

MEDIA RELEASE

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New Toyota Starlet - More Star Quality

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. The front styling ups the visual ante with sleek headlamps (LED dependant on grade), unified by a sleek chrome 'brow' and prominent lower air dam - creating a signature Toyota look. Wide-mounted fog lamps (grade dependant) replete with C-shaped trim, add to the overall appeal.

The side profile echoes that of the outgoing model, with well-proportioned elements and surface detailing. Blacked-out A-pillar and chrome waistline trim, draw your eyes across the silhouette, which terminates in a sloping roofline with sporty roof spoiler (including a high-level brake light). The body-coloured side view mirrors now also feature built-in turn signal lamps.

The aft view features stylish two-piece rear light clusters and a broad, chrome tailgate *garnish* which completes the sporty yet elegant profile.

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A revised interior design features swooping accent lines and multi-hued detailing, with a large centrally-mounted infotainment screen and easy-to-read instrument binnacle. Here designers focussed on creating a stylish design while maintaining excellent ergonomics.

The upper facia incorporates a striking, metallic grey surround, which extends from the centrally-mounted ventilation outlets to the passenger-side air vent. Below this, the dark blue panel trim echoes the door panel trim - creating a cohesive interior design.

New front seats feature an improved contour focussing on lateral and shoulder support, additional bolstering and two-tone accents to complement the interior. A centre console with adjustable centre armrest aids front passenger comfort, while the interior is equipped with multiple cup and bottle holders for added convenience.

The rear seats feature enhancements too, with improved thigh and shoulder support. Spaciousness and comfort remain a hallmark of the new Starlet. A 60/40 split seatback provides the option to expand the 314 litre boot space and create even more utility.

The sporty, three-spoke steering wheel includes matching grey metallic inserts and a 'flat-bottom' edge, large Toyota insignia and conveniently-placed steering switches - to provide the perfect driver interface.

Star Performance

The newcomer also gets a boost in performance with the adoption of a larger 1.5-litre K15B 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. The 1.5-litre engine employs a traditional 16-valve layout and VVT-i to offer a great balance of torque, willingness to rev and fuel efficiency.

Performance figures clock in at 11,2 seconds for the 0-100 km/h sprint with the top speed registering 175 km/h. Despite the increase in performance, the fuel index remains low, ranging between 5.4 and 5.7 l/100 km while CO₂ emissions check in at 127 to 133 g/km.

Star Foundation

The new Starlet uses an evolved version of the previous platform, with increased use of high-strength and ultra-high-strength steel in key areas of its construction. The suspension too has been completely revised,

with changes to the torsion beam at the rear, new coil springs all-round, and recalibrated dampening in conjunction with an additional 20mm of suspension travel - to provide substantially improved ride quality without compromising on handling.

The suspension changes are joined by an increase in tyre width of 10mm versus the outgoing model. Models equipped with steel wheels are shod with Goodyear 185/65/R15 rubber, while alloy-equipped variants are upgraded to 195/55/R16 specification. The alloy wheels themselves too are new, with a bi-tone directional design creating a sense of movement.

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 with USB, Bluetooth and Apple CarPlay/Android Auto interface, as well as two rear USB chargers (USB-A and USB-C). Automatic Climate Control, power-retractable mirrors, electric windows and Multi-Information Display (MID) are features on the standard menu.

The infotainment system is synced with the on-board computer allowing occupants to access and display vehicle trip information alongside cellphone contacts, date & time, audio system status and multimedia inputs - all from the conveniently grouped home screen view. Detailed screens for each of the functions can also be called up.

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, for a total tally of 6. ISOFIX anchor points are standard across the range.

The top-tier Xr model adds Smart Entry, Push Start and Cruise Control amongst other niceties. A reverse camera and auto-dimming rear-view mirror add even more convenience to the Xr package, while an additional 2 tweeter speakers (total of 6) interface with a larger 23cm infotainment screen. The Multi-Information Display (MID) is upgraded to the colour TFT type and boasts a variety of telemetry-themed screens including a g-sensor and power/torque monitor.

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

Peace of Mind

All Starlet models are sold with a complimentary 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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