

2017 Camry



 **TOYOTA** | *Let's
Go
Places*

Impossible to ignore. The 2017 Toyota Camry.

CAM_MY15_0019_V002

Let's make everyone do a double take. The 2017 Toyota Camry is here to turn heads, and its sculpted body lines, aggressive grille and muscular fenders are sure to command attention. Available LED Daytime Running Lights (DRL) shine bright and add to Camry's premium feel; out back, the unique taillight treatment and available dual exhaust give a not-so-subtle hint at the power that lies under the hood. Add in Camry's athletic stance and available 18-in. alloy wheels,¹ and you've got yourself a sporty sedan that makes everyone take notice. Your driving thrills start here. Let's go places.



XLE V6 shown in Blizzard Pearl² with available Technology Package and Safety Connect.³
See numbered footnotes in Disclosures section.



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—
"This is going to be fun. Let's see how many new things we can try. Who will get the best pic at sunset?"
—



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CAM_MY15_0023_V002

The best memories are made
when you embrace the unexpected.



Left to right: **XSE V6** shown in Ruby Flare Pearl² with available Technology Package; **Hybrid SE** shown in Celestial Silver Metallic with available power tilt/slide moonroof; **XLE V6** shown in Blizzard Pearl² with available Technology Package and Safety Connect³.

See numbered footnotes in Disclosures section.

Details that will get you noticed, and admired.

Camry has an interior that thrills before you even start moving. This feels more like a cockpit than anything else with its intuitive top-flight tech and available high-contrast French stitching. A sleek center stack with an available 7-in. touch-screen makes it easy to access a wide range of multimedia features. With a driver-focused layout that helps reduce distraction and a supportive, comfortable 8-way power-adjustable seat that cradles the driver, Camry truly has beauty and brains.



STANDARD INTEGRATED BACKUP CAMERA⁴

All Camry audio systems include a standard backup camera. Anytime you put your Camry in Reverse, an image of what's visible to the camera will appear on the touch-screen display. Now you can see all the people taking notice of your Camry.



8-WAY POWER DRIVER'S SEAT

Adding to the cockpit feel is Camry's 8-way power-adjustable driver's seat with power lumbar support that helps you find your perfect driving position. With custom comfort like this, it's easy to fall in love with Camry's interior.



AUTO HIGH BEAMS (AHB)⁵

Shine bright with advanced safety features. Camry's available Auto High Beam system helps detect vehicles as far away as 2000 feet and, depending on the circumstances, automatically switches the high beams on and off, making it easier for other drivers on the road.



XSE V6 interior shown in Black with available Technology Package. Prototype shown with options. Production model will vary.

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A true performer that will have you craving more curves.

It's time to go on a power trip. Camry has plenty of passing power, an available sport suspension and the driving dynamics to match its sculpted physique. Go ahead and grab Camry XSE's steering wheel – its paddle shifters give you extra control and add more fun to your drive. The dual exhaust is a bold signal of the potential that lies beneath the hood. And with its 18-in. wheels, firm bushings and edgier look, it's the sportiest Camry yet. Get ready for some respect on the road.



V6 ENGINE

Go ahead, rev the engine a little, and watch Camry come to life. Camry's available 3.5-liter V6 puts 268 horsepower under your right foot, making it one powerful ride.



PADDLE SHIFTERS

Camry SE and XSE put the power at your fingertips with race-inspired paddle shifters. Mounted to the back of the steering wheel, these allow the standard 6-speed automatic transmission to be shifted manually. This system even matches revs with each downshift to help keep things smooth.



DUAL EXHAUST

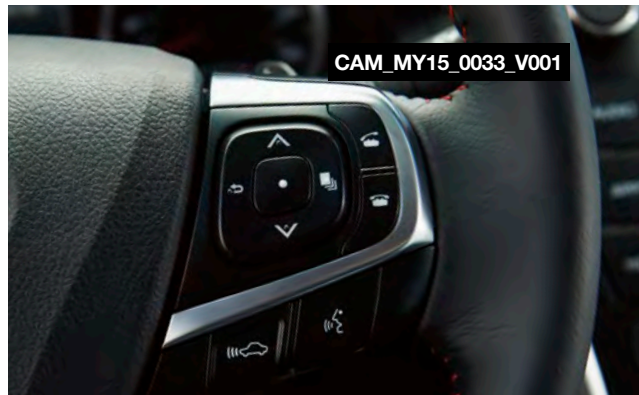
Two dual pipes with one singular message: A beast lives within. Camry's available dual exhaust system has been tuned to provide optimized performance and help you get the most out of your drive while making people do a double take.

XSE V6 shown in Ruby Flare Pearl[®] with available Technology Package.

See numbered footnotes in Disclosures section.

A stylish interior that moves you even when sitting still.

The design of the interior of the 2017 Camry is hard to resist, from the available Push Button Start to the available premium heated front seats. Look a little closer and you'll see even more evidence of style and sophistication. Soft-touch materials, available sport leather trim and Ultrasuede® surround you in the spacious cabin, with every feature inviting you for a spirited drive. Nearly every surface has been designed to take you miles from ho-hum.



STEERING WHEEL TOUCH CONTROLS

High-tech meets high convenience that helps keep your focus on the drive. With steering wheel-mounted controls, you're in command of your audio controls and Bluetooth®-equipped mobile phone right from the steering wheel.



PUSH BUTTON START

One button you will love to push. With Camry's available Smart Key System⁷, you can unlock the front doors and trunk, plus start your car with the push of a button – all without removing the key fob from your pocket or purse.



