Got big plans and bigger cargo? Rear seats easily fold down to fit fewer friends and more stuff. Maybe you just want to count stars: Simply slide open the available moonroof. Corolla is designed to be the perfect partner no matter what you, or your friends, decide to do.





### **AVAILABLE SOFTEX®**

Elegance with the environment in mind. Available on LE Premium, LE Eco Premium and S Premium, SofTex® seats blend science and luxury: leather-like, water- and stain-resistant, and supportive on those long road trips.



### **AVAILABLE AUTOMATIC CLIMATE CONTROL**

No need to worry about the weather. Just select an exact temperature level using the digital control, and the automatic climate control will take care of everything else. It's the perfect partner to available heated front seats.







## We'll make this quick. This car is ready for life in the fast lane.

Hold on for a minute—that's a Corolla? That's what people will say when they first see its sport gauge cluster and gated shifter. Every feature adds to Corolla's sport-inspired stylishness. With sleek available paddle shifters and a Sport Mode that delivers real hands-on performance and more fun behind the wheel, Corolla feels fast and looks cool. And sometimes on a late night food run, that's all that matters.



### **SPORT GAUGE CLUSTER**

Everything you need is right in front of you. The customizable Multi-Information Display with 3.5-in. TFT screen lets you monitor important information, like current/average fuel economy and estimated cruise range.



### **GATED SHIFTER**

If you are a purist, you'll be glad to know that Corolla S comes with a gated shifter, which lets you shift gears through slots rather than just up and down in a straight motion. It's all about the driver.



### AVAILABLE SPORT MODE

A push of a button is all you need to get every drop of excitement out of Corolla S with CVT transmission. Once Sport Mode is enabled, the Engine Control Unit and simulated shift points are changed to enable a sportier feel.



## High tech meets high style. It's a match made in tech heaven.

Corolla will fit seamlessly into your network. Your car, phone and music have just become one. Standard features like *Bluetooth*® connectivity, steering wheel-mounted audio controls, and available cruise control attest to its technophile soul, while available Entune™ Premium Audio with Navigation³ and App Suite⁴ brings a whole new level of options to your fingertips: You can plug in an address, get directions, make restaurant reservations and even buy movie tickets. Go ahead: Call your friends. They'll want to hear about this.



### ENTUNE™ PREMIUM AUDIO WITH NAVIGATION AND APP SUITE

This available technology helps you stay connected to your social network, locate fun spots in the city, listen to your favorite music and even make dinner reservations. Its ergonomic design and easy-to-read display help keep everything you need within reach.



### BACKUP CAMERA<sup>5</sup>

Corolla's integrated backup camera helps guide you into, or out of, the tight spots. When you shift into Reverse, the 6.1-in. touch-screen on the dash displays an image of what the camera sees behind you.



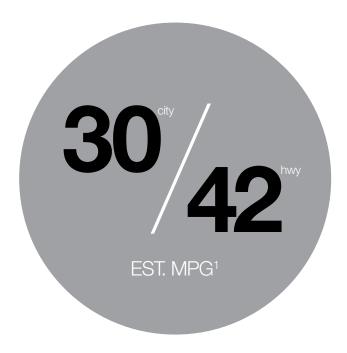
### USB

Playlist-friendly. Plug your iPod®7 or MP3 device in and get instant access to your music library through the USB port, or stream music through *Bluetooth*® wirelessly. When it comes to being connected, you've got options.



## Desire can't be measured in a wind tunnel, but efficiency can.

Beauty is more than skin deep, especially when it comes to aerodynamics. Corolla's sleek taillights, refined bumpers and flat floor design all add up to an impressive efficiency rating. Enhanced handling, an available shiftless transmission technology called CVTi-S, and Valvematic, a valvetrain mechanism that optimizes intake valve lift, all come together to help earn a gas-station-avoiding EPA-estimated 42 highway mpg.<sup>1</sup>



