

# TOYOTA 2004 PREMIERE

We've rolled out the red carpet for the new 2004 models

INTRODUCING THE HIP NEW  
**2004 Echo 5-Door Hatchback**



PER MONTH FOR 60 MONTHS WITH \$1,368 DOWN. FREIGHT AND P.D.E. INCLUDED.

**\$14,600 MSRP**

- 1.5 Litre, 4-cylinder, 108 hp, DOHC, 16-valve, VVT-i engine • 4-wheel ABS
- AM/FM Stereo cassette with 4 speakers • Power door locks • Tilt steering
- Tinted glass • 60/40 split rear seat • Driver & passenger air bags (SRS)
- Reclining front bucket seats • Electric rear window defroster
- Rear window wiper/washer • 5-speed manual transmission

Lease for an additional \$14.20 per month and get automatic transmission  
• Fuel consumption: Hwy 5.2L/100 km (54 mpg) / City 6.7L/100 km (42 mpg)

Don't miss these thrilling optional accessories:

- Air conditioning • AM/FM/CD/MP3 • Aluminum dash accent kit
- Center dual exhaust • Rear spoiler • 15" Aluminum alloy wheels
- Cold air intake • Keyless entry • Leather wrapped shift knob
- Roof rack • Side skirts

LEASE FOR  
**\$199\***

LEASE FOR  
**\$229\***

STARRING THE POPULAR NEW  
**2004 Corolla CE**

PER MONTH FOR 48 MONTHS WITH \$2,178 DOWN. FREIGHT AND P.D.E. INCLUDED.

**\$17,420 MSRP**

- 1.8 Litre, 4-cylinder, 130 hp, DOHC, 16-valve, VVT-i engine • Air conditioning
- AM/FM stereo CD with 4 speakers • Power locks and mirrors • Keyless entry
- 60/40 split rear seat • Dual stage driver & passenger airbags • Tilt steering
- Outside temperature gauge • 15" wheels • 5-speed manual transmission

Lease for an additional \$14.76 per month and get automatic transmission  
• Fuel consumption: Hwy 5.3L/100 km (53 mpg) / City 7.1L/100 km (40 mpg)



THE EXCITING NEW  
**2004 Matrix XR**

PER MONTH FOR 48 MONTHS WITH \$3,573 DOWN. FREIGHT AND P.D.E. INCLUDED.

**\$21,025 MSRP**

- 1.8 Litre, 4-cylinder, 130 hp, DOHC, 16-valve, VVT-i engine • Air conditioning • AM/FM stereo CD with 4 speakers
- 16" alloy wheels • Power windows, locks and mirrors • Cruise control • Keyless entry with hatch release
- 60/40 split rear seat • Leather wrapped steering wheel • Tilt steering • 5-speed manual transmission

Lease for an additional \$14.75 per month and get automatic transmission  
• Fuel consumption: Hwy 6.0L/100 km (47 mpg) / City 7.7L/100 km (37 mpg)

LEASE FOR  
**\$249\***

LEASE FOR  
**\$359\***

THE TALENTED NEW  
**2004 Sienna CE**

PER MONTH FOR 48 MONTHS WITH \$4,305 DOWN. FREIGHT AND P.D.E. INCLUDED.

**\$30,000 MSRP**

- 3.3 Litre, V6, 230 hp, DOHC, 24-valve, VVT-i engine • 5-speed automatic transmission with overdrive
- 7 Passenger seating • Dual air conditioning • Dual sliding doors • 60/40 split and stow 3rd row seating
- AM/FM CD cassette with 6 speakers • Cruise control • Power windows and locks • Keyless entry
- 4-wheel ABS • Engine immobilizer • Power remote heated and foldable exterior mirrors • Tilt steering

• Fuel consumption: Hwy 8.8L/100 km (35 mpg) / City 12.4L/100 km (23 mpg)



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## Blackout cost Halton estimated \$750,000

By JASON MISNER  
The Champion

Last month's mammoth power blackout cost Halton Region as much as \$750,000, but officials are still firming everything up before they fire off the final bill to the provincial government for reimbursement.

