New Toyota Yaris with distinctive exterior Maier parts

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The launch of the new Toyota Yaris represents an important event in the history of Toyota Motor Europe. In fact, for the first time, the Product Planning Department, the Research and Development Division based in Brussels and the European Design Centre at Nice have been working hand in hand to develop a product that goes way beyond Europe's borders.

Following the trend initiated by the new **Aygo**, the **new Yaris** features more distinctive stylistic aspects. They strengthen Yaris emotional appeal without sacrificing any of the rational strength of the original car, such as package and durability. Elvio D'Aprile, in charge of the Toyota Yaris design said: "The B-segment is perhaps the most competitive segment in Europe. We had to do something which really stands out from the crowd. So our objectives were to avoid the B-segment stereotypes, to harmonize overall style of all powertrain derivatives and to dare to be different from competition".

Consequently, the highly distinctive exterior of the new Yaris features an even stronger, more dynamic execution of Toyota's bold, Under Priority frontal design language with Keen Look detailing.
The narrow upper- and large, trapezoidal lower grilles which hallmark Toyota's Under Priority design now merge at the logo to form a powerful cross-shaped

structure.
The logo is underscored by a chrome trim bar which runs through the length of the upper grille into new, Keen Look headlamp clusters, tying the frontal elements together with a powerful, horizontal emphasis of vehicle width.

To the rear, a new bumper design gives the appearance of a broader, lower stance, whilst the integral diffuser strengthens the new Yaris' road presence with a more sporting, self-confident image.

Flanking the sculpted license plate garnish, upgraded rear lamp clusters incorporate a new, LED light graphic which further enhances the vehicle's personality with a unique lighting signature made possible by using light-guide technology.
Unlike the previous generation Yaris, all powertrain derivatives now share the same overall styling, with more subtle cues alone identifying different versions, including the Yaris Hybrid.