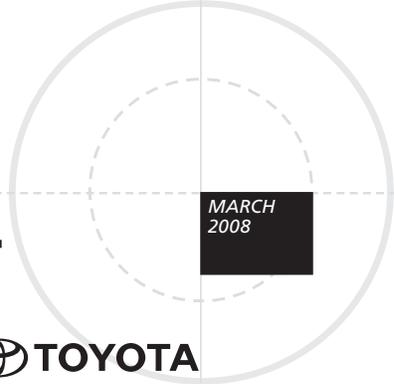




UNIVERSITY OF TOYOTA



EDGE SPECIAL EDITION

THE LATEST AUTOMOTIVE INFORMATION FOR YOU AND YOUR CUSTOMERS



2009 Camry VS. 2008 Honda Accord



Every year, Camry goes head-to-head with other cars in what has become a more and more competitive segment. For at least a decade, the Honda Accord has been Camry's toughest competitor. You can count

Camry — A Complete Mid-Size Package

The choice, size and performance difference:

- Offers sporty SE and Hybrid models — no comparable Accord
- Offers LE V6 and XLE V6 models — Accord only offers V6 on EX
- Tighter turning diameter and more cargo space
- 6-speed transmission with sequential shift on V6

on many of your Camry customers cross-shopping Accord.

For 2008, Accord has been completely redesigned. The all-new Accord is larger, with engine upgrades and more comfort, convenience and safety features.

However, Camry still has many advantages that make it the car of choice for mid-size buyers. This Edge Special Edition details those advantages over Accord, so you can share them with your customers.

"... the Camry's still the best overall combo of speed, refinement, handling, poise, room and comfort..."

— Motor Trend, February 2008

Here's a quick summary of the most important Camry advantages that you need to know about. The details on these and many other Camry advantages are described in the following pages of this issue.

Model Choices:

- Camry SE and Hybrid models. No comparable models are available on Accord
- Camry offers LE V6 and XLE V6 models. Accord only offers a V6 on its EX model

Exterior size/interior space:

- Tighter turning diameter for better maneuverability
- More trunk space

Performance:

- Comparable 4-cylinder and V6 torque at lower rpm
- Much higher EPA-estimated mpg ratings with Camry Hybrid model

Comfort and Convenience:

- 60/40 split fold-down rear seatback on Camry LE
- Plasmacluster® ionizer air filter¹
- Available Smart Key System²

Safety:

- Driver knee airbag
- Auto on/off headlights

¹Standard on Camry XLE and Camry Hybrid. Plasmacluster® is a registered trademark of Sharp Electronics, Inc.

²Available on Camry XLE V6 and Camry Hybrid.

IN THIS ISSUE

| | |
|------------------------------------|-----|
| Model Lineup Comparison | 2 |
| Performance Comparison | 3 |
| Comfort and Convenience Comparison | 4-5 |
| Safety Comparison | 6 |
| Specifications | 6-8 |



After test-driving Camry, Accord and two other top competitors, Motor Trend ranked Camry in first place, with Accord in third place.

— Motor Trend, February 2008

- | | |
|--|---|
| 1ST Place: Toyota Camry SE V-6 | 3RD Place: Honda Accord EX-L V-6 |
| 2ND Place: Chevrolet Malibu LTZ | 4TH Place: Nissan Altima 3.5 S |

MODEL LINEUP COMPARISON

Camry offers customers a wide range of model choices that Accord can't match. With the affordable Camry, the volume-leading LE, the sporty SE, the technologically advanced Camry Hybrid and the top-of-the-line XLE, there's a Camry for every buyer.

Several Camry models have no Accord competitor at all:

- Based on features, specifications and pricing, Camry LE V6 would compete with Accord LX or LX-P V6, if Honda offered the LX in a V6 model. Since it doesn't, the closest Accord competitor is the EX V6, which is priced significantly higher than Camry LE V6. Customers who want a V6 model can save money by buying a Camry.
- Camry SE is equipped with a sporty-styled spoiler and side rocker panel moldings, plus a sport-tuned suspension. It has no direct Accord competitor. That's because Accord has no sporty-style model.
- Camry Hybrid has no Accord competitor, since the Accord Hybrid has been dropped from the lineup.

