

New Toyota Camry Solara convertible unveiled by Toyota

"Wanna drop the top for a picture?" a voice piped up from the back seat.

As we slip-slided along the road, I blinked through the Solara's windshield at the foot or so of fresh snow that had fallen overnight. Another load of the white stuff seemed to be blowing sideways, the morning after. We were in a convertible. The car was dirty with splash-

es of brown slush splattered along the sides and fenders.

Huh? A picture?
 "These Toyota tekkies are a coupl' a loons" I thought to myself.
 Yup. Definitely my kind of guys.
 "Sure," I answered aloud. "Let's do it."
 So, we found a spot near the Toronto

Windsurfing Club down by Cherry Beach. Where I took pictures and worried about shooting a white car against all that white snow, and exactly how much of that falling snow was falling into the soft tan leather interior of a prototype that might be appearing at the Toronto Auto Show in the next few days. The Toyota guys just stood there in boots and

parkas, grinning like kids on a snow day, enjoying the irony of driving convertibles in winter. And, speaking of irony, "Isn't it kind of ironic," I asked later, "building a California car like the Solara convertible up here in cold, cold Canada?"

After all, only about five percent of the Solara convertibles manufactured at the Toyota Motor Manufacturing Canada plant (TMMC) will stay in this country. The bulk of the up to 50,000 or so vehicles are sun-belt destined to be sold in warmer climes.

"No, that's not ironic," David Stone, Toyota Canada's PR poobah told me. "That's actually a Canadian manufacturing success story."

The TMMC plant in Cambridge is the exclusive production site for the Solara, a made-for-North America convertible. The facility employs over 2700 people and is a three-time winner of the J.D. Power Gold Plant Award for Initial Quality. The 2.8 million sq. ft. facility also produces Toyota Corollas and Camry Solara coupes and has a combined capacity of 200,000 units per year.

Part of this success story is built on an evolution of product that started with the debut of the California-designed Toyota Solara Concept convertible, first shown at the Chicago Auto Show, three years ago.

Convertibles are a nice show piece but they don't sell in big numbers, so the design was refined into a production hardtop that went on sale about a year ago as part of the Camry lineup. Even the Camry Solara coupe was a bit of a gamble, what with the current truck and sport utility craze. But fads come and go and Toyota's hopes were pinned on a generation of empty nesters, who, freed from their minivan obligations or just plain tired of trucks, might turn back to smaller, sportier modes of transportation.

The Camry Solara coupe gamble paid off in respectable sales numbers but Toyota had not forgotten the original excitement of the Solara convertible concept.

"So now we have, strikingly true to the original concept, the 2000 Solara convertible - a reality at last," said Tony Wearing, Toyota Canada's VP of sales.

The all-new Solara convertible is a joint venture between TMMC and ASC (American Sunroof Company) which opened a production facility near the Toyota plant in Cambridge.

Production of the Solara convertible goes through several different stages. A coupe body shell will be built at TMMC, then shipped to ASC for removal of the roof, and convertible-specific reinforcement. The body is then returned to TMMC for painting and interior fitting. Then, it's back to ASC for interior trim, quarter windows, convertible installation and final detail work. Final inspection and quality testing takes place at TMMC before delivery.

That seems like a lot of bouncing around, back and forth between the two plants.

But, as Don McFalls, vice president of quality at TMMC told me, "It's worth it if the extra steps combine Toyota product quality with the driving fun and lifestyle of a convertible."

The Toyota Camry Solara convertible is powered by a 3.0L 200 hp V6 engine mated to a standard 4-speed, electronically-controlled automatic transmission. Estimated combined city/highway fuel rating is 10.6L/100 km.

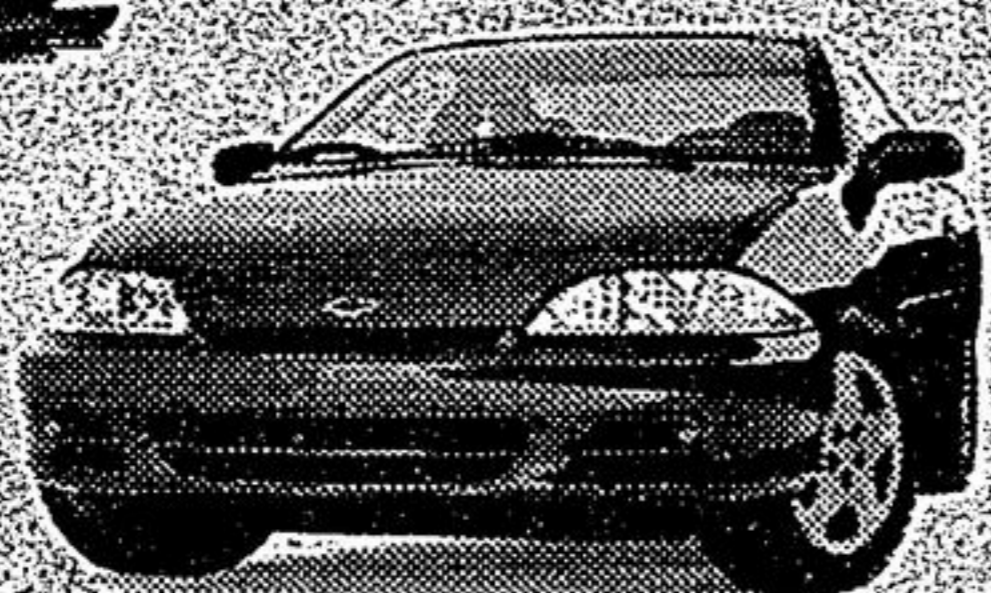
The new convertible rides on a 4-wheel independent MacPherson struts bolstered by front and rear stabilizer bars, anti-vibration sub-frames, and gas-filled shocks. For sportier handling, an upgrade package with special 16-inch alloy wheels and tires and tighter suspension tuning is available.

