

MEDIA RELEASE

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All-new Toyota Starlet Makes its Debut

Star-worthy Success

Launched in September 2020, the Toyota Starlet was met with rapturous applause and instantly cemented itself within the highly-competitive B-segment in the passenger car market. It's combination of stylish good looks, traditional hatchback layout, comprehensive specification level and impressive frugality at the pumps, earned the Starlet top marks amongst customers.

More Star, More Car

The new Starlet promises to deliver even more, on all fronts. Revised front and rear-styling up the visual ante with sleek headlamps up front, chrome detailing, a sloping rear roofline with boot spoiler (which flows seamlessly into the tailgate), and stylish two-piece rear light clusters which complete the sporty yet elegant profile.

A revised interior design features swooping accent lines and blue detailing, with a large centrally-mounted infotainment screen and easy-to-read instrument binnacle. A sporty, three-spoke steering wheel with large Toyota insignia and steering switches, provides the perfect driver interface.

The newcomer also gets a boost in performance with the adoption of a larger 1.5-litre engine (as employed in the Urban Cruiser), replacing the outgoing 1.4-litre mill. This enhances performance by 9kW (for a total power output of 77kW), while the torque receives an 8Nm amplification to take it to a max of 138Nm. Despite the increase in performance, the fuel index remains low, ranging between 5.4 and 5.7 l/100 km.

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Specification Star

In response to customer feedback and market trends, the new Starlet also boasts an upgraded specification roster. *All models* now come equipped with a touchscreen audio system (either 18 or 23cm) with USB, Bluetooth and Apple CarPlay/Android Auto interface, as well as a rear USB charger. Automatic Climate Control, power-retractable mirrors and electric windows are features on the standard menu.

Driver assistance is aided by rear parking sensors (PDC), Hill Assist Control (HAC), Vehicle Stability Control, ABS and EBD *across the board*. Driver & Passenger airbags are also provided with the flagship Xr grade featuring Side & Curtain versions too.

The top-tier Xr model adds Smart Entry, Push Start and Cruise Control amongst other niceties.

Starry Line-up and Pricing

The familiar three-grade strategy has been retained (Xi, Xs and Xr). Buyers have a choice between a 5-speed manual or 4-speed automatic transmission on Xs and Xr models, resulting in a model matrix of 5 variants catering to a variety of needs.

Starlet 1.5 Xi MT - R 226,200

Starlet 1.5 Xs MT - R 239,100

Starlet 1.5 Xs AT - R 261,100

Starlet 1.5 Xr MT - R 294,900

Starlet 1.5 Xr AT - R 313,300

Vehicle on sale as from 23 May 2022.

A full press kit will be made available at the media launch.

Peace of Mind

All Starlet models are sold with a 3-services/45 000 km service plan – with 15 000 km service intervals. A 3-year/100 000 km warranty is also provided. Customers can additionally purchase service plan and warranty extensions from their local Toyota dealer – and they benefit from the biggest dealer network in the country (over 220 outlets).

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