Exterior Size and Interior Spaciousness Comparison

The 2008 Accord has a larger exterior than Camry's. In fact, this all-new Accord is now classified as a full-size car by the EPA. Do mid-size customers really want a car that large? *Motor Trend*¹ says, "This new Accord feels like a Buick as done by Honda."

For customers who want a real full-size car with luxury features like reclining rear seats, Toyota offers the Avalon. Honda is covering two segments, mid-

The table below shows the various Camry models and their corresponding Accord competitors.

| Camry and Accord Competitors | |
|------------------------------|---------------------------------|
| Camry Model | Accord Model |
| Camry | LX |
| LE 4-cylinder | LX-P ² 4-cylinder |
| LE V6 | EX V6 |
| SE | No Competitor |
| XLE 4-cylinder | EX/EX-L ³ 4-cylinder |
| XLE V6 | EX/EX-L V6 |
| Camry Hybrid | No Competitor |

Camry vs. Accord Dimensions Comparison

| | 2009 Camry LE | 2008 Accord LX |
|----------------------------------|-----------------------|------------------------------|
| Wheelbase (in.) | 109.3 | 110.2 |
| Length (in.) | 189.2 | 194.1 (4-cyl.) 194.3 (V6) |
| Width (in.) | 71.7 | 72.7 |
| Height (in.) | 57.9 | 58.1 |
| Turning diameter (ft.) | 36.1 | 37.7 |
| Head room, front/rear (in.) | 38.8/37.8 | 41.4/38.5 39.0/37.2 (EX) |
| Leg room, front/rear (in.) | 41.7/38.3 | 42.5/37.2 |
| Hip room, front/rear (in.) | 54.6/53.9 | 56.6/54.3 |
| Shoulder room, front /rear (in.) | 57.8/56.9 | 58.2/56.4 |
| EPA passenger volume (cu. ft.) | 101.0 | 106.0 101.0 (EX) |
| EPA cargo space (cu. ft.) | 15.0 14.5 (SE/XLE) | 14.0 |

size and full-size, with one car, Accord. Toyota has a car for each of the two markets, offering customers more choices.

Size Matters

The Accord is almost five inches longer than Camry. The result: Camry has a turning diameter that's over one foot tighter than Accord's, a big advantage for parallel parking and tight turning on narrow city streets and in packed parking lots.

Surprisingly, Accord's longer exterior doesn't translate into more rear shoulder and leg room or more cargo space. Camry's design makes better use of interior space.

Camry is efficiently designed. It's "right-sized," with a perfect blend of maneuverability and spaciousness. In *Motor Trend*'s¹ tests, "The smallish Camry received the highest marks for back-seat comfort, a testament to Toyota's proficiency in packaging and engineering."

¹*Motor Trend*, February 2008 issue.

²LX-P models are similar to LX Accords, but add several features such as a power-adjustable driver seat and alloy wheels.

³Compared to Accord EX models, EX-Ls add features like dual-zone automatic climate control, leather-trimmed seats and heated front seats.

Camry 4-Cylinder vs. Accord 4-Cylinder Engine Comparison

| | 2009 Camry 4-Cylinder Engine | 2008 Accord LX 4-Cylinder Engine | 2008 Accord EX 4-Cylinder Engine |
|------------------------|---------------------------------|-------------------------------------|-------------------------------------|
| Horsepower @ rpm | 158 @ 6000 | 177 @ 6500 | 190 @ 7000 |
| Torque (lb.-ft.) @ rpm | 161 @ 4000 | 161 @ 4300 | 162 @ 4300 |
| Valve timing system | VVT-i | i-VTEC® | i-VTEC® |

PERFORMANCE COMPARISON

To a buyer in this segment, performance means reliable acceleration, good fuel economy and a smooth driving experience. Camry has advantages in all these areas and more.

4-Cylinder Engine Comparison

For 2008, Honda has upgraded the base 4-cylinder engines for the LX and added a second, more powerful 4-cylinder engine for the EX. Both of these engines have higher horsepower ratings than Camry's 4-cylinder engine. On paper, this is the 2008 Accord's biggest performance advantage, but does it translate into an Accord performance edge? Not really. Torque for all these engines is about the same, but Camry delivers its maximum torque at lower rpms. That means Camry has more usable power. Torque gives a car responsive acceleration in situations like passing on the highway or getting moving from a standing start.

