



No longer a wallflower, the 2014 Toyota Corolla has dramatically improved looks to go with the legendary reliability and low cost of operation.

Photo by Jim Robinson

Canadian-made Corolla aims to be number one

By **JIM ROBINSON**
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QUEBEC CITY: It's the largest volume selling car of all time, but can the Toyota Corolla still cut it after 47 years?

Sold in 154 countries and produced in 16 locations around the world including Canada, Corolla accounts for 25 per cent of total sales for the biggest automaker on the globe.

At the Canadian press launch of the 2014 Corolla held in Quebec City, the importance of the 11th generation compact sedan to Toyota's viability was

stressed repeatedly.

Along with the Honda Civic, Corolla practically invented the compact car segment, building its reputation on quality, practicality and reliability. In fact, some 80 per cent of Corollas built in the Toyota Motor Manufacturing (TMMC) plant in Cambridge, Ont., are still on the road.

TMMC has been producing Corollas since the first one, a Mica Blue sedan, rolled off the assembly line on November 30, 1988. To date, more than 1.3 million Corollas have been sold in Canada and it is the most massed produced car in history with more than 40 million and counting.

Those core attributes remain unchanged in the 2014 Corolla that went on sale in Canada Sept. 3.

But what has changed is Corolla's attitude.

During a reveal of the new car earlier this year in Ottawa, Toyota Canada officials joked that they would offer everything except beige paint.

And it's true the predominant colour reflected what made the Corolla strong in the minds of Canadian owners. It was a daily driver that could be used without worry and without price shock at the pump.

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