

OVERDRIVE

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2015 SEDAN OF THE YEAR
Toyota Corolla



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Upsurge

The 11th generation Corolla is here. Will it really be the new benchmark?

IT HAD BEEN SIX YEARS SINCE THE Corolla Altis rolled out in India and so it was time for an all-new one. The last time a new Corolla was launched, it was hard for people to tell that the car was in fact a generation newer. Can't really blame them because the Corolla is one of the most recognisable cars around and every new model has taken inspiration from the outgoing car. This formula had been working for Toyota in every market around the world. After all it was the world's highest selling nameplate ever.

But now look at the car featured here. If someone had to remove the badging, one would never guess that this very car is in fact the new generation Corolla

Altis. When this car was unveiled around the world, people stood up and took notice. Because this baby here showcases a completely different approach from Toyota. Look at it from any angle and it looks striking. The dynamic design approach follows an edgy theme, with merging lines everywhere giving the car a lot of character. Inside too, the design approach is very different from the outgoing car and goes well with the exterior. Quality of materials used is complemented by the impressive fit and finish.

In terms of comfort, the Corolla doesn't disappoint. Front seats are comfortable while lumbar and thigh support is good, making it ideal for long distance driving. The rear seats are relaxing as

well and since the wheelbase and overall length have increased, rear knee-room has also gone up by an impressive 92mm. The rear seats even recline by simply pulling a lever placed next to them. If needed, one can choose to sit more upright or leaned back. A flat floor and good shoulder room also mean that three grown-ups can be seated comfortably. The boot offers 470 litres of space and the seats can be folded and split 60:40, opening up more cargo room if needed.

The Corolla features reliable powertrains - the 1.8-litre VVT-i petrol and the 1.4-litre D-4D diesel. The petrol DOHC unit puts out 140PS at 6,400rpm while peak torque of 173Nm is available at 4,000rpm. We drove the CVT

gearbox equipped car and noticed that power delivery is linear while the shifts are smooth. Gears can be shifted using the lever or the standard paddle shifters. Downshifts are very quick and there is hardly any delay. The petrol automatic is a good town and highway car. The 1.4-litre VGT diesel is mated to a 6-speed manual transmission. Power output hasn't changed - 88.4PS of max power is available at 3,800rpm while 205Nm of peak torque is delivered from 1,800-2,800rpm. It is quiet for a diesel and refined too. The new car even gets better insulation, further reducing NVH levels.

Ride and handling has improved over the previous generation car. The steering is electrically assisted and is more direct now. The added weight makes it all the more involving and precise at higher speeds. The suspension is tuned to offer better ride quality but around corners at higher speeds, it still holds the line well.

The diesel variant does feel more front heavy but is still a vast improvement over the car it replaces.

The top variants are even offered with standard 205/55 R16 tubeless Yokohama Advan A460 radials that offer great grip around corners. The Toyota may not be the car that comes on top in terms of dynamics when compared to rivals, but it sure is involving. The ride is plush and Toyota engineers have done a good job in setting up the suspension to suit Indian road conditions. The diesel gets a stiffer setup but when compared to the petrol variant, one can't really tell which is better. Suspension noise is less and over potholes and rough sections, the car simply glides. The Corolla has been a popular chauffeur driven car and the newer generation is now even better, thanks to a more comfortable ride, better space and features.





The car is available in five petrol variants which feature two transmission options while there are four variants which come with diesel mills. The basic petrol and diesel variants offer features such as dual front airbags, ABS with EBD and brake assist, keyless entry, 5.8-inch touchscreen audio with a DVD function and electrically adjustable rear view mirrors as standard. The mid variants in addition get front fog lamps, 15-inch alloy wheels, reverse sensor, 7-inch touchscreen audio without a DVD function, leather wrapped steering, auto climate control and a reading lamp. LED headlamps, larger 16-inch wheels, push button ignition, reverse camera, rain sensing wipers, leather upholstery, an eight-way power driver seat and a manual rear sunshade are all featured in the top-end trims. The automatic transmission also gets an additional cruise control feature.

The Corolla Altis has improved considerably especially in terms of styling, space, dynamics and features while still maintaining its practicality. This is a car that excels at everything else. So if that's what you want from a car, the new Toyota in town is worth considering. In fact it has already become the new bestseller.