AVAILABLE HEATED FRONT SEATS

Cool mornings, or cooler evenings, Camry is ready to handle both. With the push of a button, the front seats will gently warm to take the chill off those morning commutes or fun night drives.



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WOOD-GRAIN-STYLE ACCENTS

Warm and luxurious is one way to describe the LE's and XLE's spacious cabins, which feature available rich wood-grain-style accents at key touch points to further enhance your driving experience.

SPACIOUS REAR LEG ROOM

Go ahead, stretch out a little — or a lot. Camry's spacious and quiet cabin offers plenty of rear leg room that comes in handy on those longer trips, or for those taller passengers.

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CAM_MY15_0038_V001

60/40 SPLIT FOLDING SEATS

A 60/40 split allows you to easily reconfigure the rear seats to extend trunk space. Fold one seat flat to get a little extra space or quick access to the trunk, or fold both for a larger cargo area. Bring on the special antique lamp you just can't pass up.

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INTERIOR COMFORT

A place to sit that stands apart from the rest.

Maximum comfort. Effortless style. The 2017 Camry is ready for your next road trip. Inside, you get a spacious cabin with plenty of leg room front and back, plus available leather-trimmed seating designed to help you stretch out and relax. For an extra touch of refinement, Camry also offers trim elements finished in wood-grain-style accents and satin chrome. And with versatile rear seats that split and fold forward, you can bring more of your favorite things along for the ride too. So come on in and sit a spell — Camry's ready to make you feel right at home.

XLE V6 interior shown in Almond with available Technology Package and Safety Connect²³ Prototype shown with options. Production model will vary.

See numbered footnotes in Disclosures section.

Cool tech, hot design. This is driving smarter.

Welcome to a place where you are in charge. Every feature has been carefully designed to help keep you connected and make your drive more fun. Access to your music, available navigation and information is all within reach, and an enclosed bin in front of the shifter offers an available area to wirelessly charge your compatible smartphone.⁸ Technology now adds to the driving experience like never before.



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DYNAMIC RADAR CRUISE CONTROL (DRCC)⁹

Camry has available Dynamic Radar Cruise Control (DRCC) that automatically adjusts vehicle speed to help maintain a preset distance between you and the vehicle traveling in front of you.



CAM_MY15_0043_V002

ENTUNE[®] APP SUITE¹⁰

With Camry's available Entune[®] App Suite, you can access Pandora^{®11} and iHeartRadio for music, make restaurant reservations with OpenTable,[®] and buy movie tickets with MovieTickets.com. Plus, get sports scores, stocks, traffic and weather — even fuel prices.



CAM_MY15_0042_V001

MULTI-INFORMATION DISPLAY

Keep track of the driving information you use most with Camry's Multi-Information Display. Easy to view from any angle, this customizable 4.2-in. TFT full-color screen shows features like incoming call information, current fuel economy, available turn-by-turn navigation,¹² Dynamic Radar Cruise Control, and more.



CAM_MY15_0039_V002

CAM_MY15_0200_V001



Qi-COMPATIBLE WIRELESS CHARGING⁸

Be in charge of your phone. Camry's available wireless charging system lets you simply place your Qi-compatible device on the nonslip surface to charge up wirelessly. No more worrying about tangled cords or wires.

XSE V6 interior shown in Black with available Technology Package and Qi-compatible wireless smartphone charging. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions.

Innovative tech to help you drive with confidence.

Wouldn't it be great if you had the confidence you need every time you went driving? Camry has a host of available features designed to help give you just that. It's like a little extra guidance, whether it's checking a blind spot, helping you change lanes, or getting emergency help. All this is part of a comprehensive approach to safety to give you peace of mind. Welcome to innovation that looks out for you.



CAM_MY15_0044_V001

XLE V6 shown in Blizzard Pearl² with available Technology Package and Safety Connect,⁸³ and **Hybrid SE** shown in Celestial Silver Metallic with available power tilt/slide moonroof.

See numbered footnotes in Disclosures section.



LANE DEPARTURE ALERT (LDA)¹³

If an inadvertent lane departure is detected, the available Lane Departure Alert issues an audible warning and displays a warning on the instrument panel. It's one more way Camry helps look out for you.



BLIND SPOT MONITOR (BSM)¹⁴

When the available Blind Spot Monitor detects a vehicle, it illuminates a warning indicator on the appropriate sideview mirror to help you know when it's safe to change lanes. Rear Cross-Traffic Alert (RCTA)¹⁵ works in much the same way. When you slowly back out of a driveway or parking spot, it provides audible and visual indicators to alert you of approaching vehicles.



PRE-COLLISION SYSTEM (PCS)¹⁶

Camry's available Pre-Collision System works with the Dynamic Radar Cruise Control (DRCC)⁹ system to determine if a frontal collision is imminent. If so, under certain conditions, the system automatically applies the brakes.



SAFETY CONNECT⁸³

With available Safety Connect,⁸³ emergency assistance is always within reach. Via Toyota's 24/7 call center, Safety Connect⁸³ offers subscribers helpful features such as Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification.

HYBRID

Head-turning style. Impressive efficiency.
This is Camry Hybrid.

CAM_MY15_0100_V003



Hybrid SE shown in Celestial Silver Metallic with available power tilt/slide moonroof and Entune™ Premium Audio.



