

History of the Toyota Yaris by Betsy Bearden

The Toyota Yaris was previously marketed as the Toyota Echo until 2005 when it officially became known as the Yaris. It was introduced to the U.S. in 1999 as the perfect entry-level car for those looking to buy an affordable brand-new car, right off the lot.

It was given a complete overhaul for 2012, and it still offers a two-door as well as a four-door hatchback. Its interior is roomier and there is more cargo space. The models come equipped with Toyota's Star Safety System, Enhanced Vehicle Stability, and electric power steering.

Three impressive new styles to choose from are the Yaris L, LE, and a very sporty SE. Toyota has truly upped the ante when it comes to the revamped Yaris. Power windows, air-conditioning, tilt steering wheel, fold-down rear bench seat (on the L model); with the LE model you can expect these standards: power windows, remote keyless entry, leather trimmed steering wheel, Bluetooth audio and phone connectivity, HD radio with six-speakers, and so much more.

It only gets better—the SE model offers a fun, high performance ride on the open road or while zipping around tight corners. It has cruise control, upgraded upholstery, performance tires, and 16-inch alloy wheels. Are we talking standard in a subcompact? Yes, standard.

A five-speed transmission comes standard for a more hands-on experience, and a four-speed automatic is offered as an option. You can expect 106 horsepower from its 1.5-liter, inline-4 engine and 30 mpg city/38 mpg highway. The Yaris is the most fuel-efficient subcompact in comparison to its competition.

If you're on a budget and think you can't afford an enviable, brand new car, then think again. This affordable entry-level car allows you the enjoyment of a more expensive car without the price tag that comes along with it. The little Toyota Yaris offers you numerous creature comforts, a fun, economical ride, and lots of comfort.

References:

http://en.wikipedia.org/wiki/Toyota_Yaris

<http://www.edmunds.com/toyota/yaris/2012/#fullreview>