True legend

The name Corolla originates from the Latin term for a 'crown of flowers' - a fitting name for Toyota's most sought-after models. Toyota introduced the Corolla in the Japanese market in November, 1966. Tatsuo Hasegawa, known as the father of the Corolla, was the chief engineer who mandated that the Corolla must be developed as a car which balances performance along with efficiency and reliability, traits that the Corolla still bears. Toyota was very optimistic about the Corolla and before the beginning of production, announced that out of the 50,000 cars that it produced each

month, 30,000 units would be that of the Corolla.

The Toyota Corolla has evolved with each generation change, while staying true to its founders' original idea of adopting new technologies to create an affordable family car. The car, with its meticulous quality, fit and finish, performance and overall value, created an image that helped the car gain popularity on a worldwide scale.

Toyota adopted a host of technologies and innovations to restate the definition of a family car. Addition of features such as a floor mounted gearshift and

MacPherson strut front suspension, air conditioning and stereo, three point seatbelts, rack and pinion steering, ABS, airbags and many more over the years highlighted the fact that Toyota knew the pulse of what the customers wanted. As a testimonial to the fact you just read, the Toyota Corolla went on to become the world's bestselling car in 1974 - a feat that was repeated over many generations of the car. The year 1997 saw the Corolla gain the status of the World's Bestselling Nameplate. By the year 2013, Toyota had sold as many as 40 million Corollas worldwide since the inception of the car.



1966-1970



1970-1974



1974-1979



1979-1983



1983-1987



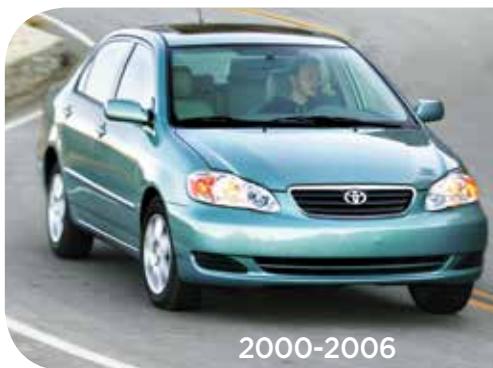
1987-1991



1991-1995



1995-2000



2000-2006

The Lineage

FIRST GENERATION: 1966-1970

Introduced in the year 1966, the Corolla was deemed as the most wanted car in the market. Powered by a 1.1-litre pushrod design K engine that produced 64PS of power, the car boasted a number of firsts that made it an instant hit with the populace. A floor-mounted gearshift, radio and bucket seats were remarkable for the time.

SECOND GENERATION: 1970-1974

The second generation grew upon the first. The body size of the new Corolla was larger than the outgoing model as Toyota sought to build upon the reputation that the first generation car commanded. An array of models were introduced, the top of the line being the Corolla Levin, which was a sporty iteration of the Corolla belting out 86PS of power. The second generation also featured air-conditioning and a stereo.

THIRD GENERATION: 1974-1979

Toyota launched the third generation Corolla in 1974, and for the first time in its history, the Corolla was designed using a wind tunnel, resulting in reduced coefficient of drag and an angular design. A total of five body types were sold namely, sedan, van, liftback(hatchback) and a new hardtop model. The engine produced

91PS of power, whilst the Corolla Levin, with its electronic fuel injected engine produced 115PS power. The car achieved the distinction of the Bestselling Car in the World.

FOURTH GENERATION: 1979-1983

The fourth generation Corolla was designed to maintain the car's status of being the world's bestselling car. An extensive market research helped Toyota to modify the new Corolla as the focus shifted to fuel efficient cars. Toyota worked extensively to reduce drag, resulting in a distinctive body style. The car also debuted a 1.8-litre diesel engine, towards the end of its model cycle. Interiors were designed to offer a greater sense of style.

FIFTH GENERATION: 1983-1987

This generation of the Corolla featured a new slick design with a choice of front engine front-wheel drive or front engine rear-wheel drive. The front-wheel drive provided spacious interiors while the rear-wheel drive coupe, provided a sporty driving demeanour to the car. There were five body types on offer with a host of engine options ranging from a 1.3-litre engine to a newly developed 1.6-litre fuel injected engine. The body featured crumple zones to absorb energy in the event of a collision.