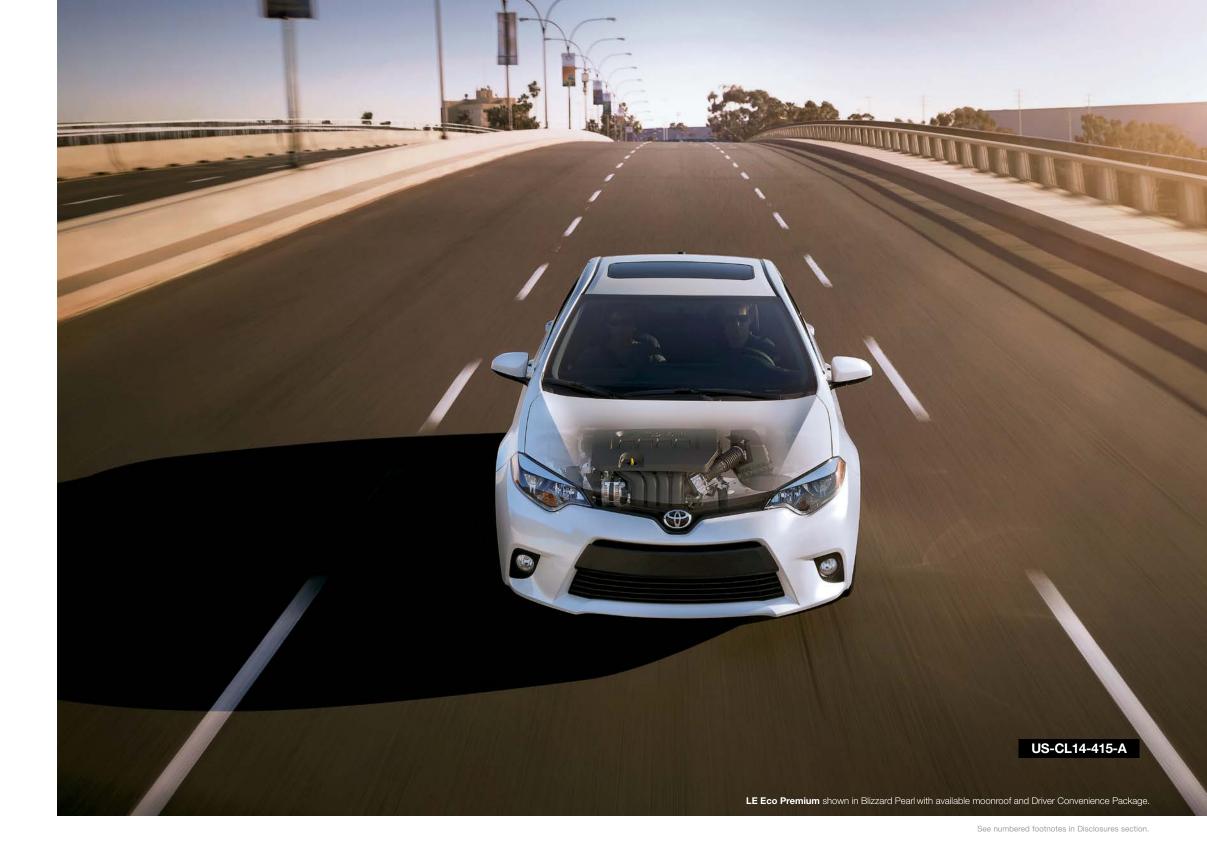
### **LE ECO MPG**

The new 132-hp aluminum 1.8-liter engine with Valvernatic technology, now being used for the first time on Toyotas in North America, gives the LE Eco model up to an EPA-estimated 42 highway mpg, plus eight extra horsepower.



### **ECO DRIVING MODE**

Selecting this mode on Corolla LE Eco Plus and Premium eases the output of the gas pedal and also regulates the air conditioning for better fuel efficiency. Just like that, you've got a little more in your food truck fund.



### Safety never goes out of style. So we made it standard.

Safety is not a luxury. That's why every Corolla comes standard with the Star Safety System,™ our advanced integration of safety technologies that includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)¹⁰ and Smart Stop Technology® (SST).¹¹

In addition to these confidence-inspiring safety features, Corolla has LATCH to help keep children secure and safe, Whiplash-Injury-Lessening Seats (WIL), and a Tire Pressure Monitor System (TPMS).



A driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, front and rear side curtain airbags, and new driver knee and passenger seat-cushion airbags come standard on Corolla. It's all part of a system designed to help keep you safe.



### LATCH

LATCH (Lower Anchors and Tethers for CHildren) provides an added measure of safety for the smaller members of your family. LATCH includes lower anchors on the outboard rear seats and tether anchors on all rear seats.



### WHIPLASH-INJURY-LESSENING SEATS

In addition to several safety features, Corolla comes with Whiplash-Injury-Lessening front seats that can help reduce the severity of whiplash injury in certain rear-end collisions.



### TIRE PRESSURE MONITOR SYSTEM

One of the best ways to help efficiency and performance is to make sure tires are properly inflated. TPMS is designed to alert the driver if one or more of the tires are critically low.











everyone had a great time, and the only question is, "What are we doing next weekend?"