Camry's engine is equipped with Toyota's VVT-i, an innovative system that varies the valve timing to make the engine run more efficiently, producing greater power and lower emissions. Accord's i-VTEC® system is more complex than VVT-i and could be less reliable in the long run.

V6 Engine Comparison

Although torque for the two cars' V6 engines is comparable, Camry's V6 puts out its maximum torque at lower rpms, just as in our 4-cylinder engine comparison. In *Motor Trend's*¹ acceleration tests, Camry's V6 outperformed Accord's.

Camry V6 vs. Accord V6 Engine Comparison

| | 2009 Camry V6 Engine | 2008 Accord V6 Engine |
|--|-------------------------------|--------------------------|
| Horsepower @ rpm | 268 @ 6200 | 268 @ 6200 |
| Torque (lb.-ft.) @ rpm | 248 @ 4700 | 248 @ 5000 |
| <i>Motor Trend</i> ¹ 0–60 mph acceleration test (sec.) | 6.2 | 6.5 |
| <i>Motor Trend</i> ¹ quarter-mile acceleration test (sec. at mph) | 14.6 at 96.8 | 15.0 at 95.5 |
| EPA-estimated fuel economy rating (mpg) ⁴ | 19/28 | 19/29 |
| Automatic transmission | 6-speed with sequential shift | 5-speed |
| Valve timing system | Dual-Independent VVT-i | i-VTEC® |

⁴Actual mileage will vary.

Camry V6 models are equipped with a 6-speed automatic transmission with sequential shift, which lets the driver shift gears up or down, simulating a manual transmission and giving the driver more control. Camry's 6-speed transmission helps boost fuel economy and helps the V6 run efficiently and smoothly, lowering noise, vibration and harshness (NVH). Accord's V6 models only offer a 5-speed automatic transmission without sequential shift. According to *Motor Trend*¹, "The [Accord V6's] automatic — the sole five-speed and the only one sans a manual mode — simply trails the others in speed and connectedness...."

Accord's V6 is equipped with the same i-VTEC® system as its 4-cylinder engine. Camry's V6 has a more advanced Dual Independent VVT-i system.

Accord V6's new Variable Cylinder Management (VCM) technology automatically operates the engine in 6-cylinder, 4-cylinder or 3-cylinder modes according to driving conditions. VCM is supposed to improve fuel economy, but doesn't seem to have much effect in the real world, since the difference in EPA-estimated fuel economy ratings between Camry's and Accord's V6s is negligible.



In *Motor Trend's*¹ tests, "The ultra-quick six-speed automatic with its slick manual mode made relishing the engine's sweet spot effortless."



"Variable Cylinder Management... gives the Accord the highest EPA numbers of 19 city/29 highway, although its observed fuel economy of 18.5 mpg trailed those of the Nissan and Toyota."¹



Camry Hybrid

Camry's Hybrid Drivetrain Advantage

Camry Hybrid is equipped with Toyota's innovative Hybrid Synergy Drive® technology. Accord no longer offers a hybrid model. Camry Hybrid gets outstanding EPA-estimated fuel economy ratings (33/34 city/hwy mpg) that Accord can't match on any of its conventionally-powered models (21/31 mpg on both Accord 4-cylinder engines and 19/29 mpg on its V6).

Camry Hybrid comes standard with the convenient Smart Key System with pushbutton start available on XLE V6. No comparable system is available on Accord.

Camry XLE models and Camry Hybrid come standard with the innovative Plasmacluster® air filter¹. Plasmacluster® is not available on any Accord model.

¹Plasmacluster® is a registered trademark of Sharp Electronics, Inc.

COMFORT AND CONVENIENCE COMPARISON

Manufacturers know that comfort and convenience are very important to buyers in this segment. Both Camry and Accord are well stocked with thoughtful comfort and convenience features, but Camry has some definite advantages.