CAM_MY15_0050_V003

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“Pure energy: Sure, it says hybrid on the badge, but Camry Hybrid SE packs one heck of a punch.”
—

CAM_MY15_0052_V001

HYBRID

CAM_MY15_0051_V001



HYBRID

Hybrid power and sporty handling equal eco-fun.

The powerful Camry Hybrid SE. That's right, hybrid and powerful in the same sentence. It gets better: This hybrid also has dynamic suspension tuning, a stabilizer bar and a stability control system,¹⁷ so it's ready for life in the fast lane. Now you get all the benefits of efficiency without losing any of the excitement—a thrilling contradiction. This is one bold hybrid.

CAM_MY15_0049_V002



Hybrid SE shown in Celestial Silver Metallic with available power tilt/slide moonroof and Entune™ Premium Audio.



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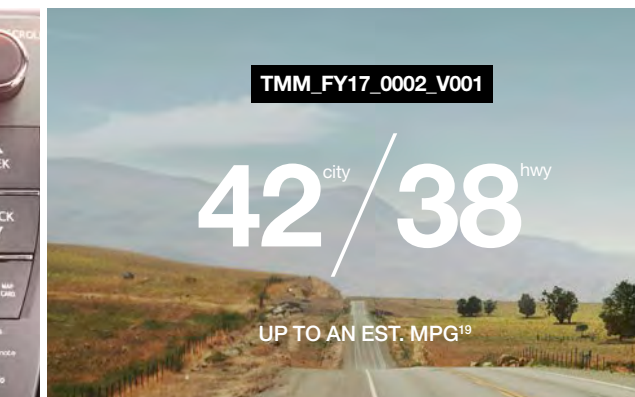
Go the distance for less. With more fun than ever.

It's not only about reaching your long-range goal. It's also about having some fun along the way. That's why Camry Hybrid knows how to balance power with fuel efficiency. With Hybrid Synergy Drive[®], the combined output of both the gas and electric motors is an impressive 200 hp. And because of its advanced design, lightweight materials and refined aerodynamics, Camry Hybrid SE lets you go farther for less.



ENERGY MONITOR

This shows you how the hybrid system is operating, with a simple diagram of the gas engine, electric motor, and high-capacity battery with arrows that show the operation and flow of energy. This will help you adjust your driving to be more efficient and keep track of usage.



MPG

With its rewarding drive and optimal fuel economy, Camry Hybrid helps you make bold moves, responsibly. Camry Hybrid LE offers up to an EPA-estimated 42 mpg city,¹⁹ and the sporty Camry Hybrid SE and the premium Camry Hybrid XLE offer up to an EPA-estimated 40 mpg city,¹⁹ so you don't have to sacrifice fuel economy for fun.



ECO MODE, EV MODE²⁰

Camry Hybrid has different modes for different types of driving. ECO Mode helps maximize fuel economy. EV Mode drives solely on battery power for up to one-half mile under certain conditions.

Hybrid SE interior in Ash with available Entune™ Premium Audio with Integrated Navigation¹² and App Suite,¹⁰ and available all-weather floor mats.¹⁸ Prototype shown with options. Production model will vary.

See numbered footnotes in Disclosures section.

Committed to safety.

Camry comes standard with the Star Safety System,[™] our advanced integration of safety technologies that includes Enhanced Vehicle Stability Control (VSC),¹⁷ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)²¹ and Smart Stop Technology[®] (SST).²² In addition to these confidence-inspiring safety features, Camry has LATCH (Lower Anchors and Tethers for CHildren) to help keep children secure and safe, Whiplash-Injury-Lessening (WIL)²³ front seats and a Tire Pressure Monitor System (TPMS).²⁴



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LE shown in Predawn Gray Mica.

See numbered footnotes in Disclosures section.



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WHIPLASH-INJURY-LESSENING FRONT SEATS

In certain lower-speed rear-end collisions, WIL seatbacks are engineered to yield in a controlled fashion, reducing the motion differential between head and torso, and helping minimize injury.

TEN AIRBAGS²⁵

Camry has ten standard airbags for you and your passengers, including a driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, driver and front passenger knee airbags, rear seat-mounted side airbags, and front and rear side curtain airbags.

AVAILABLE DIRECT TIRE PRESSURE MONITOR SYSTEM (TPMS)

Proper tire pressure is always important for safe driving. TPMS evaluates the pressure of the tires and issues a warning if the pressure becomes critically low. An alert to let you know which tire is low on air is shown on the available 4.2-in. TFT Multi-Information Display screen nestled between Optitron gauges.



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LE

Powertrain

- 2.5L 4-Cylinder Engine with 178 hp @ 6000 rpm²⁶
- 24 city/33 hwy/27 combined est. mpg¹⁹
- 6-speed automatic transmission

Exterior Features

- Projector-beam halogen headlights with auto on/off feature
- Color-keyed heated power outside mirrors with manual folding feature
- 16-in. steel wheels with wheel covers

Interior Features

- Entune™ Audio — includes 6.1-in. touch-screen display, USB 2.0 port,²⁷ advanced voice recognition,²⁸ *Bluetooth*^{®6} wireless technology, steering wheel-mounted controls and Siri[®] Eyes Free²⁹
- Backup camera⁴
- Fabric-trimmed seats; 8-way power-adjustable driver’s seat; 4-way adjustable front passenger seat; 60/40 split fold-down rear seat
- Cruise control
- Tilt/telescopic steering wheel with audio and *Bluetooth*^{®6} hands-free phone controls
- Optitron instrumentation with 4.2-in. TFT Multi-Information Display
- Remote keyless entry system
- Wood-grain-style interior trim
- Power door locks with automatic locking feature
- Power windows with driver and front passenger auto up/down
- Two 12V auxiliary power outlets
- Two front and two rear cup holders; two front-door and four rear-door bottle holders

Options and Packages³⁰

- Power tilt/slide moonroof
- Entune™ Audio Plus with Connected Navigation App³¹
- 16-in. multi-spoke alloy wheels



CAM_MY15_0262_V001

XLE 4-Cyl.

