





Introducing Auris space concept

Designed from the inside out, Auris is a new concept from Toyota; maximising interior space and comfort while promising an engaging drive. Thus Auris embodies the Toyota design philosophy of Vibrant Clarity – forward looking and energetic while retaining a clarity of purpose and rationality.

“Auris space concept is tall and spacious. The high waistline, short overhangs and forward balance of the cabin architecture ensure it retains a sense of dynamism and agility. We call this perfect imbalance”, says Wahei Hirai, Toyota Global Design Managing Officer.

Auris presents a high quality interior design that puts driver and passengers in harmony with the car. The innovative sculpted bridged centre console is elegant yet practical, raising the gearlever and other controls to the perfect ergonomic height. The open under section allows for a feeling of airy-ness to be retained around the driver and front passenger.

The inside-out concept finds echoes in the panoramic glass roof, the flat rear passenger floor and high window surfaces – all contributing to an overwhelming sense of interior light and space.

Auris space concept presents a strong, dynamic exterior face. The powerful and vertical front shows a sense of nobility while the wide shoulders and short overhangs suggest driving pleasure, emphasised by the sports styled, 19-inch alloy wheels, freeform geometric lamps, prominent brake callipers and deep rear bumper with integrated chrome exhausts.

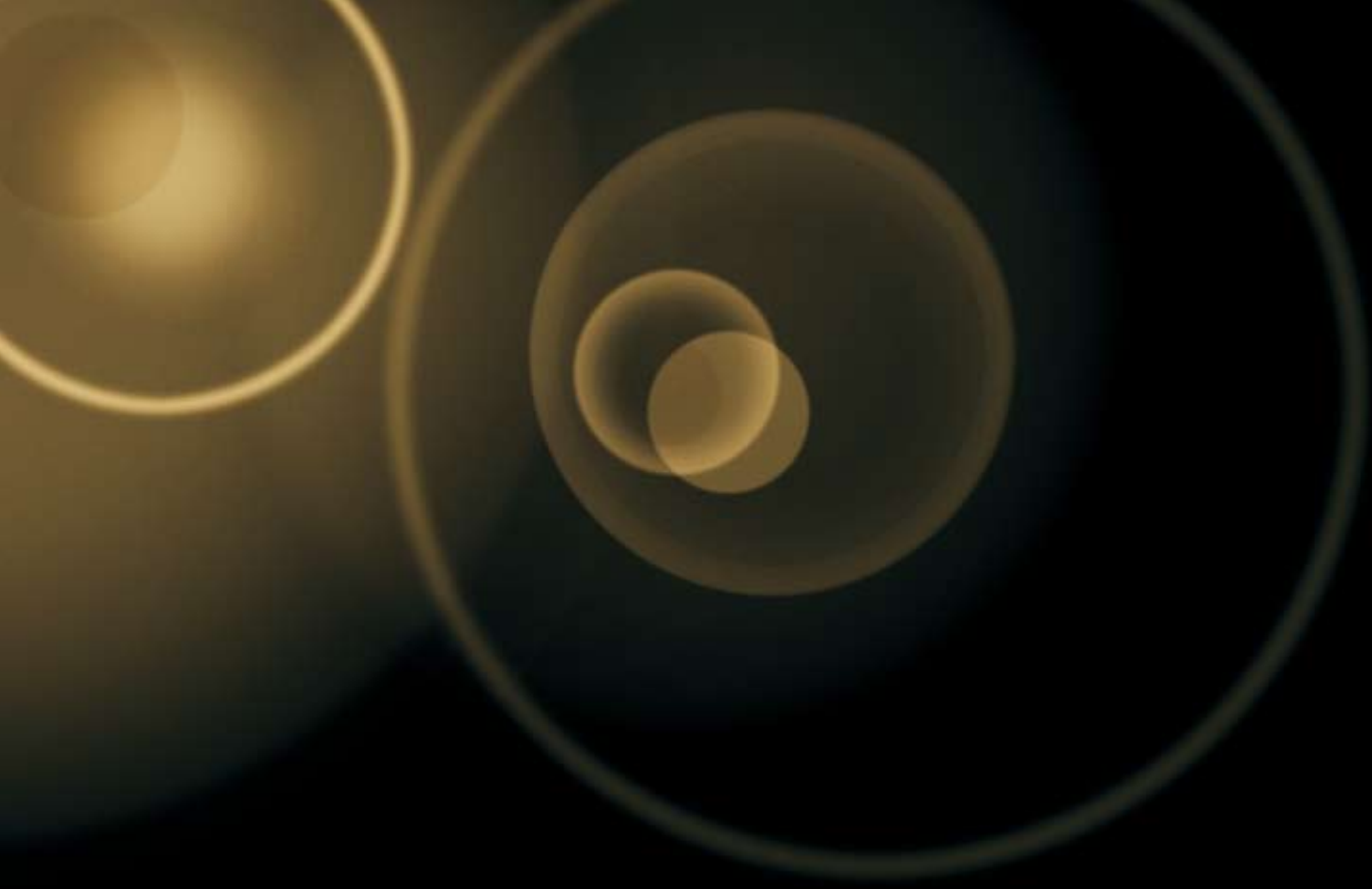
Finished with a striking gold exterior and interior piping to reflect its name (Aurum is the Latin name for gold), Auris delivers a timeless appeal that stirs strong emotions of comfort, nobility, and sophistication.

