

11<sup>th</sup> November, 2011**Enrich your Vision – Raising Standards of Driving Opulence to New Horizon****The All-new 2012 Toyota Camry Director's Choice****Arrives in Glamour and Style Making it the Talk of the Town**

Toyota Camry has earned its remarkable status and nurtured a strong reputation within the luxury sedan market. The all-new 7<sup>th</sup> generation Toyota Camry has even moved forward to bring an unprecedented riding pleasure and comfort that outperforms all European cars of the same class, setting new trends in executive sedan excellence. It is the perfect choice for company directors, hence named as Director's Choice.

Today the all-new Toyota Camry Launch Ceremony was held at Ocean Terminal, Harbour City, Tsimshatsui, attracting hundreds of media and VIP attendees. Crown Motors Ltd. was delighted to have the guests of honour - Mr. Keiichi Yoneda, Deputy Chief Engineer of all-new Toyota Camry from Japan and Mr. Patrick S Lee, Managing Director of Crown Motors Ltd. who officiated at the unveiling ceremony.

The all-new Toyota Camry comes in both standard gasoline versions as well as the unique-in-class hybrid version. The gasoline versions run on a 2.5L L4 Dual VVT-i Engine and works together with a 6-speed Automatic Super Electronic-Control Transmission with +/- Mode, resulting in remarkable power and performance. This first ever hybrid version combines an electric motor and 2.5L L4 VVT-i Engine that is perfectly synchronised and offers superb power acceleration at 0-100km/h in just 7.8sec. At the same time, fuel consumption is drastically reduced to an average of only \$0.8\* per km, while lowering harmful emissions. These features and more have contributed to the transformation of the all-new Camry hybrid, the environment-friendly vehicle approved by the Government. The 7-year battery warranty offered by Crown Motors represents the outstanding reliability of the Hybrid battery.

The elegant and sophisticated styling of this all-new Camry creates exceptional dynamism. The premium interior ambiance along with class-leading spacious leg room and head room, and the exquisite interior craftsmanship with stitching on the control panel, provides one with a feeling of being inside much more than just a luxurious vehicle, raising the overall level of enjoyment. On top of this, the quiet ambiance also enables relaxing personal conversations between the front and back passengers during the journey.





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The meticulous craftsmanship of the all-new Camry reflects a sense of distinctive and innovative design. By releasing ultra small nanometer ion, the Dual Zone Automatic Climate Control with nanoe™ Air-Conditioning System can deodorize and help prevent the air-conditioning system from massive dehydration, providing comfortable and ventilated air to the passengers as well as improving skin nourishing. In addition, it comes with a comprehensive touch panel monitor with audio system. On the safety side, the all-new Camry adopted a human being simulation safety test (THUMS), to minimise the harm caused by serious car accidents. By integrating with the other safety systems like the VSC, the all-new Camry will bring to the driver and passengers true peace of mind while they are enjoying aesthetic amenities.

\*Calculated at \$16.25 per litre of gasoline





**Prestigious Exterior Design:**

- ❖ Overall Length : 4,825 mm
- ❖ Overall Width : 1,825 mm
- ❖ Overall Height : 1,480 mm
- ❖ Power Moonroof#
- ❖ Windshield Wiper with Rain Sensor
- ❖ Front Fog Lamp
- ❖ HID Head Lamp\*
- ❖ Trafficator
- ❖ Power Adjustable & Retractable Door Mirrors with Heater

**Excellent Performance:**

**Camry Advantage and Camry Luxury:**

- ❖ Engine Type : L4 DOHC 16-valve Dual VVT-i Engine
- ❖ Displacement : 2,494cc
- ❖ Max. Output : 133kW (181PS)/6,000rpm
- ❖ Max. Torque : 231Nm (23.6kg-m)/4,100rpm
- ❖ Transmission Type : 6-speed Automatic Super-ECT with + / - Mode
- ❖ Tyre & Wheel : 215/60R16 Alloy Wheel

**Camry Super Luxury**

- ❖ Engine Type : L4 DOHC 16-valve VVT-i Engine
- ❖ Displacement : 2,494cc
- ❖ Max. Output : 118kW (160PS)/5,700rpm
- ❖ Max. Torque : 213Nm (21.7kg-m)/4,500rpm
- ❖ Transmission Type : Electronically Controlled CVT
- ❖ Electric Motor : Synchronous Alternating Current Motor (Permanent Magnet Type) Battery
- ❖ Max. Output : 105kW (143PS)
- ❖ Max. Torque : 270Nm (27.5kg-m)
- ❖ Total System Output : 151kW (205PS)
- ❖ Tyre & Wheel : 215/55R17 Alloy Wheel

**Spacious Interior Design:**





- ❖ Smart Entry and Push Start System#
- ❖ Leather Steering Wheel with Audio and TEL switches
- ❖ ECO Driving Indicator
- ❖ Dual Zone Automatic Climate Control with nanoe™ Air Purifying System
- ❖ 6.1” Touch Panel Monitor with Audio System
- ❖ Power Adjustable Driver and Passenger Seat#
- ❖ Leather Seat#
- ❖ Cruise Control System#
- ❖ 60/40 Split Foldable Rear Seatbacks

**Safety Facilities:**

- ❖ Anti-lock Braking System
- ❖ Vehicle Stability Control
- ❖ Hill Start Assist Control System\*
- ❖ Traction Control System
- ❖ 8 SRS Airbags (Dual Front, Side and Front & Rear Curtain Shield Airbags)
- ❖ Anti-theft System with Alarm
- ❖ Immobilizer
- ❖ Front & Rear Parking Sensor
- ❖ Rear Parking Camera

\* Exclusive for Camry Super Luxury

# Exclusive for Camry Super Luxury and Camry Luxury





**All-new Toyota Camry Price:**

	<b>New Car Launch Price</b>
Camry Super Luxury (Hybrid)	HK\$389,800 (After deduction of the Government's tax incentive for Environment-friendly Private Vehicle)
Camry Luxury	HK\$339,710
Camry Advantage	HK\$292,810

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

**Toyota Showroom:**

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**Photo Caption:**



*Mr. Keiichi Yoneda from Japan, Deputy Chief Engineer of Camry, gave a speech prior to the official unveiling ceremony.*



*Our guests of honor, Mr. Patrick S. Lee (Left), Managing Director of Crown Motors Ltd, Mr. Keiichi Yoneda (Middle), Deputy Chief Engineer of Camry and Mr. Hiroyuki Shimominami, Managing Director of Toyota Tsusho (H.K.) Corp., Ltd presided over a Toasting Ceremony.*



*Mr. Ronald Wong, Marketing General Manager of Crown Motors Ltd., delivered a fascinating and well-prepared product presentation.*



*Mr. Jason Chan and Ms. Sarah Song were deeply impressed by the all-new Toyota Camry which is the perfect choice for company directors.*