Occupant safety features include airbags, driver and front-passenger seatbelt pretensioners and force lim-

Ready, Willing and Able.



Chevrolet Cavalier Coupe



CAVALIER COUPE 2000 VALUE PACKAGE
 5-SPEED GETRAG TRANSMISSION • AM/FM STEREO WITH CD PLAYER • UPGRADED 15" WHEELS • 2.2 Litre 2200 L4 115 HP Engine • 4-Wheel Anti-Lock Braking System • Next Generation Driver and Front Passenger Air Bags • PASSLock® II Theft-Deterrent System • Full-Folding Rear Seat • Roadside Assistance • Tinted Glass • Rear Spoiler.

| 2000 CAVALIER COUPE - NO SURPRISE LEASE GUIDE | |
|---|-----------------|
| MONTHLY PAYMENT (36 mo./60,000 km) | \$188 |
| CASH DOWN (includes freight of \$710) | \$2,250 |
| GAS TAX | \$75 |
| PRE-DELIVERY INSPECTION | NO EXTRA CHARGE |
| PST/GST (incl. fee on Payment) | \$377 |
| SECURITY DEPOSIT | \$300 |
| TOTAL AMOUNT DUE ON DELIVERY | \$3,190 |

Licence, P.P.S.A. & Admin. Fees Extra

With \$0 down, monthly payment is \$253 (plus tax) - \$677 due on delivery.

SMARTLEASE **\$188** **OR** **1.9%**
 WITH 1.9% LEASE RATE UP TO 36 MONTHS.
PURCHASE FINANCE UP TO 48 MONTHS.
CASH PURCHASE PRICE **\$15,608**
 OR
INCLUDES FREIGHT OF \$710.
 (Licence, Insurance and Taxes extra.)

Chevrolet Venture



FEATURES:
 Venture has the Best Fuel Economy in its class* • 3.4 Litre 3400 185 HP V6 Engine • 4-Speed Automatic Transmission • 4-Wheel ABS • Next Generation Driver/Front Passenger Front and Side Air Bags • Dual Sliding Doors with Child Security Door Locks • Power Door Locks • 7-Passenger Seat Configuration with Flip and Fold Seating • Air Conditioning

FIVE STAR SAFETY RATING
 Chevy Venture is the first vehicle ever to earn 5 stars (the top safety rating) for both driver and rear-seat passenger in side-impact testing

| 2000 CHEVY VENTURE - NO SURPRISE LEASE GUIDE | |
|--|-----------------|
| MONTHLY PAYMENT (36 mo./60,000 km) | \$238 |
| CASH DOWN (includes freight of \$115 and fee tax of \$180) | \$3,920 |
| GAS TAX | NOT APPLICABLE |
| PRE-DELIVERY INSPECTION | NO EXTRA CHARGE |
| PST/GST (incl. fee on Payment) | \$624 |
| SECURITY DEPOSIT | \$300 |
| TOTAL AMOUNT DUE ON DELIVERY | \$5,082 |

Licence, P.P.S.A. & Admin. Fees Extra

With \$0 down, monthly payment is \$352 (plus tax) - \$830 due on delivery.

SMARTLEASE **\$238** **OR** **1.9%**
 PER MONTH/36 MONTHS. UP TO 48 MONTHS.
CASH PURCHASE PRICE **\$22,998**
 OR
INCLUDES FREIGHT OF \$915 AND AIR TAX OF \$100.
 (Licence, Insurance and Taxes extra.)

Chevrolet Malibu



FEATURES:
 3.1 Litre 170 HP V6 Engine • 4-Speed Automatic Transmission with Overdrive • 4-Wheel ABS • Next Generation Driver and Front Passenger Air Bags • PASSLock® Theft-Deterrent System • AM/FM Stereo with CD Player • Tilt-Wheel™ Steering • Air Conditioning • 166,000 km Between Tune-ups

| 2000 CHEVROLET MALIBU - NO SURPRISE LEASE GUIDE | |
|--|-----------------|
| MONTHLY PAYMENT (36 mo./60,000 km) | \$268 |
| CASH DOWN (includes freight of \$710 and fee tax of \$180) | \$3,500 |
| GAS TAX | \$75 |
| PRE-DELIVERY INSPECTION | NO EXTRA CHARGE |
| PST/GST (incl. fee on Payment) | \$576 |
| SECURITY DEPOSIT | \$325 |
| TOTAL AMOUNT DUE ON DELIVERY | \$4,744 |

Licence, P.P.S.A. & Admin. Fees Extra

With \$0 down, monthly payment is \$372 (plus tax) - \$964 due on delivery.

