

2018 Camry

Jaw-dropper.



Showstopper.



Prepare for the stares. That's because it's tough to ignore the all-new 2018 Toyota Camry — it demands to be seen, and driven, with its fearless new look and seductive performance. Years of perfecting our beloved best-seller has allowed us to create this exhilarating drive that puts you in the driver's seat like never before. It's time to go more places in complete confidence — and always **arrive fashionably great.**



XSE V6 shown in Ruby Flare Pearl¹ with available Driver Assist Package and Entune™ 3.0 Premium JBL® Audio with Integrated Navigation² and App Suite.³



C A M R Y

Premium materials. Integrated tech. Camry's elegant interior makes a first impression that lasts. Its intuitive, driver-centered controls and inspired handling help you embrace each journey with style. Thanks to Toyota Safety Sense™ P (TSS-P),⁴ which includes Pre-Collision System⁵ with Pedestrian Detection (PCS w/ PD),⁶ Lane Departure Alert with Steering Assist (LDA w/ SA),⁷ Automatic High Beams (AHB),⁸ and Full-Speed Range Dynamic Radar Cruise Control (DRCC),⁹ peace of mind comes standard with every single Camry. It's time to reward your wants. And your desires.

XSE V6 interior shown in Red and Black with available Driver Assist Package and Entune™ 3.0 Premium JBL® Audio with Integrated Navigation² and App Suite.³





Powerful
and proper.

Camry's powerful design and aggressive exterior styling announce your arrival — with authority. The wider, lower stance challenges you to elevate your aspirations. A lowered roofline adds to this seductive shape and speaks to Camry's sporty nature. It's a look that's all at once tempting and tantalizing.

Prototypes shown with options. Production models may vary. 1. Extra-cost color. 2. Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway. Updates may be available from your dealer at an additional cost. See *Owner's Manual* for details. 3. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 4. Drivers are responsible for their own safe driving. Always pay attention to your surroundings and drive safely. Depending on the conditions of roads, weather and the vehicle, the system(s) may not work as intended. See *Owner's Manual* for additional limitations and details. 5. The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness is dependent on road, weather and vehicle conditions. See *Owner's Manual* for additional limitations and details. 6. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, and weather, light and road conditions. See *Owner's Manual* for additional limitations and details. 7. Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions. It provides a visual and audible alert, and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness is dependent on road, weather and vehicle conditions. See *Owner's Manual* for additional limitations and details. 8. Automatic High Beams operate at speeds above 25 mph. Factors such as a dirty windshield, weather, lighting and terrain limit effectiveness, requiring the driver to manually operate the high beams. See *Owner's Manual* for additional limitations and details. 9. Full-Speed Range Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. System effectiveness is dependent on road, weather and traffic conditions. See *Owner's Manual* for additional limitations and details.