Adds to or replaces features offered on LE

Powertrain

- 2.5L 4-Cylinder Engine with 178 hp @ 6000 rpm²⁶
- 24 city/33 hwy/27 combined est. mpg¹⁹
- 6-speed automatic transmission

Exterior Features

- LED Daytime Running Lights (DRL)
- 17-in. alloy wheels with SuperChrome paint
- Chrome-tipped exhaust

Interior Features

- Dual zone automatic climate control with rear-seat vents
- Entune™ Audio Plus with Connected Navigation App³¹ and JBL[®] Audio — includes 7-in. high-resolution touch-screen display, AM/FM CD player, MP3/WMA playback capability, ten JBL[®] GreenEdge™ speakers in eight locations, auxiliary audio jack, USB 2.0 port²⁷ with iPod^{®32} connectivity and control, advanced voice recognition,²⁸ hands-free phone capability, *Bluetooth*^{®6} wireless technology, Connected Navigation Scout[®] GPS Link App³¹ Siri[®] Eyes Free²⁹ SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, HD Radio,^{™34} and HD Radio™ traffic and weather in major metro areas
- Qi-compatible wireless smartphone charging⁸
- Leather-trimmed multi-stage heated front seats; 8-way power-adjustable driver’s seat with power lumbar support; 4-way power-adjustable front passenger seat
- Leather-trimmed tilt/telescopic 3-spoke steering wheel with *Bluetooth*^{®6} hands-free phone and audio controls

Options and Packages³⁰

- Power tilt/slide moonroof
- Convenience Package includes
 - Smart Key System⁷ with Push Button Start
 - Auto-dimming rearview mirror with compass
 - HomeLink^{®35} universal transceiver
 - Anti-theft system with alarm
- Entune™ Premium JBL[®] Audio with Integrated Navigation¹² and App Suite¹⁰
- Safety Connect^{®3}
- Blind Spot Monitor (BSM)¹⁴ with Rear Cross-Traffic Alert (RCTA)¹⁵
- Technology Package includes
 - Pre-Collision System (PCS)¹⁶
 - Dynamic Radar Cruise Control (DRCC)⁹
 - Lane Departure Alert (LDA)¹³
 - Auto High Beams (AHB)⁵



CAM_MY15_0068_V001

XLE V6

Adds to or replaces features offered on LE

Powertrain

- 3.5L V6 Engine with 268 hp @ 6200 rpm
- 21 city/30 hwy/24 combined est. mpg¹⁹
- 6-speed automatic transmission

Exterior Features

- LED low- and high-beam headlights with auto on/off feature
- LED Daytime Running Lights (DRL)
- Power tilt/slide moonroof
- 17-in. alloy wheels with SuperChrome paint
- Acoustic noise-reducing front windshield
- Dual chrome-tipped exhaust

Interior Features

- Dual zone automatic climate control with rear-seat vents
- Entune™ Audio Plus with Connected Navigation App³¹ and JBL[®] Audio — includes 7-in. high-resolution touch-screen display, AM/FM CD player, MP3/WMA playback capability, ten JBL[®] GreenEdge™ speakers in eight locations, auxiliary audio jack, USB 2.0 port²⁷ with iPod^{®32} connectivity and control, advanced voice recognition,²⁸ hands-free phone capability, *Bluetooth*^{®6} wireless technology, Connected Navigation Scout[®] GPS Link App³¹ Siri[®] Eyes Free²⁹ SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, HD Radio,^{™34} and HD Radio™ traffic and weather in major metro areas
- Qi-compatible wireless smartphone charging⁸
- Smart Key System⁷ with Push Button Start
- Leather-trimmed multi-stage heated front seats; 8-way power-adjustable driver’s seat with power lumbar support; 4-way power-adjustable front passenger seat
- Leather-trimmed tilt/telescopic 3-spoke steering wheel with *Bluetooth*^{®6} hands-free phone and audio controls
- Auto-dimming rearview mirror with compass
- HomeLink^{®35} universal transceiver
- Anti-theft system with alarm

Options and Packages³⁰

- Entune™ Premium JBL[®] Audio with Integrated Navigation¹² and App Suite¹⁰
- Safety Connect^{®3}
- Blind Spot Monitor (BSM)¹⁴ with Rear Cross-Traffic Alert (RCTA)¹⁵
- Technology Package includes
 - Pre-Collision System (PCS)¹⁶
 - Dynamic Radar Cruise Control (DRCC)⁹
 - Lane Departure Alert (LDA)¹³
 - Auto High Beams (AHB)⁵



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SE

Adds to or replaces features offered on LE

Powertrain

- 2.5L 4-Cylinder Engine with 178 hp @ 6000 rpm²⁶
- 24 city/33 hwy/27 combined est. mpg¹⁹
- 6-speed automatic transmission

Exterior Features

- Projector-beam halogen headlights with black sport trim bezels and auto on/off feature
- Sport mesh front grille
- Smoked chrome upper grille and rear trunk garnish
- Integrated front and rear underbody spoilers
- Color-keyed rear spoiler
- 17-in. alloy wheels with Graphite finish
- Chrome-tipped exhaust

Interior Features

- Sport fabric SofTex[®]-trimmed front seats; 8-way power-adjustable driver’s seat; 4-way adjustable front passenger seat
- Leather-trimmed tilt/telescopic steering wheel with paddle shifters, and *Bluetooth*^{®6} hands-free phone and audio controls
- Silver interior trim

Options and Packages³⁰

- Power tilt/slide moonroof
- Convenience Package includes
 - Smart Key System⁷ with Push Button Start
 - Auto-dimming rearview mirror with compass
 - HomeLink^{®35} universal transceiver
 - Anti-theft system with alarm
- Entune™ Audio Plus with Connected Navigation App³¹
- Entune™ Premium Audio with Integrated Navigation¹² and App Suite¹⁰



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XSE 4-Cyl.