US-CL14-31-A

Color/Trim/Wheels<sup>3</sup> Corolla Models



Black Sand Pearl Slate Metallic



Blue Crush Metallic 4Evergreen Mica



Barcelona Red Metallic Brown Sugar Metallic



Classic Silver Metallic Blizzard Pearl<sup>15</sup>



Super White

Trim



L fabric shown in Steel Gray



Also available in US-CL14-439-A US-CL14-440-A

LE and LE Eco fabric shown in Ash



SofTex® shown in Black



LE Premium and LE Eco Premium S Premium SofTex® shown in Black



S fabric shown in Steel Blue Mixed Media





Wheels



15-in. L or LE Eco base wheel



16-in. LE base wheel



16-in. S base wheel



16-in. LE Plus and Premium wheel



16-in. LE Eco Plus and Premium wheel



17-in. S Plus and Premium wheel



1.8L 4-Cyl. Engine

6-speed manual or available 4-speed automatic transmission

LED low-beam headlights with halogen high beams LED Daytime Running Lights (DRL) with on/off feature Power outside mirrors

15-in. steel wheels

Tech Audio - includes AM/FM CD player, four speakers, auxiliary audio jack, USB 2.0 port6 with iPod®7 connectivity, iPod®7 interface, and hands-free phone capability, phone book access and music streaming via Bluetooth®2 wireless technology

Fabric-trimmed seats

6-way adjustable driver's seat 4-way adjustable front passenger seat

60/40 split fold-down rear seat Tilt/telescopic steering wheel with audio and

Bluetooth®2 hands-free phone controls Power door locks with automatic locking feature

Power windows with driver-side one-touch up/down Center console with storage compartment

12V auxiliary power outlet Two front and two rear cup holders LE

Adds to or replaces features offered on L



1.8L 4-Cyl. Engine

Continuously Variable Transmission (CVT) 16-in. steel wheels

Heated power outside mirrors

Entune™ Audio – includes the Entune™ Multimedia Bundle with 6.1-in. touch-screen display, AM/FM CD player, six speakers, auxiliary audio jack, USB 2.0 port<sup>6</sup> with iPod<sup>®7</sup> connectivity and control, advanced voice recognition, and hands-free phone capability, phone book access and music streaming via Bluetooth®2 wireless technology

Integrated backup camera<sup>5</sup>

Automatic climate control Piano-black center stack

Cruise control

Remote keyless entry system

Adds to or replaces features offered on LE

16-in. alloy wheels Integrated fog lights

Adds to or replaces features offered on LE Plus

SofTex®-trimmed heated front seats 8-way power-adjustable driver's seat 4-way adjustable front passenger seat with seatback pocket

LE Eco Adds to or replaces features offered on LE



1.8L 4-Cyl. Engine with Valvematic technology Continuously Variable Transmission (CVT) 15-in. steel wheels Rear deck spoiler

LE Eco Plus Adds to or replaces features offered on Eco

16-in. alloy wheels Integrated fog lights ECO drive mode

LE Eco **Premium** Adds to or replaces features offered on Eco Plus

SofTex®-trimmed heated front seats 8-way power-adjustable driver's seat 4-way adjustable front passenger seat with seatback pocket

Adds to or replaces features offered on LE



1.8L 4-Cyl. Engine

Continuously Variable Transmission (CVT) 16-in. steel wheels with unique wheel covers

Rear deck spoiler

Integrated fog lights

Heated power outside mirrors with turn signal indicators

Mixed Media seats with sport bolsters and sport fabric inserts

Sport drive mode

Sport instrumentation with TFT display

Leather-trimmed tilt/telescopic 3-spoke steering wheel with audio, Multi-Information Display and Bluetooth®2 hands-free phone voice-command controls

Paddle shifters

### Adds to or replaces features offered on S

17-in. alloy wheels Rear disc brakes

seatback pocket

### **S Premium** Adds to or replaces features offered on S Plus

SofTex®-trimmed heated front seats

8-way power-adjustable driver's seat 4-way adjustable front passenger seat with

### Adds to features offered on S Plus

6-speed manual transmission Smart Key System<sup>17</sup> with Push Button Start Power tilt/slide moonroof with sliding sunshade

Entune™ Premium Audio with Navigation3 and App

Suite<sup>4</sup> – includes the Entune<sup>TM16</sup> Multimedia Bundle with 6.1-in. high-resolution touch-screen with split-screen display, AM/FM CD player, six speakers, auxiliary audio jack, USB 2.0 port6 with iPod®7 connectivity and control, advanced voice recognition, hands-free phone capability, phone book access and music streaming via Bluetooth®2 wireless technology, HD Radio,™18 HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM Radio19 with 90-day All Access trial, and Gracenote® album cover art

### Accessories

The all-new Corolla is packed with attitude and style, but you might want to add a few items to suit your own unique tastes. For tough climates, choose all-weather floor mats<sup>20</sup> or mudguards, and for extra style, add doorsill enhancements, illuminated doorsills or body side moldings. For a complete list of accessories, go to toyota.com/corolla

Paint protection film - front bumper

### EXTERIOR

Allov wheel locks All-weather floor mats<sup>20</sup> Ashtray cup Body side moldings