SIXTH GENERATION: 1987-1991

The sixth generation Toyota Corolla was the first family sedan to feature an engine with a 4-valve DOHC setup called the, High-Mecha Twin Cam which served the dual purpose of improved performance and fuel efficiency. A four-wheel drive Corolla was also introduced during this generation. The interiors were fitted with new soft touch materials, cup holders and centralised power window switches.

SEVENTH GENERATION: 1991-1995

Toyota developed the seventh generation Corolla with an aim to create a model that challenged the norms of a conventional family car. The design with the new car incorporated rounded edges and curves, both on the exterior and interior of the car. The Sports 1.6-litre

4A-GE engine was reworked extensively and got a 5-valve engine with variable valve timing (VVT) for the intake side. This engine produced 160PS at 7,400rpm, whereas the supercharged 4A-GZE engine produced ten more horses at 6,400rpm. The car also featured ventilated brake discs, ABS and airbags.

EIGHTH GENERATION: 1995-2000

The eighth generation Corolla was developed with the intention of reducing the weight of



2006-2013



2013 onwards

the body and improved fuel economy. For this generation, the 2C-III diesel engine was replaced by the 2.2-litre 3C-E engine in 1998. The exterior was shaped to offer a roomier cabin along with. The seats were designed to provide enhanced comfort, while the range toppers were fitted with Recaro seats.

NINTH GENERATION: 2000-2006

The year 2000 saw the birth of the ninth generation Corolla that was built completely from the ground up. The new ninth generation car was the first Toyota Corolla to be officially sold by Toyota in India. The new car was characterised by large interior space, quality and reliability. The car received an overwhelming response in India and soon established the reputation of a car that is fast, fuel efficient and reliable - a major USP in the Indian market.

By the end of this model's product cycle, the total number of Corollas that were sold

globally were in excess of 31.6 million units, making it the highest selling car in the world.

TENTH GENERATION: 2006-2013

The tenth generation car was styled as an evolution of the ninth generation car. Badged in India as the Toyota Corolla Altis, the new car featured a redesigned front end that increased its appeal. The car came with interiors that were inspired from the Camry that sits a segment above the Corolla. The headlights were revised and so were the tail lights which were clear lens LEDs. The Corolla Altis also came with the option of a 1.4-litre D-4D diesel engine, a first for India. The new diesel was highly anticipated as some of the car's competitors were already providing that option.

ELEVENTH GENERATION: 2013 ONWARDS

The current generation Corolla is built on **Global Sedan Standard**. Dimensionally a **wheelbase**

of 2700mm provides best in class legroom. The **reclining rear seats and excellent sound insulation levels** ensure that the chauffeur driven travel in utmost comfort. The **7-inch touchscreen audio system with navigation** is a class benchmark. A **7-speed CVT-i automatic transmission with paddle shifts** optimises shift feel and performance while the diesel engine with its **205Nm of torque enhances low speed driveability in urban conditions**. Toyota's Corolla is the **No.1 car in its segment, not only in India but also around the world**. With over **40 million happy customers** worldwide, it is only obvious that the Toyota Corolla is the world's most loved car.

The Toyota Corolla, will always be one of the most memorable cars in automotive history - one that has made an impact in the way we perceive a premium family car.

SEDAN OF THE YEAR

TOYOTA COROLLA

The new Corolla arrives at a time when the entry-level D-segment is struggling but it has still managed to bring in good numbers for Toyota. It features much smarter and more youthful styling that endears it to a new segment in the market while the smart interiors match the handsome exteriors. The Corolla has always excelled when it comes to luxury and comfort and the roomy cabin in the new car is no exception. We loved the exceptional ride quality on the road and then we were pleasantly surprised with how entertaining the Corolla was on the racetrack. Toyota continues with the tried and tested petrol and diesel engines from the earlier Corolla and both offer high levels of smoothness, power and economy as well as conforming to Toyota's legendary levels of reliability. The Corolla brings a high level of features for a reasonable price. This combination of style and substance makes it our Sedan Of The Year.



N Raja, Senior VP, Sales & Marketing, Narender Kukreti, Deputy GM and Rajiv Sharma, GM Sales (North) accept the Sedan of the year trophy for the Corolla from Amitabh Kant, Secretary, Department of Industrial Policy & Promotion.



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