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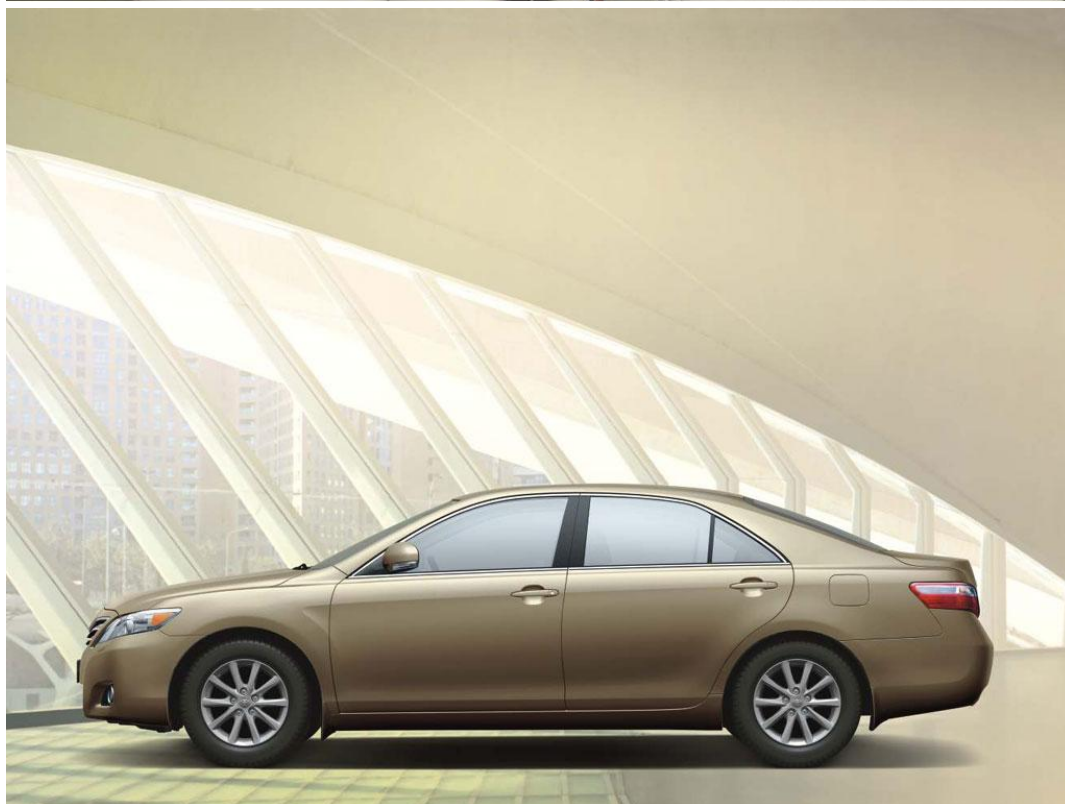
Toyota India Launches New Camry



Toyota, the world's largest car maker, today launched the New Camry in India and is targeting 500 units of this model to hit the Indian roads this year. The New Camry is priced in the range of Rs 21.26-23.40 lakh and would be available in four grades. The launch was seen as Toyota's attempt to revitalise sales of the Camry in the face of tough competition by rival Skoda. The sales of the Camry has declined by more than 75% in the April-June quarter, selling only 44 units compared to 182 a year ago.



The New Camry sports new design exterior with new trimmings, chrome grille, bolder fog lamps and sporty 10-spoke alloys. Its other features include plasmacluster A/C with minus ion generator, aux-in port, intelligent rain sensing wipers and moonroof. The new Camry is available in two new colours - dark green mica metallic and beige mica metallic.





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