



TOYOTA GR YARIS



Braendstofforbrug:
10,5-11,4 km/l
CO₂-udledning:
197-215 g/km



Welcome to a world where every step counts.

When our founder Kiichiro Toyoda ran to assist customers himself, he set in motion an exhilarating story. Of revolutionising car production. Of pioneering electrified powertrains. Of making mobility accessible to all. Of never resting. Of always going beyond expectations to make life better for our customers. And in doing so, to create a better world.

A scenic landscape at dusk or dawn. In the foreground, a dark, winding road curves through a grassy hillside. The road is highlighted by bright, glowing red and orange streaks of light, suggesting motion or traffic. In the background, a range of hills or mountains is visible under a vast sky filled with horizontal clouds. The sky is a mix of deep blues and warm, fiery orange and pink hues, indicating the time of day is either sunrise or sunset.

LET'S GO BEYOND

EVERY THRILL

THRILL

THRILL

THRILL

THRILL



COUNTS



A one-of-a-kind hot hatch, GR Yaris is laser-focused on one thing: pure driving pleasure. Engineered with a passion for performance, it combines a rigid structure, agile handling and a potent powertrain to redefine the thrill of driving.

BORN FROM RALLY -
TUNED BY CHAMPIONS



For more than 60 years Toyota has developed new road car technologies by pushing the limits in motorsports. An instant classic hot hatch created using a 'race to road' philosophy of constant improvement, GR Yaris is the embodiment of that ideal. Born from the World Rally Championships, it faithfully translates Toyota's rallying expertise into a road car of unprecedented authenticity. That DNA is clear in the Ogier and Rovanperä special editions, created by Toyota's superstar drivers to deliver the ultimate GR Yaris experience.

1. CELICA GT-FOUR ST165 RALLY CAR

Toyota's first all-wheel-drive rally car, the GT-Four ST165 scored Toyota's first WRC win and powered Carlos Sainz to the 1990 Drivers' Championship.

2. CELICA GT-FOUR ST185 RALLY CAR

In three years of competition the Celica GT-Four ST185 racked up 16 World Rally Championship victories, three WRC Drivers' Championships and two Manufacturers' Championships.

3. COROLLA WRC

Hailed as one of the most advanced rally machines of its time, the Corolla WRC scored four WRC victories and won the 1999 World Rally Championship.

4. YARIS WRC AND GR YARIS RALLY1

The unstoppable Yaris WRC and GR Yaris Rally1 have won four Manufacturers' Championships and no less than five consecutive Drivers' Championships.

1



2



3



4





RALLY BORN ROAD PROVEN

GR Yaris pushes boundaries with its adrenaline-charged powertrain. The innovative 1.6-litre three-cylinder engine is a turbocharged work of art. Created with Toyota-first techniques and materials, it features a unique engine block, bespoke pistons and a ball-bearing turbo for instant responses. Generating 280 hp and 390 Nm of torque, it drives through an eight-speed GAZOO Racing Direct Automatic Transmission or a sporty six-speed manual option. A winner in motorsport and unequalled on the road, GR Yaris redefines hot hatch performance.

EVERYTHING AT A GLANCE

The 12.3" digital cockpit display prioritises performance-critical information such as engine rpm and gear position.

BESPOKE PERFORMANCE

Choose from Eco, Normal or Sport modes to set the steering feel, cockpit display and Direct Automatic Transmission response just as you want them.

390Nm | 280hp





FEEL THE THRILL

Make every road your playground. Playful yet confidence-inspiring, with a sense of connection that puts you at the heart of the action, GR Yaris rewards like no hot hatch before it. The ultra-rigid bodyshell, responsive power-assisted steering and flex-free suspension mounts all work to deliver the feel and feedback so critical to performance driving. And with its sophisticated, rally-derived suspension and powerful, fade-free brakes, GR Yaris just gets better the harder you push it – the mark of a true champion.