Camry Standard Feature Advantages

Camry, LE and Hybrid models come standard with a 60/40 split-folding rear seat. This feature gives Camry owners a lot of flexibility and versatility for carrying both rear passengers and cargo. Accord only offers a one-piece folding rear seat with a pass-through for cargo.

Driver seat power lumbar support comes standard on Camry LE, SE, XLE and Hybrid models. To get it on Accord, you have to buy the top-of-the-line EX and EX-L models. The entry-level Camry comes standard with driver seat manual lumbar support. No driver seat lumbar support, power or manual, is available on the entry-level Accord LX or Accord LX-P models.

All Camrys come standard with an outside temperature gauge. On Accord, it's available only on EX-L models not equipped with a navigation system.



Camry's interior is roomier than Accord's.



Camry's 60/40 split-folding rear seat.

Camry Comfort and Convenience — Standard Feature Advantages

| | 2009 Camry | 2008 Accord |
|--|--|---|
| Rear seat | Standard 60/40 split-folding, Camry, LE and Hybrid Standard fixed with center pass-through, SE Standard 40/20/40 split-reclining with locking trunk center pass-through, XLE | One-piece folding with center pass-through |
| Driver seat power lumbar support | Standard, LE, SE, XLE and Hybrid | NA |
| Driver seat manual lumbar support | Standard, Camry | Standard, EX and EX-L |
| Outside temperature gauge | Standard, all models | Available, EX-L equipped with navigation system |
| Plasmacluster® air filter ¹ | Standard, XLE and Hybrid | NA |

Camry Available Feature Advantages

Camry offers an available electrochromic auto-dimming rearview mirror on all models. On Accord, it's only available on the top-of-the-line EX-L.

A compass is available on all Camry models. It's available only on Accord EX-L models not equipped with a navigation system.

Camry XLE offers standard reclining rear seat for added passenger comfort. It's not available on any Accord model.

Camry XLE V6 offers the available Smart Key System with pushbutton start. No comparable system is available on Accord.

Camry offers an available DVD-based touchscreen navigation system. Customers may find Camry's system easier and more intuitive than the interface dial that Accord uses.

Satellite radio is a very popular feature with today's car buyers. Camry offers available satellite radio compatibility with a choice of the two major satellite radio providers, XM® and Sirius®. Only XM®, not Sirius®, is available on Accord.

Camry offers available Bluetooth® hands-free calling on all models equipped with an available JBL audio system. It comes standard on top-of-the-line Accord EX-L models equipped with a navigation system, but is not available on other Accord models.

A power moonroof is available on all Camry models except Camry grade, and it comes standard on the Camry XLE. It's also standard on Accord EX and EX-L, but not available on Accord LX and LX-P.

Camry Comfort and Convenience — Available Feature Advantages

| | 2009 Camry | 2008 Accord |
|--|---|--|
| Electrochromic auto-dimming rear view mirror | Available, LE, SE and Hybrid; Standard, XLE | Available, EX-L; NA, other Accord models |
| Compass | Available, all models | Available, EX-L not equipped with navigation system; NA, other Accord models |
| Reclining rear seat | Standard, XLE | NA |
| Smart Key System with pushbutton start | Available, XLE V6; Standard, Hybrid | NA |
| Navigation system | Available, touchscreen | Available, interface dial |
| Satellite radio | Available, XM® and Sirius® | Available, XM® |
| Bluetooth® | Available, JBL audio; Standard, XLE | NA, LX and LX-P; Standard, EX and EX-L |
| Power moonroof | Available, LE, SE and Hybrid; Standard, XLE | NA, LX and LX-P; Standard, EX and EX-L |



Camry's DVD-based touchscreen navigation system may be easier to use than Accord's system with interface dial.



Camry SE

SAFETY COMPARISON

Cars in this segment are often family vehicles, so safety is important to buyers. For 2008, both Camry and Accord offer a full array of safety features. It's a very close competition, but Camry has a few advantages.

Camry comes standard with a driver knee airbag and auto on/off headlamps, features Accord doesn't offer.

