



UNIVERSITY OF TOYOTA

# EDGE SPECIAL EDITION

THE LATEST AUTOMOTIVE INFORMATION FOR YOU AND YOUR CUSTOMERS

FEBRUARY  
2008

## 2009 Camry vs. 2008 Chevrolet Malibu



In its TV commercials and on its website, General Motors has been touting the all-new 2008 Chevrolet Malibu as "a car you can't ignore." Well, nobody's

### Camry — More to Choose From vs. Malibu

#### The choice, size and performance difference:

- Wider range of model grades to fit everyone's needs
- 5-speed transmission on 4-cylinder model vs. Malibu's 4-speed
- Higher V6 horsepower rating and better acceleration
- More advanced hybrid technology
- Superior maneuverability
- A potentially longer driving range
- A more spacious interior
- Long heritage of Toyota QDR excellence
- A proven best-seller

ignoring the Malibu now. It's getting a lot of buzz in the automotive media and grabbing the attention of customers at auto shows. You can expect a lot of your customers to be cross-shopping Malibu.

So what's new on the 2008 Malibu? Just about everything — including styling;

a larger exterior and more interior space; more powerful 4-cylinder and V6 engines; more safety,

comfort and convenience features; plus a new Malibu "mild hybrid" model.

It adds up to a big upgrade for the Malibu. But will Malibu join the elite club of top Camry competitors, or is it just a flash in the pan? The jury's still out. It takes a lot more than just a pretty face to make it in this value-conscious segment.

**After test-driving Camry, Malibu, Accord and Altima, *Motor Trend* ranked Camry as the best of the four:**

**1ST PLACE:**  
Toyota Camry SE V-6

**3RD PLACE:**  
Honda Accord EX-L V-6

**2ND PLACE:**  
Chevrolet Malibu LTZ

**4TH PLACE:**  
Nissan Altima 3.5 S

*"... the Camry's still the best overall combo of speed, refinement, handling, poise, room and comfort..."*

— *Motor Trend*, February 2008

# 2009 Camry Advantage

## More Model Choices

Camry has five grades for customers to choose from: Camry, LE, SE, XLE and Camry Hybrid. Malibu has only four grades: LS, LT, LTZ and Malibu Hybrid.

Malibu offers no sporty-style and sport-tuned model to compete with Camry SE.

Camry's top-of-the-line 4-cylinder model, XLE, has no real competitor. That's because Malibu's top-of-the-line LTZ model is only available with a V6. There's no Malibu LTZ 4-cylinder model.

Camry offers three V6 models: LE, SE and XLE. Malibu offers only one, LTZ.



Camry offers a wider range of model choices than Malibu.

### Camry Offers More Models Than Malibu

	2009 Camry	2008 Malibu
Number of grades in lineup	5 (Camry, LE, SE, XLE, Hybrid)	4 (LS, LT, LTZ, Hybrid)
Number of V6 models in lineup	3 (LE, SE, XLE)	1 (LTZ)

## Superior Maneuverability

Malibu has a longer exterior than Camry. The result: Camry's turning diameter is over four feet tighter than Malibu's. That's a big maneuverability advantage for tight turning and parallel parking on narrow city streets and in parking lots.

### Camry's Turning Diameter Advantage

	2009 Camry	2008 Malibu
Length (in.)	189.2	191.8
Wheelbase (in.)	109.3	112.3
Turning diameter (ft.)	36.1	40.4

## Longer Driving Range

Camry's V6 engine gets better EPA-estimated fuel economy ratings<sup>1</sup> than Malibu. Both cars' 4-cylinder engine ratings are about the same.

Camry has 2½ gallons more fuel capacity than Malibu, a significant edge in driving range.

The result: Camry 4-cylinder models could cover over 90 more highway miles between refueling stops. For Camry V6 models, the advantage is slightly more than 100 miles.

### Camry's Fuel Economy, Fuel Capacity and Driving Range Advantages

	2009 Camry	2008 Malibu
EPA-estimated fuel economy <sup>1</sup> , city/hwy. (mpg), 4-cylinder engines	21/31	22/30
EPA-estimated fuel economy <sup>1</sup> , city/hwy. (mpg), V6 engines	19/28	17/26
Fuel capacity (gal.)	18.5	16.0
Maximum estimated highway driving range, 4-cylinder engines (mi.)	573.5	480.0
Maximum estimated highway driving range, V6 engines (mi.)	518.0	416.0

<sup>1</sup>Actual mileage will vary.



2008 Malibu.

# Camry vs. 2008 Malibu



## Smoother, More Efficient Transmission for 4-Cylinder Engine

Camry 4-cylinder models are equipped with a 5-speed automatic transmission. The automatic transmission for Malibu's 4-cylinder has only four speeds. Camry's extra gear helps boost fuel economy and engine efficiency. It can also reduce noise, vibration and harshness (NVH), producing a smoother and more enjoyable ride.