IN SYNC WITH THE MACHINE

Race success demands the perfect set-up. Tactile and communicative, the rally-derived GR Yaris delivers outstanding driver confidence.

READY FOR ANYTHING

The MacPherson strut and double-wishbone suspension set-up, tuned by the TOYOTA GAZOO Racing World Rally team, ensures complete control on even the most demanding surfaces.



TRACTION AND CONTROL

Whether powering out of rain-soaked-hairpins or snaking through high-speed bends, GR Yaris is a formidable performer. Key to its game-changing dynamics is Toyota's unique and lightweight GR-FOUR all-wheel-drive system. Incorporating numerous innovations, including twin Torsen limited-slip differentials for intelligent torque management across all four wheels, GR-FOUR's perfect traction lets you drive hard from every corner, no matter the conditions. Combining the composure of a purebred rally car with an addictive sense of fun, GR Yaris elevates every drive.

SWITCH IT UP

The GR-FOUR AWD switch alters the front-to-rear torque distribution through Normal (60:40), Track (60:40~30:70 variable) and Gravel (53:47) modes, fine-tuning the handling balance.

RACE-DEVELOPED ALL-WHEEL DRIVE

The GR-FOUR AWD system's high-response coupling guarantees a winning performance by optimising the torque flow to all four wheels.







SCULPTED FOR SPEED

With the dramatic proportions of a purebred competitor, GR Yaris looks every inch a rally car for the road. Shaped by the single-minded pursuit of performance, its lowered roofline and sleek, coupe-like silhouette reduce aerodynamic drag. At the same time its purposeful stance and lightweight carbon fibre polymer roof lower the centre of gravity, further improving handling and stability. Integrated rear lights, a high-mounted rear spoiler and sports car-inspired frameless doors underline GR Yaris's race-inspired aesthetic.

COOL UNDER PRESSURE

The front bumper's vents and intakes are covered by an ultra-thin mesh. This protects from debris while maximising airflow to critical brake and powertrain components.





IMMERSE YOURSELF
IN THE MOMENT



YOUR FOCUS WHERE IT COUNTS

The comprehensive 12.3" digital driver's display puts key driving information front and centre, minimising distractions, while the 8" multimedia screen is mounted low, within easy reach.



COCKPIT

Special from the moment you climb aboard, perfect ergonomics and a driver-first design put the focus on the only thing that matters: the road ahead. Thanks to feedback from professional race and rally drivers the seating position is set low, creating an intimate sense of connection. From the high-resolution driver's display to the pulse-quickenng feel of the GR steering wheel, the entire cockpit has been engineered with a thrilling purity of purpose.



IT'S ALL IN THE

DETAILS

Comfort and control are the foundations of true performance, on road and track. Every element of this high-performance cockpit has been optimised around you.

WINNING PRECISION

Critical to control, your feet are key touch points. Thanks to its lightweight and flex-free aluminium pedals, GR Yaris faithfully communicates every movement.

HIGH-PERFORMANCE ERGONOMICS

Snug-fitting and supportive yet comfortable on longer drives, the GR sports seats are mounted low for a connected driving position with ample headroom for a helmet.

FAST AND INTUITIVE AUTOMATIC SHIFTS

Combining rapid automatic gearshifts with the driving engagement of a manual, the innovative Direct Automatic Transmission brings the feel of a racing car to the road.







MyToyota app IN CONTROL FROM YOUR PHONE

Connectivity doesn't stop when you leave the car. The MyToyota app is a powerful tool on the move. Secure your car from afar, locking the doors and closing the windows with Remote Control. And with Hazard Lights and Find My Car you can remotely flash the lights, sound the horn and see the car's location on a map, making it easy to find.

Toyota T-Mate WITH YOU FOR A SAFER JOURNEY

For class-leading safety functions, GR Yaris is built with T-Mate – your helpful driving partner. This includes the latest generation of Toyota Safety Sense. T-Mate makes sure you're always in safe hands.