Cargo net — envelope21

Cargo tote21 Cargo tray Carpet floor mats<sup>20</sup> Carpet trunk mat Doorsill enhancements

Emergency kit First aid kit Illuminated doorsil Mudguards

Paint protection film - hood and fenders Rear bumper protector



Body side moldings US-CL14-47-A



US-CL14-48-A



Carpet trunk mat

US-CL14-49-A



Doorsill enhancements

US-CL14-50-A



Illuminated doorsill

US-CL14-51-A



Mudguards

US-CL14-52-A

### Packages and Ontions

Packages and Options		L		LE			LE Eco			S			
	L	4AT	CVT	CVT PLUS	CVT PREMIUM	CVT	CVT PLUS	CVT PREMIUM	6MT PLUS	CVT	CVT PLUS	CVT PREMIUM	
Moonroof — Power tilt/slide moonroof with sliding sunshade	-	-	-	0	0	-	0	0	S	-	0	0	
Driver Convenience Package (requires moonroof) Smart Key System <sup>17</sup> on front doors and trunk with Push Button Start, remote keyless entry system with lock, panic, trunk-release and liftgate functions													
Entune <sup>™</sup> Premium Audio with Navigation <sup>3</sup> and App Suite <sup>4</sup> — includes the Entune <sup>™16</sup> Multimedia Bundle (6.1-in. high-resolution touch-screen with split-screen display, AM/FM CD player, six speakers, auxiliary audio jack, USB 2.0 port <sup>6</sup> with iPod <sup>®7</sup> connectivity and control, advanced voice recognition, hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> <sup>®2</sup> wireless technology), HD Radio, <sup>™18</sup> HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM Radio <sup>19</sup>													
with 90-day All Access trial, and Gracenote® album cover art	-	-	-	Р	Р	-	Р	Р	S	-	Р	Р	

S = Standard O = Optional — = Not available P = Available as part of a package

### DISCLOSURES

1. 2014 Corolla LE Eco EPA 30 city/42 hwy/35 combined mpg estimates. Actual mileage will vary. Does not include LE Eco Plus and LE Eco Premium. 2. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The phones listed on toyota.com have been tested for Bluetooth® wireless technology compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and wireless carrier. 3. Always drive safely, obey traffic laws and focus on the road while driving. Availability and accuracy of the information provided by the Navigation system or any HD services is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city of roadway. Navigation updates are available at an additional cost from your local Toyota dealer. See your Navigation System Owner's Manual or Toyota dealer for details. HD Radio<sup>TM</sup> Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio<sup>TM</sup> and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation U.S. and Foreign Patents. 4. Always drive safely, obey traffic laws and focus on the road while driving. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. Apps identified by "TM" or "®" are trademarks or registered trademarks or their respective companies. For enrollment and more details, see toyota.com/entune. 5. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. 6. May not be compatible with all mobile phones, MP3/WMA players and like models. 7. iPod® is a registered trademark of Apple Inc. All rights reserved. 8. Available on LE Eco. 9. Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. 10. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. 11. Smart Stop Technology® operates only in the event of certain simultaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your Owner's Manual for further details. 12. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions 13. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details. 14. All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions, Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings. 15. Extra-cost color. 16. Entune™ is a trademark of Toyota Motor Corporation. Always drive safely, obey traffic laws and focus on the road while driving. Services vary by phone/carrier. Functionality depends or many factors. Services subject to change. For enrollment and more details, see toyota com/entune. 17. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 18. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp 19. SiriusXM services require a subscription after 90-day trial period. Subscriptions governed by SiriusXM Customer Agreement available at SiriusXM.com. If you decide to continue your SiriusXM service at the end of your complimentarry trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 21. Cargo and load capacity limited by weight and distribution.

Tovota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

### WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags). Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Warranty and Maintenance Guide for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty. You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide or see your Toyota dealer.

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Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.\*

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\*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

†Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

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For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331



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Scheduled vehicle maintenance is essential to both safety and dependability. For that reason, we've included a no cost maintenance plan with the purchase or lease of every new Toyota. For 2 years or 25,000 miles, whichever comes first, your new Toyota will be covered for all normal factory scheduled service, as well as for 24/7 roadside assistance. It's standard peace of mind, and Toyota is one of the first full-line brands to offer anything like it. Why do we go to such lengths? Simply put, we want the loyalty of our customers to outlast even our vehicles. For all the details, please call, visit online or stop by your local Toyota dealer today.

\*Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new vehicle cannot be part of a rental or commercial fleet, or a livery/taxi vehicle. See participating Toyota dealer for plan details. Valid only in the continental U.S. and Alaska. Roadside assistance does not include parts and fluids.

