



# Toyota Corolla Cross GR Sport Unveiled

The new Toyota Corolla Cross GR Sport offers both striking cosmetic and mechanical enhancements.

It delivers sporty aesthetics alongside refined performance improvements for enthusiasts.

# Exterior Design Enhancements

## Aggressive Front Grille

Redesigned grille with sporty mesh pattern highlights GR branding.

## Sporty Body Kit

Enhanced bumpers and side skirts add a dynamic visual stance.

## Exclusive Color Options

Unique paint finishes and blacked-out accents emphasize sportiness.



# Interior Styling and Features

## Sporty Seats

Bolstered seats with GR logos and premium stitching enhance comfort.

## Advanced Infotainment

Touchscreen system with smartphone integration and custom GR interface.



# Engine and Performance Upgrades

## Tuned Suspension

Sport-tuned shocks improve handling and ride stability on corners.

## Enhanced Powertrain

Optional turbocharged engine boosts horsepower for spirited driving.

## Improved Braking

Upgraded brakes provide confident stopping power and pedal feel.



# Driving Dynamics and Handling

## Responsive Steering

Enhanced steering calibration offers precise control.

## Stable Cornering

Lowered center of gravity helps with reduced body roll.

## Sport Mode

Selectable drive modes optimize throttle and transmission response.



# Safety and Technology Features

## Enhanced Driver Assistance

- Adaptive cruise control
- Lane-keeping assist
- Automatic emergency braking

## Connectivity

- Wireless Apple CarPlay and Android Auto
- Voice command integration
- Multiple USB charging ports





# Fuel Efficiency and Environmental Impact

## Optimized Engine Efficiency

Tuned for a balance of performance and fuel economy.

## Eco Driving Modes

Multiple drive modes reduce emissions on city and highway drives.

## Low Emissions

Meets latest environmental standards with advanced catalytic converters.

# Market Position and Competitors

## Sporty SUV Segment

Competes with compact performance SUVs from Honda and Hyundai.

## Pricing Strategy

Positioned competitively to offer value for performance features.

## Target Audience

Appeals to young professionals and car enthusiasts seeking style and excitement.



# Customization and Dealer Options



## Performance Parts

Dealer-installed upgrades like sport exhaust and suspension kits.



## Visual Customization

Exclusive wheel designs and body decals available.



## Audio Upgrades

Premium sound systems enhance entertainment on the go.





# Key Takeaways & Next Steps

## 1 Unique Blend

Exceptional mix of style, comfort, and sporty performance.

## 2 Wide Appeal

Balances enthusiast driving with everyday usability.

## 3 Explore and Test Drive

Visit local dealerships for hands-on experience and offers.

## 4 Stay Updated

Follow Toyota for latest releases and customization options.