PRE-COLLISION SYSTEM (PCS)

Our Pre-Collision System can detect and help you avoid collisions with other vehicles, pedestrians and cyclists. It works by alerting the driver with audio and visual warnings and brake assistance. If the driver doesn't manage to brake in time the brakes automatically engage to prevent or mitigate a collision.

LANE TRACE ASSIST (LTA)

Our Lane Trace Assist System is designed to make motorway driving safer. It keeps you centred in your lane and if you start to drift from it, steering assist will gently steer your car to correct its course.

ROAD SIGN ASSIST (RSA)

Road Sign Assist monitors the road signs ahead, displaying useful information such as the current speed limit or overtaking restrictions on your cockpit display. The system also provides a visual and acoustic warning if the driver isn't following a road sign indication.

AUTOMATIC HIGH BEAM (AHB)

The Automatic High Beam system looks down the road to see oncoming headlights. If it detects headlights, it automatically turns off the high beams and engages low beams. When the headlights pass, the system automatically switches to high beams again. The result? Safer night-time driving for you and other road users.

Learn more about T-Mate on
Toyota.dk



ILLUMINATE THE CURVE

Linked to the steering, AHB automatically directs the headlights into curves in the road, improving visibility during night driving.



An instant sports car classic, GR Yaris brings high-performance rallying technology to the road. Take your driving to the next level.

MAIN FEATURES

- Black Ultrasuede® with leather-like bolsters and silver or red stitching
- Attitude Black front bumper
- 12.3" screen for information display
- Gear Shift Indicator (GSI)
- Navigation system
- GR-FOUR AWD switch
- Rear headrests (2)
- GR design lower front grille
- Piano black side air vents
- Air intakes for brake cooling
- Rear combination lamps (LED)
- 3-spoke leather sports steering wheel
- Drive mode selector
- Aluminium pedals
- Red brake calipers
- Automatic High Beam (AHB)

CIRCUIT



Configure your Toyota GR Yaris on
Toyota.dk.



RACE OR ROAD,
EXPRESS YOURSELF

GR Yaris colour choices

040 Pure White

089 Platinum Pearl White[§]

1L5 Deep Metal Grey[§]

219 Magnetic Black[§]

3U5 Emotional Red^{*}



1

2



3

4

1. Black Ultrasuede® with leather-like bolsters and silver stitching
Standard

2. Black Ultrasuede® with leather-like bolsters and red stitching
Standard

3. 18" black alloy wheels (15-spoke)
Standard

4. 18" forged alloy wheels (10-spoke)
Optional



Toyota accessories BUILT TO RACE

The pursuit of perfection never ends. Take your GR Yaris to the next level with Toyota's range of genuine parts and accessories. Engineered to enhance every drive, they offer complete flexibility when it comes to personalisation. Your perfect hot hatch is here.

1. Textile floor mats

Tough, practical and easy to clean, Toyota's textile floor mats are available in either velour or a needle felt material. The driver's mat has a special fixing to prevent slippage during use.

2. Scuff plates

Genuine Toyota scuff plates, complete with the evocative GR logo, create an immediate impression of style. They also protect the sill paintwork from dirty marks, scrapes and scratches.

3. Boot mat

Particularly useful if you regular carry luggage, this stylish, hard-wearing textile mat protects the boot carpets from wear and tear.

4. Locking wheel nuts

These hardened and coded locking wheel nuts ensure complete security for your GR Yaris's alloy wheels.



FOR A BRIGHTER FUTURE

At Toyota, we are committed to a positive and sustainable impact on society and the natural world. To make that happen, we have set ourselves six challenges to complete by 2050. From reduced water consumption to the development of vehicles with lower greenhouse gas emissions, these measures all point the way to a brighter future.



1. NEW VEHICLE – ZERO CO₂ EMISSIONS

By 2050, we want to reduce the CO₂ emissions from our vehicles by 90% compared to our 2010 levels. To achieve this, we will promote the development of new vehicles with low or zero carbon emissions, and do everything we can to increase the uptake of these vehicles.