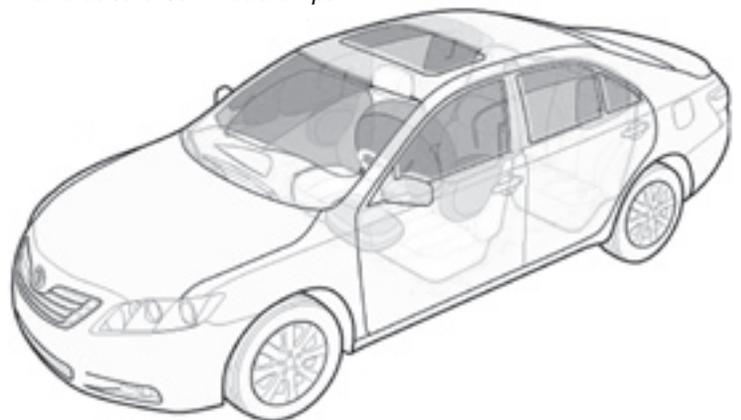
All Accord models come standard with Honda's Vehicle Stability Assist (VSA®). Toyota's Vehicle Stability Control (VSC) comes standard on Camry Hybrid and is available on all other Camry models. Both systems can reduce engine power and apply the left or right-side brakes to help keep the vehicle on course while cornering.

Camry Hybrid is equipped with Vehicle Dynamics Integrated Management (VDIM). This system activates the ABS, EBD, VSC, TRAC and EPS to help avoid skids resulting from the driver's actions. No comparable technology is available on Accord.

Accord comes standard with front active head restraints, a feature that Camry doesn't offer. The head restraints move forward and up, to help reduce a neck injury in rear collisions.

| <i>Camry vs. Accord Safety Feature Comparison</i> | | |
|---|--|------------------------------|
| | 2009 Camry | 2008 Accord |
| Driver knee airbag | Standard | NA |
| Auto on/off headlamps | Standard | NA |
| Vehicle stability control system | VSC Standard, Hybrid Available, all other models | VSA® Standard, all models |
| Front active head restraints | NA | Standard |
| VDIM system | Standard, Camry Hybrid | NA |

Camry safety features include a driver knee airbag and auto on/off headlamps.



Front active head restraints come standard on Accord.

2009 Camry vs. 2008 Accord Specifications

| | 2009 Camry LE 4-cylinder | 2008 Accord LX-P 4-cylinder | 2009 Camry LE V6 | 2008 Accord EX V6 |
|---------------------------------------|-------------------------------------|--|-----------------------------|------------------------------|
| Exterior Dimensions and Weight | | | | |
| Length (in.) | 189.2 | 194.1 | 189.2 | 194.3 |
| Width (in.) | 71.7 | 71.2 | 71.7 | 72.7 |
| Height (in.) | 57.9 | 58.1 | 57.9 | 58.1 |
| Wheelbase (in.) | 109.3 | 110.2 | 109.3 | 110.2 |
| Turning diameter (ft.) | 36.1 | 37.7 | 36.1 | 37.7 |
| Curb weight (lbs.) | 3307 | 3298 | 3461 | 3600 |
| Interior Dimensions | | | | |
| Head room, front/rear (in.) | 38.8/37.8 | 41.4/38.5 | 38.8/37.8 | 39.0/37.2 |
| Shoulder room, front/rear (in.) | 57.8/56.9 | 58.2/56.4 | 57.8/56.9 | 58.2/56.4 |
| Hip room, front/rear (in.) | 54.6/53.9 | 56.6/54.3 | 54.6/53.9 | 56.6/54.3 |
| Leg room, front/rear (in.) | 41.7/38.3 | 42.5/37.2 | 41.7/38.3 | 42.5/37.2 |
| EPA passenger volume (cu.ft.) | 101 | 106.0 | 101 | 101.0 |
| EPA cargo volume (cu.ft.) | 15.0 | 14.0 | 15.0 | 14.0 |
| Safety Features | | | | |
| Braking assist | Standard | Standard | Standard | Standard |
| ABS with EBD | Standard | Standard | Standard | Standard |
| Traction control | Available | Standard | Available | Standard |
| Stability control | Available | Standard | Available | Standard |
| Advanced airbags | Standard | Standard | Standard | Standard |
| Side curtain airbags, front/rear | Standard | Standard | Standard | Standard |
| Seat-mounted side airbags | Standard | Standard | Standard | Standard |
| Driver knee airbag | Standard | NA | Standard | NA |
| Head restraints | All positions | All positions | All positions | All positions |
| Auto on/off headlamps | Standard | NA | Standard | NA |
| Front fog lamps | NA | NA | NA | Standard |



Camry offers more trunk space than the Accord.



