

Press Release

20<sup>th</sup> August, 2010

**All-new Toyota Corolla Glamorously Arrives**  
**Sparkling Masterpiece Worthy of Your Status**

The all-new Toyota Corolla has glamorously arrived in Hong Kong! Toyota Corolla has been long patronized by valuable customers since its launch with an excellent local sales record of over 60,000 units. Especially for young executives, the all-new Toyota Corolla is a sparkling masterpiece and worthy of their supreme status; its stylishness and elegance are fully demonstrated with the new exterior design; it is easy to control, durable and also achieves low fuel consumption; equipped with superb features, a satisfactory and comfortable driving experience is also ensured. As glittering as the most refined jewellery, the acclaimed all-new Toyota Corolla is undoubtedly the best choice for young executives!

The all-new Toyota Corolla Launch Ceremony was held at the Toyota Kowloon Bay Showroom today, attracting hundreds of media and guests. In celebration of the cumulative sales of over 60,000 units in Hong Kong, a cake-cutting ceremony was especially presented by our guests of honor, Mr. Patrick S Lee, the Managing Director of Crown Motors Ltd and Mr. Fujita, the Chief Engineer of Corolla from Japan. Then they respectively gave a speech to the guests followed by an unveiling ceremony for the all-new Toyota Corolla.

To best suit the practical needs of young executives, the all-new Toyota Corolla is well-equipped with superb features which enhance driving comfort and satisfaction. With the “Windshield Wiper with Rain Sensor”, drivers of the all-new Corolla can enjoy their worry-free journeys even on rainy days; also with the “Auto On/Off HID Headlamps with Auto Levelling”, the headlamps will automatically turn on or off according to different lighting conditions providing the perfect lighting and enhancing driving safety. The all-new Toyota Corolla will continue to be the best companion for young executives.

**CROWN MOTORS LTD.**

皇冠汽車有限公司  
22/F, Citicorp Centre  
18 Whitfield Road  
North Point, Hong Kong  
Tel : (852) 2562 2226  
Fax: (852) 2811 1060

**Modern and Energetic Exterior:**

- ❖ Newly Designed Radiator Grille, Front & Rear Bumper, Headlamp and Rear Combination Lamp
- ❖ HID Headlamps with Auto Levelling
- ❖ Front Fog Lamp#
- ❖ Windshield Wiper with Rain Sensor\*
- ❖ Power Adjustable & Retractable Door Mirrors
- ❖ Power Moonroof#
- ❖ Head Lamp Cleaner & High Mount Brake Lamp
- ❖ 16" Alloy Wheels

**Excellent Performance:**

- ❖ Engine Type: L4 DOHC 16-valve VVT-i Engine
- ❖ Displacement: 1,497 cc
- ❖ Max. Output: 80kW(109PS) / 6,000rpm
- ❖ Max. Torque: 141Nm / 4,200rpm
- ❖ Transmission Type: 4-speed Automatic Super Electronic Control Transmission (Super-ECT)
- ❖ Suspension: Front: MacPherson Strut  
Rear: Torsion Beam

**Practical and Spacious Interior:**

- ❖ Leather Steering Wheel with Audio Control Switches#
- ❖ Automatic Climate Control System\*
- ❖ Power Adjustable Driver Seat with Power Adjustable Height & Lumbar Support\*
- ❖ Leather Seat\*
- ❖ Driver's Side Power Window with Jam Protection
- ❖ 60/40 Split Foldable Rear Seatbacks
- ❖ Electronic Tuning Radio / In-dash 6-CD Player (compatible with MP3 & WMA Format) with 6 Speakers

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**Sterling Safety Facilities:**

- ❖ Anti-lock Braking System · Electronic Brake Force Distribution & Brake Assist System
- ❖ 8 SRS Airbags (Dual Front, Front Side, Front & Rear Curtain Shield Airbags)\*
- ❖ Front Seatbelts with Pretensioner and Force Limiter
- ❖ Rear Doors with Child Safety Lock
- ❖ Anti-theft System with Alarm and Immobilizer
- ❖ Parking Sensor
- ❖ 3-point ELR Seatbelt & Head Rest for All Seats

\*For Corolla Deluxe only

#For Corolla Deluxe and Corolla Select only

**The Price of the All-new Toyota Corolla:**

	<b>Special Launch Price</b>
Corolla Deluxe	<b>\$194,940</b>
Corolla Select	<b>\$177,930</b>
Corolla Excel	<b>\$162,810</b>

For more information, please visit Crown Motors Ltd. website (<http://www.crown-motors.com/>) or contact our Toyota sales representatives.

**Toyota Showroom:**

Kowloon Bay Main	2305 4555	Wanchai	2866 1020
Yuen Long	2477 4286	Sha Tin	2688 2778

**For media enquiries, please contact:**

Ms. Cassidy Yong

Crown Motors Ltd.

Tel: 2880 1475

Fax: 2887 2787

Email: [kassidy.yong@crown-motors.com](mailto:kassidy.yong@crown-motors.com)

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Photo Caption:

*In celebration of an excellent local sales record of over 60,000 units, a cake-cutting ceremony was especially presented by our guests of honor, Mr. Patrick S Lee (Left), Managing Director of Crown Motors Ltd and Mr. Fujita, Chief Engineer of Corolla.*



*Our guests of honor, Mr. Patrick S Lee (Right), Managing Director of Crown Motors Ltd and Mr. Fujita, Chief Engineer of Corolla presided over a Toasting Ceremony.*

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*Ms Becky Lee, the famous artist, delivered a fascinating and well-prepared product presentation.*



*Standing next to the all-new Toyota Corolla, models in black suits perfectly show that the all-new Toyota Corolla is undoubtedly the best choice for young executives!*