2. LIFE CYCLE – ZERO CO₂ EMISSIONS

We are working to create more environmentally friendly designs – and then analysing and refining them to ensure the lowest possible environmental impact throughout the vehicle's entire life cycle*.



3. PLANT – ZERO CO₂ EMISSIONS

To reduce carbon emissions at our manufacturing plants, we are focusing on improving the technologies we use and switching to alternative power sources. We are committed to making our facilities more energy-efficient and adopting renewable energy sources such as solar and wind, as well as low-carbon power such as hydrogen energy.



4. MINIMISING AND OPTIMISING WATER USAGE

To minimise water usage, we have started to collect rainwater at our manufacturing plants. We have also developed purification methods so that the water we do use can either be used again or returned safely into the local supply.



5. ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEMS

We've been working on the challenge of resource recycling for 40 years, with the result that 95% of every Toyota GR Yaris is now reusable and recoverable. In addition, we offer new and innovative ways of returning your vehicle when it eventually reaches 'the end of the road'.



6. ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

To preserve and enhance our co-existence with the natural world, we are organising reforestation and tree planting, green urban schemes and other environmental initiatives, both at our own sites and in the wider world. Our aim is to establish a society where people and nature coexist in harmony.



YOUR COMPLETE PEACE OF MIND WITH TOYOTA

QUALITY SERVICE

Your Toyota will need a Health & Safety check at least once every 2 years/30,000 km (whichever comes sooner). An intermediate check is necessary every year or 15,000 km.

LOW MAINTENANCE COSTS

All Toyota vehicles are designed and engineered to minimise your maintenance costs.

GENUINE PARTS

Providing the reassurance of Toyota quality, only genuine and approved components are used on your vehicle.

COMPREHENSIVE WARRANTY

Every new Toyota comes with a 3-year/100,000 km vehicle warranty[§], which covers any defect caused by a manufacturing fault[¶]. After the three years, you have the opportunity for a corresponding service activated warranty. Every time you bring your Toyota in for a service with us, you will get 12 months of warranty - up to 10 years vehicle age or 185,000 km (whichever comes first)

ADDED SECURITY

Toyota's comprehensive security system withstands the insurance industry's rigorous 5-minute attack test.

TOYOTA EUROCARE

Enjoy peace of mind driving with complimentary Toyota Eurocare roadside assistance in 40 European countries for 3 years**.

GENUINE ACCESSORIES

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. All accessories are covered by a 3-year warranty when purchased together with the vehicle[§].

For more information on peace of mind visit: www.toyota.dk

[§] Check with your retailer for specific warranty details. [¶] Transport to the nearest authorised Toyota repairer will also be covered. In addition the 3-year/unlimited mileage paint warranty protects against defects and surface rust caused by a manufacturing fault. Every new Toyota is covered by a 12-year anti-corrosion (not valid for commercial vehicles) warranty against perforation of body panels caused by a manufacturing fault in materials or workmanship. ** Denmark 1 year.



TOYOTA GR YARIS

EVERY THRILL COUNTS

TOYOTA.DK

To the best of our knowledge, all information in this brochure is correct at time of going to print. Details of specifications and equipment provided in this brochure are subject to local conditions and requirements and may, therefore, vary from models available in your area. Please enquire with your local retailer for details on your local specifications and equipment. • Vehicle body colours may differ slightly from the printed photographs in this brochure. • The readability of QR Codes® present in this brochure may differ according to the scanner used. Toyota cannot be held responsible should your device not be able to read any QR Codes® or interactive content markers. • Toyota Motor Europe reserves the right to alter any details of specifications and equipment without prior notice. • © 2024 by Toyota Motor Europe NV/SA ('TME'). • No part of this publication may in any way be reproduced without the prior written approval of Toyota Motor Europe.