## More V6 Horsepower

Malibu's V6 engine is a little larger than Camry's. But Camry's V6 delivers more horsepower, which speaks to Toyota's efficient engine design. Camry's V6 is equipped with Toyota's Dual-Independent VVT-i valve timing system, which helps the engine produce greater power and lower emissions. Malibu's V6 has a less advanced VVT system.



In Motor Trend's<sup>2</sup> acceleration tests, Camry's V6 outperformed Malibu's.

<sup>2</sup>February 2008 issue.

## Camry's V6 Horsepower and Acceleration Advantages

	2009 Camry V6 Engine	2008 Malibu V6 Engine
Size (liters)	3.5	3.6
Horsepower @ rpm	268 @ 6200	252 @ 6300
Motor Trend <sup>2</sup> 0-60 mph acceleration test (sec.)	6.2	6.5
Motor Trend <sup>2</sup> Quarter-mile acceleration test (sec. at mph)	14.6 at 96.8	15.1 at 93.7
Valve timing system	Dual-Independent VVT-i	VVT

## More Advanced Hybrid Powertrain

Camry's innovative Hybrid Synergy Drive<sup>®</sup> is a "full hybrid" system. That means its electric motor can power the car on its own without the gasoline engine running.

Malibu Hybrid's ECOTEC system is only a "mild hybrid." It uses an integrated starter-generator that can only shut the engine off when the car is stopped. This system is less efficient than Camry Hybrid's and is likely to produce less of an EPA-estimated fuel economy savings compared with Camry's.

According to the EPA, Camry Hybrid is rated at 33/34 mpg<sup>1</sup>. Malibu Hybrid is EPA-rated at only 24/32 mpg. That's not much more than the 21/31 mpg fuel economy rating of Camry's conventional 4-cylinder engine.

## Camry Hybrid's Fuel Economy Advantage

	2009 Camry Hybrid Synergy Drive <sup>®</sup>	2008 Malibu "Mild Hybrid"	2009 Camry Conventional 4-Cylinder Engine
EPA-estimated fuel economy <sup>1</sup> , city/hwy. (mpg)	33/34	24/32	21/31

<sup>1</sup>Actual mileage will vary.



2009 Camry's Hybrid Synergy Drive<sup>®</sup> gets higher EPA-estimated fuel economy ratings than Malibu's hybrid system.





2009 Camry

Camry's interior is roomier than Malibu's, especially in the rear.

General Motors has developed full hybrid technology, but it's currently utilizing it for its larger trucks and SUVs, like the Chevrolet Tahoe Hybrid. GM's midsize car customers can't get a "full hybrid."

### More Spacious Interior

Malibu's longer exterior compared with Camry's doesn't translate into more rear seat space. *Motor Trend*<sup>1</sup> says, "The [Malibu's] back seat, while roomy, suffered from lackluster comfort, no headrest for the middle passenger, and the least shoulder room." Camry has the edge in all rear dimensions.

### Camry vs. Malibu Interior Dimensions Comparison

	2009 Camry	2008 Malibu
Hip room, front/rear (in.)	54.6/53.9	53.0/52.1
Shoulder room, front/rear (in.)	57.8/56.9	55.9/53.9
Head room, front/rear (in.)	38.8/37.8	39.4/37.2
Leg room, front/rear (in.)	41.7/38.3	42.4/37.6
EPA passenger volume (cu. ft.)	101.4	95.0



Malibu's longer exterior compared with Camry's doesn't translate into more rear seat space.

<sup>1</sup>February 2008 issue.

<sup>2</sup>Residual values from Automotive Lease Guide via AIC website.

Chevrolet Malibu Photography by Chris Tutor, Courtesy of autoblog.com.

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2008 Malibu

Malibu's cockpit is new for 2008.

Camry also has the advantage in both front and rear hip room and shoulder room, along with overall passenger volume.

The Camry edge in all these interior dimensions means more comfort for the driver and passengers.

### Quality, Dependability and Reliability

Toyota is legendary for its QDR. One measure of superior vehicle quality is resale value. According to Automotive Lease Guide (Jan., 2008), the industry benchmark for residual value forecasting, Camry has a much higher predicted resale value than Malibu.

This means that Camry owners should get back a higher percentage of their initial purchase price when they sell or trade in their cars.

### Camry Residual Value<sup>2</sup> Advantage Over Malibu

	2006 Camry LE	2006 Malibu LT
Residual value after 12 months (%)	66	51
Residual value after 24 months (%)	55	42
Residual value after 36 months (%)	46	35
Residual value after 48 months (%)	38	28
Residual value after 60 months (%)	31	23



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M/N 00654-08000-HS13