



Toyota unveils seventh-generation Camry

Wednesday, 24th August 2011

Toyota Australia today was a major participant in the global reveal of the all-new seventh-generation Camry. The simultaneous launch of the new mid-sized vehicle in global markets signifies a strong resolve from Toyota Motor Corporation.

The Australian Camry range will feature a unique model variant named Atara. Toyota Camry debuts a new design. With a more spacious interior, improved driving dynamics and an even quieter ride. Every exterior body panel on Camry is new. A new 2.5-litre four-cylinder petrol engine delivers more responsive performance and better fuel economy. Camry will now be fitted with a six-speed automatic transmission – replacing the current generation's five-speed. Interior space has been further increased, especially for rear-seat passengers.

Camry and Atara sedans for the Australian market will be built at the company's manufacturing plant in the Melbourne suburb of Altona. New Camry, including Atara, will arrive in local dealership showrooms from late November. A new Camry Hybrid, also built in Australia, will be released in the first quarter of 2012.

Toyota Australia's senior executive director of sales and marketing David Buttner said next-generation Camry is a new-era car with more sophistication, greater emotional appeal and enhanced rational reasons for purchase.

"Camry is the smart, safe and worry-free leader of the Toyota brand – a symbol of Toyota's benchmark quality, durability and reliability," he said.

"The next-generation car is intended to do everything better, which is important because our loyal Camry owners have big expectations."

Mr Buttner said the introduction of the Atara badge would add an extra dimension to the Camry brand, appearing on Camry models targeted mainly at private buyers and the user-chooser segment of the fleet market.

"We believe the introduction of Atara reflects the added style and sophistication of the new range."

"Atara signifies that next-generation Camry will lead its segment with overall specification, performance, quality and value that are appreciated by Australian motorists," he said.

Atara has two origins: A Hebrew word for "crown" – which is a natural extension of Camry, which also means crown. A derivation of the Japanese word "atarashii", which means "new".

All new Camry models will be equipped with vehicle stability control, traction control, anti-skid brakes, brake assist and electronic brake-force distribution. Toyota Australia expects a strong five-star ANCAP rating.



▶ [See the original media release here](#)