Adds to or replaces features offered on SE

Powertrain

- 2.5L 4-Cylinder Engine with 178 hp @ 6000 rpm²⁶
- 24 city/33 hwy/27 combined est. mpg¹⁹
- 6-speed automatic transmission

Exterior Features

- LED Daytime Running Lights (DRL)
- 18-in. machined alloy wheels with black-painted accents¹

Interior Features

- Dual zone automatic climate control with rear-seat vents
- Entune™ Audio Plus with Connected Navigation App³¹ and JBL[®] Audio — includes 7-in. high-resolution touch-screen display, AM/FM CD player, MP3/WMA playback capability, ten JBL[®] GreenEdge™ speakers in eight locations, auxiliary audio jack, USB 2.0 port²⁷ with iPod^{®32} connectivity and control, advanced voice recognition,²⁸ hands-free phone capability, *Bluetooth*^{®6} wireless technology, Connected Navigation Scout[®] GPS Link App³¹ Siri[®] Eyes Free²⁹ SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, HD Radio,^{™34} and HD Radio™ traffic and weather in major metro areas
- Qi-compatible wireless smartphone charging⁸
- Sport leather-trimmed Ultrasuede[®] multi-stage heated front seats; 8-way power-adjustable driver’s seat with power lumbar support; 4-way power-adjustable front passenger seat

Options and Packages³⁰

- Power tilt/slide moonroof
- Convenience Package includes
 - Smart Key System⁷ with Push Button Start
 - Auto-dimming rearview mirror with compass
 - HomeLink^{®35} universal transceiver
 - Anti-theft system with alarm
- Entune™ Premium JBL[®] Audio with Integrated Navigation¹² and App Suite¹⁰
- Blind Spot Monitor (BSM)¹⁴ with Rear Cross-Traffic Alert (RCTA)¹⁵
- Technology Package includes
 - Pre-Collision System (PCS)¹⁶
 - Dynamic Radar Cruise Control (DRCC)⁹
 - Lane Departure Alert (LDA)¹³
 - Auto High Beams (AHB)⁵



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XSE V6

Adds to or replaces features offered on SE

Powertrain

- 3.5L V6 Engine with 268 hp @ 6200 rpm
- 21 city/30 hwy/24 combined est. mpg¹⁹
- 6-speed automatic transmission

Exterior Features

- LED low- and high-beam headlights with black sport trim bezels and auto on/off feature
- LED Daytime Running Lights (DRL)
- Power tilt/slide moonroof
- 18-in. machined alloy wheels with black-painted accents¹
- Acoustic noise-reducing front windshield

Interior Features

- Dual zone automatic climate control with rear-seat vents
- Entune™ Audio Plus with Connected Navigation App³¹ and JBL[®] Audio — includes 7-in. high-resolution touch-screen display, AM/FM CD player, MP3/WMA playback capability, ten JBL[®] GreenEdge™ speakers in eight locations, auxiliary audio jack, USB 2.0 port²⁷ with iPod^{®32} connectivity and control, advanced voice recognition,²⁸ hands-free phone capability, *Bluetooth*^{®6} wireless technology, Connected Navigation Scout[®] GPS Link App³¹ Siri[®] Eyes Free²⁹ SiriusXM[®] Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, HD Radio,^{™34} and HD Radio™ traffic and weather in major metro areas
- Qi-compatible wireless smartphone charging⁸
- Smart Key System⁷ with Push Button Start
- Sport leather-trimmed Ultrasuede[®] multi-stage heated front seats; 8-way power-adjustable driver’s seat with power lumbar support; 4-way adjustable front passenger seat
- Auto-dimming rearview mirror with compass
- HomeLink^{®35} universal transceiver
- Anti-theft system with alarm

Options and Packages³⁰

- Entune™ Premium JBL[®] Audio with Integrated Navigation¹² and App Suite¹⁰
- Blind Spot Monitor (BSM)¹⁴ with Rear Cross-Traffic Alert (RCTA)¹⁵
- Technology Package includes
 - Pre-Collision System (PCS)¹⁶
 - Dynamic Radar Cruise Control (DRCC)⁹
 - Lane Departure Alert (LDA)¹³
 - Auto High Beams (AHB)⁵



CAM_MY15_0083_V001

Hybrid LE

Powertrain

- Hybrid Engine: 2.5L 4-Cylinder Engine
- Hybrid system net power: 200 hp (149 kW)
- 42 city/38 hwy/40 combined est. mpg¹⁹
- Electronically controlled Continuously Variable Transmission (ECVT), EV²⁰ and ECO Modes

Exterior Features

- Projector-beam halogen headlights with auto on/off feature
- Color-keyed heated power outside mirrors with manual folding feature
- 16-in. steel wheels with wheel covers
- Acoustic noise-reducing front windshield

