



NEWS RELEASE
24 FEBRUARY 2023
FOR IMMEDIATE RELEASE

Defying expectations with the ALL-NEW TOYOTA VIOS

2023 will see the arrival of the All-New 4th Generation Vios, now open for booking

Shah Alam, 24 February 2023: UMW Toyota Motor will launch the all-new Toyota Vios with a powerful new design to both its exterior and interior incorporating new technology and features aiming to make driving the Vios even more enjoyable. New, enhanced specifications and upgraded features offer customers greater value, inspiring buyers' satisfaction and gratification.

The all-new Toyota Vios enhanced with improved performance and quicker acceleration is now open for booking beginning 24th February 2023. Orders can be placed at all authorized Toyota showrooms nationwide.

Adopting new design language, the new generation model features a more powerful appearance with a fastback silhouette. The long-nose, rear biased cabin and lowered body shouts sportiness that comes with this upper-class luxurious sedan. The long wheelbase and large diameter tyres contribute to create a voluminous powerful-looking lowered body.

"The all-new Toyota Vios is all set to take centre stage as the car is definitely of top-notch quality at a competitive price that will certainly exceed customer expectations," said Datuk Ravindran K., President of UMW Toyota Motor.

Keeping in line with Toyota's trend of offering ever better cars, Toyota has combined advanced automotive technologies with upgraded specifications to give the all-new Toyota Vios superior ownership value.

The proven 1.5-litre DOHC Dual VVT-i engine has been improved to deliver stronger performance while a new 7-speed CVT with Sequential Shiftmatic gives quicker acceleration as well as enhances fuel efficiency.

Drivers will get to enjoy high grade displays and improved comfort with the redesigned for a comfortable driving posture. New features such as Paddle Shifters and Electronic Parking Brake add convenience to motoring. More than just a touch elegance, the all-new Toyota Vios now exudes a premium experience, all around. With better and more soft touch materials throughout the entire cabin.

Toyota Safety Sense (TSS) offers better safety features for both driver and passengers using advanced technology. TSS alerts the driver of dangers and also acts autonomously to prevent or avoid a collision.

The all-new Toyota Vios is all set to defy expectations and stand by its brand promise which is a reflection of both the driver and the Vios. The Vios defies the perception of its purpose, journey and premiumness. Just as the driver defies stereotypes, labels and limits of what he/she can be.

In other words, there's more than meets the eye with the all-new Toyota Vios, as is the person behind the wheel of it. In short, this is not the Vios you know. From the inside out. This is the all-new Vios.

UMW Toyota Motor will reveal more exciting specifications after the launch.

As a core model for UMW Toyota Motor, the Vios has always been a value for money, reliable, and feature-packed sedan in the country with more 505,000 units sold since its launch. The Vios has been assembled locally at UMW Toyota Motor's manufacturing facility, Assembly Services Sdn Bhd (ASSB) in Shah Alam since the model was first introduced in 2003.

Customers get a wide range of options, thanks to multiple variants and accessories to help customers customize their vehicles to their liking. This development illustrates the company's objective to support government efforts promoting localization within the Malaysian automotive industry.

As a result, the Toyota Vios has become the best-selling car in the non-national segment throughout Malaysia. The Toyota Vios is a "proud to own" vehicle that reaches a wide audience, has sold well in the country throughout the years and continues to do so.

The all-new Toyota Vios comes in two variants - 1.5 G (AT) advanced and 1.5 E (AT) value deal - in 5 colour options with Spicy Scarlet being a new choice.

All new Vios models come with a 5-year warranty and unlimited mileage. Owners also enjoy 24SEVEN Road Assist and 3 years of free subscription for the Toyota Vehicle Telematics System which monitors the car's location at all times.

Contact Toyota via our toll-free number for more information or further assistance by dialing 1-800-8-TOYOTA (1800-8-869682).

-Ends-