

Toyota Corolla: A Best-Selling Sedan

Overview

The Toyota Corolla is one of the best-selling sedans worldwide, known for its affordability, reliability, and fuel efficiency. It's a perfect fit for first-time buyers, professionals seeking a dependable daily driver, and small families.

Engine Options

- 1.8L 4-Cylinder Gasoline Engine**
 - Power Output:** 139 HP
 - Transmission:** Continuously Variable Transmission (CVT)
 - Key Feature:** Smooth and efficient performance for urban driving
- Hybrid Option**
 - Power Output:** 121 HP (combined)
 - Transmission:** Electronically Controlled CVT (eCVT)
 - Key Feature:** Exceptional fuel economy and reduced emissions

Key Features

Safety

Equipped with Toyota Safety Sense (TSS) 2.0, which includes:

- Pre-Collision System with Pedestrian Detection
- Lane Departure Alert with Steering Assist
- Automatic High Beams
- Full-Speed Dynamic Radar Cruise Control

Comfort and Technology

- 7-inch or 8-inch touchscreen infotainment system
- Apple CarPlay and Android Auto compatibility
- Optional premium JBL sound system
- Dual-zone automatic climate control

Design

- Sleek, aerodynamic body style
- LED headlights and taillights
- Sporty trims like SE and XSE

Fuel Efficiency

- Gasoline Engine:** 30 MPG (city) / 38 MPG (highway)
- Hybrid Engine:** 53 MPG (city) / 52 MPG (highway)

Corolla's hybrid variant offers some of the best fuel efficiency in its class.

Pricing

- Base Model (L):** Starting at \$20,000
- Mid-Level Trim (LE):** Starting at \$22,000
- Premium Trim (XSE):** Starting at \$27,000

Ideal Customer

- First-Time Buyers:** Affordable pricing and easy financing options
- Eco-Conscious Drivers:** The hybrid option minimizes carbon footprint
- Small Families:** Ample legroom and safety features make it a great choice

Competitor Comparison

Toyota Corolla vs. Honda Civic

- Corolla offers better base pricing and hybrid efficiency.
- Civic provides a slightly more powerful engine at higher trims.

Toyota Corolla vs. Hyundai Elantra

- Corolla is renowned for long-term reliability and resale value.
- Elantra's tech features are competitive but fall short on hybrid options.

Sales Strategies

- Highlight Toyota Safety Sense (TSS):** A major selling point for families.
- Emphasize Fuel Efficiency:** Especially for hybrid buyers.
- Offer Test Drives:** Showcase smooth handling and modern interiors.

FAQs

- What is the warranty for Toyota Corolla?**
3 years/36,000 miles basic warranty and 5 years/60,000 miles powertrain warranty.
- Does the Corolla come with AWD?**
No, the Corolla is available in FWD (Front-Wheel Drive) only.

Quick Reference Cheat Sheet

Feature	Gasoline Model	Hybrid Model
Engine Output (HP)	139	121 (combined)
Transmission	CVT	eCVT
Fuel Efficiency (MPG)	30/38	53/52
Starting Price (USD)	\$20,000	\$23,000