The Eves government announced late last month a plan to compensate municipalities for costs incurred due to North America's worst-ever energy blackout.

And even though the Province is now in the throes of an election set for October 2, Halton officials are still holding the incumbent government to its word that it will provide some form of compensation.

"Now that things are in a different place because of the election, hopefully (provincial) staff will still be able to follow through with the information given," said Adelina Urbanski, Halton's commissioner of social and community services. She was the acting CAO during the power crunch.

Part of the problem with the compensation announcement is that the government didn't specify details of how the claims system will work and how much will in fact be reimbursed, and the election may have muddied those compensation waters.

Halton MPP Ted Chudleigh couldn't be reached by press time to help clarify the compensation process.

An eight-page, wide-ranging report was released publicly by the Region Thursday and concluded Halton forked out between \$500,000 and \$750,000 to deal with the unprecedented power shortage.

The financial impact pertained mostly to the initial hours spent dealing with the crisis after the August 14 blackout hit shortly after 4 p.m.

The report also highlighted how the Region's emergency response team sprang into action when the blackout hit, how officials communicated to residents during the blackout and suggestions the Region made to businesses on how to reduce power usage while the supply was unstable.

One of the main areas impacted regionally by the power shortage was policing, the report stated. The police service is a regional responsibility.

All police officers on duty were held over the afternoon of August 14. The night shift was called in early and police was able to double the number of staff working within two hours.

In addition, auxiliary officers were called in to help direct traffic gridlock due to malfunctioning lights, and plain clothes detectives were assigned to patrol darkened neighborhoods and business areas for security reasons.

Extra fuel was needed for police vehicles, which was another cost.

"At no time was public safety compromised or police effectiveness marginalized," the report stated.

Other areas affected as noted in the report include:

- Ambulance services – also a regional responsibility – recalled management staff from vacation and held over administrative staff in order to meet demands for increased service. Off-duty paramedics were called in and on-duty paramedics were held over at shift changes in order to staff four additional ambulances.
- Extra fuel for generators was used to

• see OUTAGE on page 14



\*Leasing/financing plans from Toyota Financial Services. O.A.C. Offers valid on new 2004 Echo Hatchback/Corolla/Matrix/Sienna models. License, registration fees, insurance and taxes extra. Lease includes freight and P.D.E. cost of \$960/\$1,010/\$1,010/\$1,260. Freight and P.D.E. not included in M.S.R.P. Based on 60 mos. walkaway lease at a rate of 8.0% on Echo Hatchback (Model KT123MA or KT123PA). Based on 48 mos. walkaway lease rate of 6.9% on Corolla/Matrix/Sienna (models BR32EMB or BR32EPB/KR34EMA or KR34EPA/ZA30CPA). Down payment of \$1,368/\$2,178/\$3,573/\$4,305 or trade equivalent required. First payment and security deposit due on delivery. Security deposit of \$250/\$275 or \$300/\$300 or \$325/\$425 due on Echo Hatchback/Corolla/Matrix/Sienna. Total lease obligation of (manual or automatic) \$13,308.42 or \$14,160.03/\$13,170.89 or \$13,878.42/\$15,525.34 or \$16,232.87/\$21,537.90 and purchase option price of (manual or automatic) \$6,424.00 or \$6,864.00/\$8,710.00 or \$9,210.00/\$10,512.50 or \$11,012.50/\$15,600 based on a maximum of 96,000 KMS (120,000 KMS for Echo Hatchback). Additional KM charge of \$.07/.07/.07/.10 if applicable. M.S.R.P. of (manual or automatic) \$14,600 or \$15,600/\$17,420 or \$18,420/\$21,025 or \$22,025/\$30,000. These are limited time offers. Please see your participating Toyota Dealer for complete details. Dealer may sell/lease for less.