Smart Key System with pushbutton start is available on Camry XLE and Camry Hybrid.



Camry Hybrid has a much higher EPA-estimated mpg rating.

2009 Camry vs. 2008 Accord Specifications

| | 2009 Camry LE 4-cylinder | 2008 Accord LX-P 4-cylinder | 2009 Camry LE V6 | 2008 Accord EX V6 |
|------------------------------------|--|--|--|--|
| Comfort and Convenience | | | | |
| 8-way power adjustable driver seat | Standard | Standard | Standard | Standard |
| Driver seat power lumbar support | Standard | NA | Standard | Standard |
| Rear seat | 60/40 split-folding (Fixed rear seat with center pass-through on SE, 40/20/40 split-folding rear seat with locking trunk center pass-through on XLE) | 1-piece folding with center pass-through | 60/40 split-folding (Fixed rear seat with center pass-through on SE, 40/20/40 split-folding rear seat with locking trunk center pass-through on XLE) | 1-piece folding with center pass-through |
| 1-touch power windows | Standard, driver | Available, driver and front passenger | Standard, driver | Standard, driver and front passenger |
| Heated outside mirrors | NA | NA | NA | Standard |
| Auto-dimming rearview mirror | Available | NA | Available | NA (Available on EX-L) |
| Illuminated vanity mirrors | Available | Standard | Available | Standard |
| Outside temperature display | Standard | NA | Standard | NA (Available on EX-L) |
| Compass | Available | Available | NA | NA |
| In-dash CD player | Standard, single-disc | Standard, single-disc | Standard, single-disc | Standard, 6-disc |
| Bluetooth® | Available, with JBL audio | NA; Available, EX-L with navigation system | Available, with JBL audio | NA; Available, EX-L with navigation system |
| Satellite radio | Available, XM® and Sirius® | NA; Available, XM® on EX-L | Available, XM® and Sirius® | NA; Available, XM® on EX-L |
| Warranty | | | | |
| Basic (yrs./mi.) | 3/36,000 | 3/36,000 | 3/36,000 | 3/36,000 |
| Powertrain (yrs./mi.) | 5/60,000 | 5/60,000 | 5/60,000 | 5/60,000 |
| Corrosion perforation (yrs./mi.) | 5/unlimited | 5/unlimited | 5/unlimited | 5/unlimited |



2008 Accord



Accord only offers a V6 on its EX model.

No driver seat lumbar support, power or manual, is available on entry-level Accord LX or Accord LX-P models.

Accord no longer offers a hybrid model.

Certain specifications, prices and equipment data have been provided under license from R.L. Polk & Co. ("Polk"). ©2008 R.L. Polk & Co., All Rights Reserved.

Honda Accord Photography by Sam Abuelsamid, Courtesy of autoblog.com

©2008 TOYOTA MOTOR SALES, U.S.A., INC. ALL RIGHTS RESERVED. COPYING OR ANY OTHER REPRODUCTION, IN WHOLE OR IN PART, WITHOUT THE EXPRESS WRITTEN PERMISSION OF TOYOTA MOTOR SALES, U.S.A. IS STRICTLY PROHIBITED. Toyota Motor Sales, U.S.A., Inc., by the publication and/or dissemination of this publication does not create any warranties, either expressed or implied, as to Toyota products. The information contained herein was up-to-date at the time of publication, but may subsequently be changed or added to without notice and without incurring any obligation. Reliance on this information creates no liability for Toyota. This publication is produced for use as an information sales aid. Toyota Motor Sales, U.S.A., Inc., its employees, representatives, and/or agents shall not be held liable for any omission of data or inclusion of erroneous data even where said omission is alleged to have been relied upon by a buyer of Toyota Products.



TOYOTA PRODUCT EDUCATION

M/N 00654-08000-HS12