In creating Auris, Toyota wanted to reflect the shift in values in C-segment customers’ mindset, as well as its brand attitude of optimism.

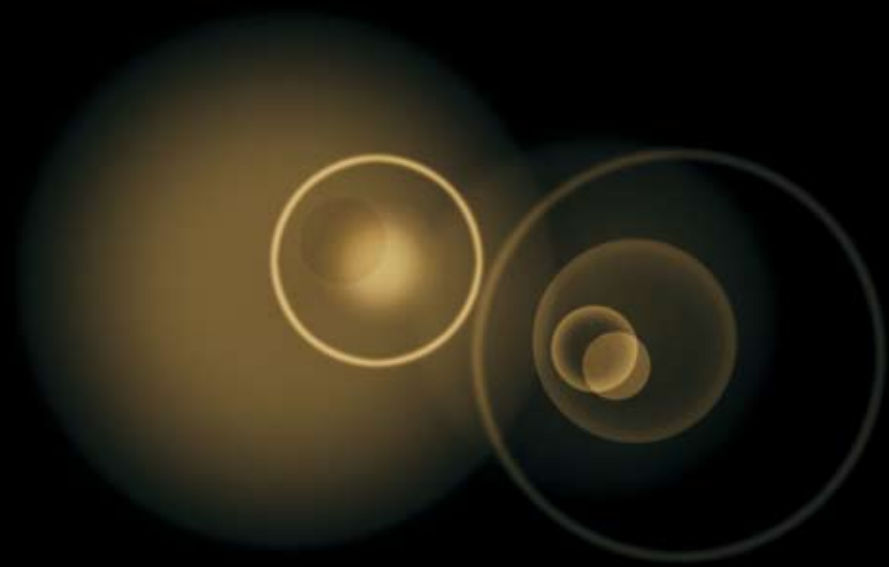
Auris embodies the way forward for Toyota.









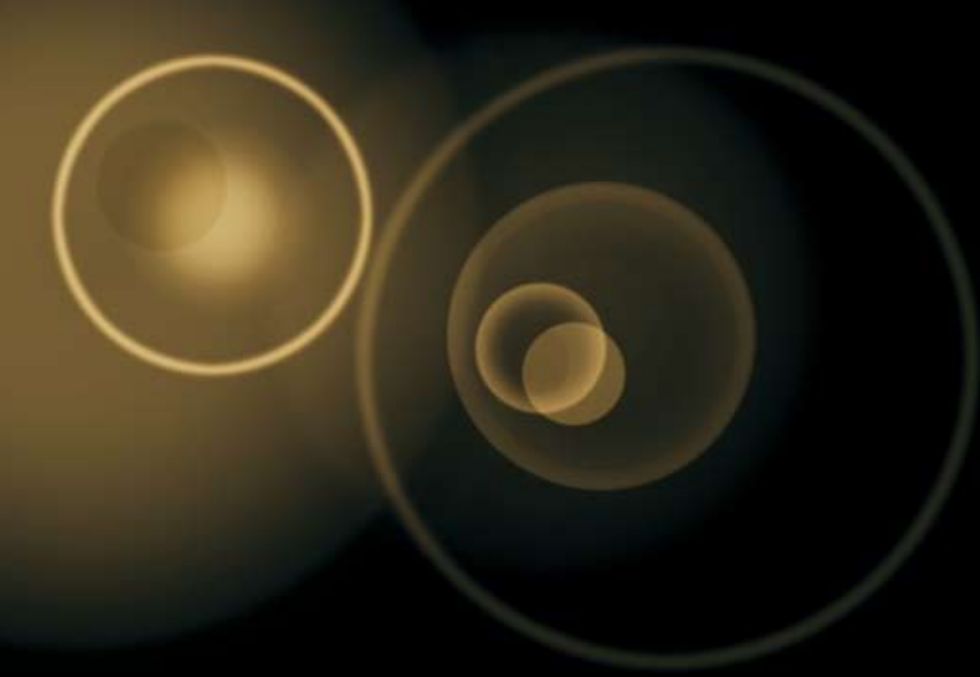




















Dimensions (mm)

Overall length:	Overall width:	Overall height:
4226	1762	1530