Interior Features

- Dual zone automatic climate control
- Entune™ Audio — includes 6.1-in. touch-screen display, USB 2.0 port,²⁷ advanced voice recognition,²⁸ *Bluetooth*^{®66} wireless technology, steering wheel-mounted controls and Siri® Eyes Free²⁹
- Backup camera⁴
- Smart Key System⁷ with Push Button Start
- Fabric-trimmed seats; 8-way adjustable driver's seat; 4-way adjustable front passenger seat; fold-down rear seat with pass-through
- Cruise control
- Tilt/telescopic steering wheel with audio and *Bluetooth*^{®66} hands-free phone controls
- Optitron instrumentation with 4.2-in. TFT Multi-Information Display
- Metallic-tech-grain interior trim
- Power door locks with automatic locking feature
- Power windows with driver and front passenger auto up/down
- Two 12V auxiliary power outlets
- Two front and two rear cup holders; two front-door and four rear-door bottle holders

Options and Packages³⁰

- Entune™ Audio Plus with Connected Navigation App³¹



CAM_MY15_0084_V001

Hybrid SE

Adds to or replaces features offered on Hybrid LE

Powertrain

- Hybrid Engine: 2.5L 4-Cylinder Engine
- Hybrid system net power: 200 hp (149 kW)
- 40 city/37 hwy/38 combined est. mpg¹⁹
- Electronically controlled Continuously Variable Transmission (ECVT), EV²⁰ and ECO Modes

Exterior Features

- Projector-beam halogen headlights with black sport trim bezels and auto on/off feature
- Sport mesh front grille
- Smoked chrome upper grille and rear trunk garnish
- Integrated front and rear underbody spoilers
- Color-keyed rear spoiler
- 17-in. alloy wheels with Graphite finish
- Chrome-tipped exhaust

Interior Features

- Sport fabric SofTex[®]-trimmed front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat
- Leather-trimmed tilt/telescopic steering wheel with *Bluetooth*^{®66} hands-free phone and audio controls
- Silver interior trim

Options and Packages³⁰

- Power tilt/slide moonroof
- Entune™ Audio Plus with Connected Navigation App³¹
- Entune™ Premium Audio with Integrated Navigation¹² and App Suite¹⁰
- Qi-compatible wireless smartphone charging⁸



CAM_MY15_0085_V001

Hybrid XLE

Adds to or replaces features offered on Hybrid LE

Powertrain

- Hybrid Engine: 2.5L 4-Cylinder Engine
- Hybrid system net power: 200 hp (149 kW)
- 40 city/37 hwy/38 combined est. mpg¹⁹
- Electronically controlled Continuously Variable Transmission (ECVT), EV²⁰ and ECO Modes

Exterior Features

- LED Daytime Running Lights (DRL)
- 17-in. alloy wheels with SuperChrome paint
- Chrome-tipped exhaust

Interior Features

- Dual zone automatic climate control with rear-seat vents
- Entune™ Audio Plus with Connected Navigation App³¹ and JBL® Audio — includes 7-in. high-resolution touch-screen display, AM/FM CD player, MP3/WMA playback capability, ten JBL® GreenEdge™ speakers in eight locations, auxiliary audio jack, USB 2.0 port²⁷ with iPod^{®32} connectivity and control, advanced voice recognition,²⁸ hands-free phone capability, *Bluetooth*^{®66} wireless technology, Connected Navigation Scout® GPS Link App;³¹ Siri® Eyes Free;²⁹ SiriusXM® Satellite Radio³³ with 3-month complimentary SiriusXM All Access trial, HD Radio,^{™34} and HD Radio™ traffic and weather in major metro areas

- Qi-compatible wireless smartphone charging⁸
- Leather-trimmed multi-stage heated front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way power-adjustable front passenger seat
- Leather-trimmed tilt/telescopic 3-spoke steering wheel with *Bluetooth*^{®66} hands-free phone and audio controls
- Auto-dimming rearview mirror with compass

Options and Packages³⁰

- Power tilt/slide moonroof
- Convenience Package includes
 - HomeLink^{®35} universal transceiver
 - Anti-theft system with alarm
- Entune™ Premium JBL® Audio with Integrated Navigation¹² and App Suite¹⁰
- Safety Connect^{®3}
- Blind Spot Monitor (BSM)¹⁴ with Rear Cross-Traffic Alert (RCTA)¹⁵
- Technology Package includes
 - Pre-Collision System (PCS)¹⁶
 - Dynamic Radar Cruise Control (DRCC)⁹
 - Lane Departure Alert (LDA)¹³
 - Auto High Beams (AHB)⁵