SMARTLEASE **\$268** **OR** **2.9%**
 PER MONTH/36 MONTHS. UP TO 48 MONTHS.
PURCHASE PRICE **\$22,588**
 INCLUDES FREIGHT OF \$750 AND AIR TAX OF \$100.
 (Licence, Insurance and Taxes extra.)

Chevy Blazer 2-Door 4x4



FEATURES:
 Vortec 4300 190 HP V6 Engine • 4-Speed Automatic Transmission • 4-Wheel Disc Brakes with ABS • Next Generation Driver and Front Passenger Air Bags • Off-Road Suspension Package • Locking Differential • Power Door Locks/Windows/Mirrors • Tilt-Wheel™ Steering • Cruise Control • Air Conditioning • AM/FM Stereo with CD Player

| 2000 CHEVY BLAZER 2-DOOR - NO SURPRISE LEASE GUIDE | |
|--|-----------------|
| MONTHLY PAYMENT (36 mo./60,000 km) | \$298 |
| CASH DOWN (includes freight of \$710 and fee tax of \$180) | \$4,950 |
| GAS TAX | \$400 |
| PRE-DELIVERY INSPECTION | NO EXTRA CHARGE |
| PST/GST (incl. fee on Payment) | \$847 |
| SECURITY DEPOSIT | \$350 |
| TOTAL AMOUNT DUE ON DELIVERY | \$6,845 |

Licence, P.P.S.A. & Admin. Fees Extra

With \$0 down, monthly payment is \$445 (plus tax) - \$1,497 due on delivery.

SMARTLEASE **\$298** **OR** **1.9%**
 PER MONTH/36 MONTHS. UP TO 48 MONTHS.
CASH PURCHASE PRICE **\$29,858**
 OR
INCLUDES FREIGHT OF \$785 AND AIR TAX OF \$100.
 (Licence, Insurance and Taxes extra.)

Oldsmobile Alero GL Sedan



FEATURES:
 2.4 Litre 150 HP Twin Cam Engine • 4-Speed Automatic Transmission • Enhanced Traction System • 4-Wheel Disc Brakes with ABS • Next Generation Driver and Front Passenger Air Bags • PASSLock® Theft-Deterrent System • Power Windows/Door Locks • Remote Keyless Entry • AM/FM Stereo with CD Player • Air Conditioning

| 2000 ALERO GL SEDAN - NO SURPRISE LEASE GUIDE | |
|--|-----------------|
| MONTHLY PAYMENT (36 mo./60,000 km) | \$278 |
| CASH DOWN (includes freight of \$710 and fee tax of \$180) | \$3,500 |
| GAS TAX | \$75 |
| PRE-DELIVERY INSPECTION | NO EXTRA CHARGE |
| PST/GST (incl. fee on Payment) | \$578 |
| SECURITY DEPOSIT | \$325 |
| TOTAL AMOUNT DUE ON DELIVERY | \$4,756 |

Licence, P.P.S.A. & Admin. Fees Extra

SMARTLEASE **\$278** **OR** **2.9%**
 PER MONTH/36 MONTHS. UP TO 48 MONTHS.
PURCHASE PRICE **\$23,508**
 INCLUDES FREIGHT OF \$750 AND AIR TAX OF \$100.
 (Licence, Insurance and Taxes extra.)

Chevy Silverado Regular Cab



FEATURES:
 Vortec 4300 200 HP V6 Engine • 4-Speed Automatic Transmission with Overdrive and Tow/Haul Mode • 4-Wheel Disc Brakes with ABS • Full Instrumentation including: Tachometer, Engine Hour Meter and Driver Message Centre • 40/20/40 Split Front Seat with Custom Cloth Trim • Air Conditioning with Interior Filtration System • Tilt-Wheel™ Steering

| 2000 CHEVY SILVERADO V6 REG. CAB - NO SURPRISE LEASE GUIDE | |
|--|-----------------|
| MONTHLY PAYMENT (36 mo./60,000 km) | \$288 |
| CASH DOWN (includes freight of \$660 and fee tax of \$180) | \$3,250 |
| GAS TAX | NOT APPLICABLE |
| PRE-DELIVERY INSPECTION | NO EXTRA CHARGE |
| PST/GST (incl. fee on Payment) | \$531 |
| SECURITY DEPOSIT | \$350 |
| TOTAL AMOUNT DUE ON DELIVERY | \$4,419 |

Licence, P.P.S.A. & Admin. Fees Extra

With \$0 down, monthly payment is \$387 (plus tax) - \$895 due on delivery.

SMARTLEASE **\$288** **OR** **2.9%**
 PER MONTH/36 MONTHS. UP TO 48 MONTHS.
CASH PURCHASE PRICE **\$23,578**
 OR
INCLUDES FREIGHT OF \$960 AND AIR TAX OF \$100.
 (Licence, Insurance and Taxes extra.)

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