

PRODUCT PROFILES VIDEOS
COROLLA LE VS. THE COMPETITION:
FORD FOCUS SE SEDAN
HONDA CIVIC LX SEDAN
NISSAN SENTRA GXE

Writer: Richard Bellikoff

VIDEO

Travis & Lynda show Corolla

Corolla, int./ext. beauty shots

Graphics: **Car and Driver**

Soundbite, Michael Kennedy, Southeast
Toyota, 13:04:50

Graphics: Name & title

AUDIO

TRAVIS: Corolla is not only Toyota's all-time best-selling nameplate -- it's the all-time best-selling car on Earth. Since its debut in 1968, over 25 million Corollas have been sold worldwide.

LYNDA: Now, Toyota's pushed the envelope once again -- with an all-new, ninth-generation Corolla. We'll find out how it stacks up against three of its toughest competitors -- Ford Focus, Honda Civic, and Nissan Sentra.

TRAVIS: But first, let's do a quick review of what's new on Corolla. It's the longest, widest and tallest of any North American Corolla ever built -- in other words, the biggest.

LYNDA: And it feels even bigger, as Car and Driver observes: "The Corolla now offers all the comforts of a bigger car."

KENNEDY: When you sit in the Corolla, it's like sitting in a Camry.

Graphics: **Road & Track**

Corolla int./ext. beauty shots

LYNDA: Road and Track says, “The car exhibits an overall refinement that's noticeably enhanced.”

Graphics: **Car and Driver**

TRAVIS: “The levels of fit and finish are nothing short of remarkable,” says Car and Driver. “Its interior has a simple elegance befitting a car from another part of the price spectrum.”

LYNDA: In other words, Corolla provides outstanding value.

Soundbite, Dean Golon, Toyota of Cerritos, (4:26:26)

GOLON: You got the value for the dollar. That’s going to be a home run.

Graphics: Name & title

Graphics: **Edmunds.com**

Demo ease of entry or exit in Corolla

TRAVIS: Edmunds.com points out another upgrade: “Entry and exit is improved thanks to higher-mounted seats, and those seats have additional bolstering for more support.”

Travis & Lynda show Corolla's engine

LYNDA: Toyota also enhanced Corolla's engine performance, as Car and Driver describes.

Graphics:
Car and Driver

TRAVIS: “The Corolla still uses the 1ZZ-Fe 1.8-liter engine found in earlier models, but a larger-diameter throttle body has bumped peak horsepower up 5 hp to 130 at 6000 rpm.”

Graphics: **Edmunds.com**

LYNDA: Edmunds sums it up: “All of these updates should only add to what are already Corolla's strengths. This new version can only ensure the model's continued success.”

Still photos, or beauty footage from launch videos, Corolla CE

TRAVIS: Corolla comes in three trim levels. The CE is the smart Corolla.

Still photos, or beauty footage from launch videos, Corolla S

LYNDA: Corolla S is the sporty Corolla.

Beauty shots, Corolla LE

TRAVIS: And Corolla LE is the sophisticated Corolla.

Soundbite, Craig Marquart, Gulf States Region, 13:04:50

MARQUART: The LE model especially struck me as a whole step up from anything we've had before.

Graphics: Name & title

Travis with Corolla

TRAVIS: So let's look at Corolla LE and see how it compares with the competition -- starting with Ford Focus.

Graphic bumper: **COROLLA VS. FOCUS**

(MUSIC UP FOR FORD FOCUS SEGMENT BUMPER)

Travis & Lynda show Focus

LYNDA: Ford launched the Focus for model year 2000. Since then, it's posted higher worldwide sales figures than any other car. Of course, it has a long way to go to catch Corolla as the best-selling car of all time.