Color



Midnight Black Metallic



Parisian Night Pearl



Blue Streak Metallic



Ruby Flare Pearl²



Crème Brulee Mica



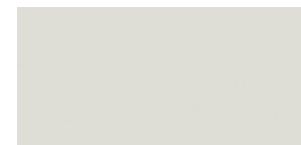
Cosmic Gray Mica



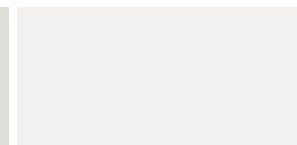
Predawn Gray Mica



Celestial Silver Metallic



Blizzard Pearl²



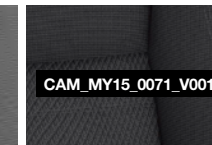
Super White

Trim

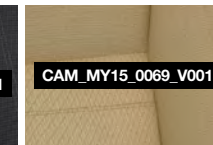


LE and Hybrid LE fabric shown in Ash

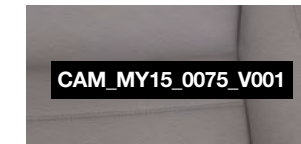
Also available in



Black

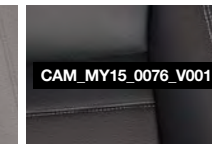


Almond

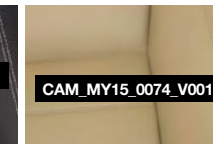


XLE and Hybrid XLE leather trim shown in Ash

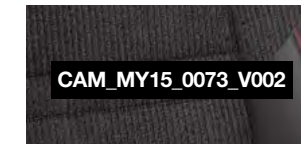
Also available in



Black

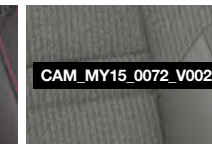


Almond

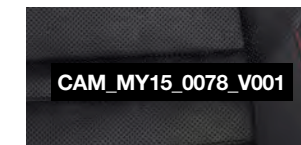


SE and Hybrid SE fabric shown in Black with Red stitching

Also available in

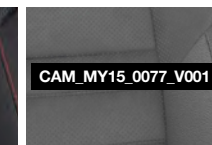


Ash with Ash stitching



XSE leather trim and Ultrasuede® shown in Black with Red stitching

Also available in



Ash with Ash stitching

Wheels



CAM_MY15_0079_V001

LE and Hybrid LE 16-in. steel wheel with wheel cover



CAM_MY16_0038_V001

LE available 16-in. multi-spoke alloy wheel



CAM_MY15_0082_V001

SE and Hybrid SE 17-in. alloy wheel with Graphite finish



CAM_MY15_0081_V001

XSE 18-in. machined alloy wheel with black-painted accents¹

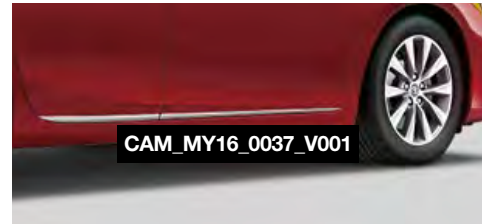


CAM_MY15_0080_V001

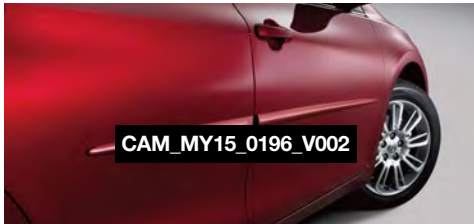
XLE and Hybrid XLE 17-in. alloy wheel with SuperChrome paint

The 2017 Camry is one bold choice for the road, and it deserves some bold accessories. This is a great way to add extra personality to your Camry. Not every accessory is available in your area, so for a complete list of accessories, go to toyota.com/camry.

- Alloy wheel locks
- All-weather floor mats¹⁸
- Ashtray kit
- Body side moldings
- Cargo tote³⁶
- Cargo tray
- Carpet floor mats¹⁸
- Carpet trunk mat
- Chrome lower door moldings
- Door edge guards
- Doorsill enhancements
- Emergency assistance kit
- First aid kit
- Glass Breakage Sensor (GBS)³⁷
- Hideaway cargo net³⁶
- Illuminated doorsills
- Key Finder³⁸
- Mudguards
- Paint protection film³⁹
- Rear bumper appliqué
- Rear spoiler
- Remote Engine Starter⁴⁰
- Vehicle Intrusion Protection (VIP) Security System



Chrome lower door moldings



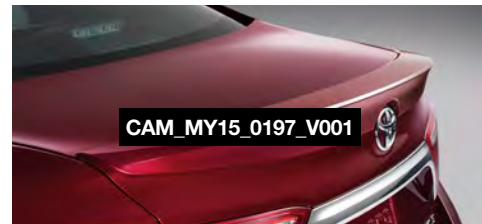
Body side moldings



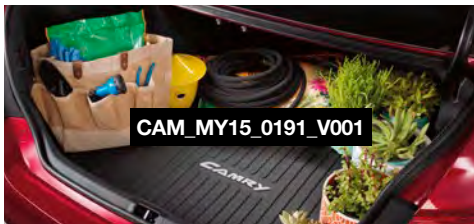
Illuminated doorsills



All-weather floor mats¹⁸



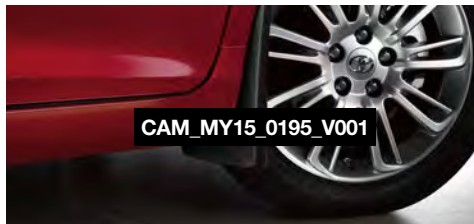
Rear spoiler



Cargo tray




Hideaway cargo net³⁶



Mudguards

TOYOTA FINANCIAL SERVICES

 Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa[®] adds even more value to doing the things you love. 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.[†] Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

[†]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.

