

Launched in 1999, the first generation Yaris was possibly the most innovative car in its segment back then as it offered excellent packaging and new design features such as the 3D central digital display.

Since then, innovation has always been an important element in the Yaris identity. The second generation added several segment firsts, such as the knee airbag and smart entry. And the third generation innovated the segment again through the introduction of a hybrid powertrain. The current model, launched in 2014, maintains its reputation of being an innovator and a smart choice, while the availability of Toyota Safety Sense places it at the top of its segment for active safety.

In Europe, more than 3.5 million Yaris have been sold since its initial launch. Over the last five years the model has reinforced its presence in the B-segment with sales increasing from some 144,000 units in 2011 to nearly 180,000 units during the first 10 months of 2016 and an increase in segment share to around 6%.

Much of this ongoing sales success may be attributed to the Yaris Hybrid. The full hybrid model currently accounts for more than 40% of all Yaris sales in Europe; a percentage which is expected to increase even further. Developed in Europe, the Toyota Yaris is built at its own factory in Valenciennes (France) for sales in Europe but also for export –about 12% of the production gets shipped to other continents.

With the Yaris participating in the FIA World Rally Championship as from 2017, Toyota has singled out another highly demanding motorsports series where it will push its cars to the limit, in the pursuit to make ever-better cars.

Not only will the learnings with the Yaris WRC help to further improve Toyota's road car technology, it will have a direct impact on expanding the Yaris line-up with a performance oriented version.