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow—from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

DISCLOSURES

1. 18-in. tires are expected to experience greater tire wear than conventional tires. Tire life may be substantially less than 24,000 miles, depending on driving conditions. 2. Extra-cost color. 3. Contact with the Safety Connect[®] response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Telematics Subscription Service Agreement required. A variety of subscription terms is available; charges vary by subscription term selected. 4. 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. Environmental conditions may limit effectiveness and view may become obscured. See *Owner's Manual* for details. 5. Auto High Beams operate at speeds above 21 mph. Factors such as a dirty windshield, weather, lighting and terrain limit effectiveness, requiring the driver to manually operate the high beams. See *Owner's Manual* for details. 6. 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. A compatible Bluetooth[®]-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 7. 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. 8. Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. To prevent damage to devices, do not leave the devices in the vehicle. Temperature inside may become high, resulting in damage to the device. 9. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. System effectiveness depends on many factors, such as weather, traffic and road conditions. See *Owner's Manual* for details. 10. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. 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. See toyota.com/entune for details. 11. PANDORA[®], the PANDORA[®] logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 12. Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Updates may be available from your dealer at an additional cost. See *Owner's Manual* for details. 13. Lane Departure Alert is designed to read lane markers under certain conditions, and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors. See *Owner's Manual* for details. 14. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection, range and clarity of the monitor. See *Owner's Manual* for details. 15. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. See *Owner's Manual* for details. 16. The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See *Owner's Manual* for details. 17. Vehicle Stability Control 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. See *Owner's Manual* for details. 18. 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 its fasteners. Do not install a floor mat on top of an existing floor mat. 19. 2017 EPA-estimated mileage. Actual mileage will vary. 20. CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. EV Mode works under certain conditions at low speeds for up to one-half mile. See *Owner's Manual* for details. 21. 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. See *Owner's Manual* for details. 22. Smart Stop Technology[®] operates only in the event of certain contemporaneous 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. See *Owner's Manual* for details. 23. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 24. 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 *Owner's Manual* for details. 25. All the airbag systems are Supplemental Restraint Systems. All airbags (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: typically, frontal and knee airbags inflate in frontal collisions, side torso and side curtain airbags inflate in side collisions and roll-sensing curtain airbags inflate at a severe roll angle or roll rate. To decrease the risk of injury from an inflating airbag, 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 airbag or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating airbag may cause serious injury or death. See your *Owner's Manual* for further information/warnings. 26. In certain areas, 4-cylinder automatic models are equipped as Partial Zero Emission Vehicles (PZEV). For Camry 4-cylinder models certified as Partial Zero Emission Vehicles (PZEV), all emissions components are covered for 15 years or 150,000 miles, whichever occurs first, for performance or defect. 27. May not be compatible with all mobile phones, MP3/WMA players and like models. 28. Advanced voice recognition capabilities vary by head unit. 29. Always drive safely, obey traffic laws and focus on the road while driving. Siri[®] is available only on iPhone[®] 4S or later, iPad[®] with Retina[®] display, iPad mini[™], and iPod touch[®] (5th generation) and requires Internet access. Siri[®] is not available in all languages or all areas, and features vary by area. Some Siri[®] functionality and commands are not accessible in the vehicle. Data charges may apply. See apple.com and phone carrier for details. Siri[®] is a registered trademark of Apple Inc. 30. Some options or packages may require additional equipment. Not all options or packages are available in all regions. See your local dealer for requirements. 31. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. 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. Availability and accuracy of the information provided by Scout[®] GPS Link 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 or roadway. See toyota.com/entune for details. Scout[®] is a registered trademark of Telenav, Inc. 32. iPod[®] and iPhone[®] are registered trademarks of Apple Inc. All rights reserved. 33. SiriusXM[®] services require a subscription after 3-month trial period. **Subscriptions governed by SiriusXM[®] Customer Agreement available at www.siriusxm.com. If you decide to continue your SiriusXM[®] service at the end of your complimentary 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. 34. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. 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. 35. HomeLink[®] and the HomeLink[®] house icon are registered trademarks of Gentex Corporation. 36. Cargo and load capacity limited by weight and distribution. 37. Available only for vehicles equipped with factory security and factory remote keyless entry system or Smart Key System. 38. Interference from structures may affect signal strength. Requires free download of Toyota Key Finder from the iTunes[®] App Store to operate; also find there a list of Mac OS[®] devices. See *Owner's Manual* for details. 39. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. 40. Available only for vehicles equipped with remote keyless entry system or Smart Key System. Use only if aware of circumstances surrounding the vehicle at time of start. Operate only when legal and safe to do so (e.g., car uncovered in open area with no people or pets inside or nearby). See *Owner's Manual* for details.

Toyota 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 will vary.

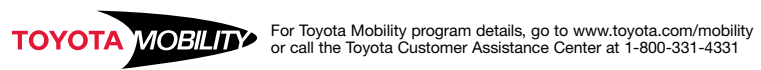
WARRANTIES

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).
Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.
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.

FOCUS ON SUSTAINABILITY

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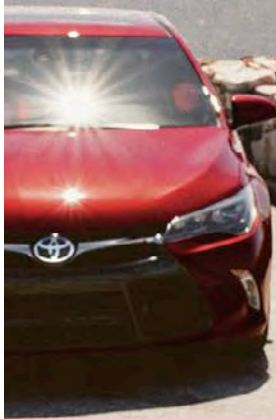




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Toyota drivers love to embrace new things and find new adventures. They just can't sit still. And proper vehicle maintenance is key to helping keep your Toyota safe, dependable and ready to explore. That's why we include a no cost maintenance plan with the purchase or lease of every new Toyota for 2 years or 25,000 miles, whichever comes first. 24-hour roadside assistance is also included for 2 years and unlimited miles. For all the details and exclusions, please call, visit online or stop by your local Toyota dealer today. Valid only in the continental U.S. and Alaska. Let's drive with confidence. Welcome to the ToyotaCare advantage.



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