

NEW GR YARIS

2026

PRODUCT
LAUNCH
BULLETIN



TOYOTA

PURPOSE

The purpose of this document is to provide details of the product launch timeline, key product features and grade lineup for the GR Yaris

VERSION CONTROL

VERSION	DATE	CONTENTS
Version 1	01.10.2025	Introduction of MY26 GR Yaris

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MODEL INTRODUCTION & SUMMARY

Details on new specification, model year changes, how it works

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LAUNCH TIMELINE

Key launch milestones

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GRADE STRATEGY OVERVIEW

Grade line up, colours & trims, pack options

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MODEL CODES & PRICING

Updated model codes & pricing for all derivatives

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DEMO & SHOWROOM VEHICLES

Quantity, Allocation & ETA

PRODUCT BACKGROUND

IMPROVING PERFECTION

- Launched in 2020, the award-winning GR Yaris was designed from the ground up to meet World Rally Championship (WRC) homologation requirements, making it a rare example of a race-bred car adapted for the road
- Since its launch Toyota Gazoo Racing engineers, Master Drivers, and race and rally professionals have worked together in the spirit of constant improvement to enrich the GR Yaris' essential character as a "driver- first" car





LAUNCH TIMELINE

MODEL UPDATES SUMMARY

GR YARIS



HEATED SEATS



**HEATED STEERING
WHEEL**



**AERO PERFORMANCE
MODEL**

AERO PERFORMANCE MODEL

GR YARIS

- Aluminum Bonnet with Duct
 - Improves the cooling performance.
- Front Lip Spoiler
 - Increases ground contact enhances aerodynamic balance.
- Fender Duct
 - Releases turbulent air in the wheelhouse from the duct which improves steering and handling around corners.
- Fuel Tank Under Cover
 - Streamlines the underside of the body.
- Adjustable Rear Wing
 - Contributes to steering stability at high speeds and suppresses the snake phenomenon when braking.
 - Customers can adjust the angel of the rear wing according to their driving style and needs.
- Rear Bumper Duct
 - The duct reduces the drag coefficient (Cd) and suppresses the parachute effect.
- Vertical Handbrake
 - In addition to these aerodynamic parts, the GR Yaris Aero Performance also adopts a vertical handbrake.



GRADE LINEUP

GR Yaris 1.6 Turbo Circuit Manual £46,045	GR Yaris 1.6 Turbo Circuit Manual Aero Performance £48,995
• 18" BBS Forged Alloy wheels (10-spoke) • Dual-zone Automatic Air Conditioning With Clean & Pollen Air Filters • 3-spoke Leather Heated Sports Steering Wheel • Heated Sports Seats • 12.3" Combimeter Screen • 8" Multimedia Display • Wireless Smartphone Integration • Toyota Smart Connect+ • Bluetooth® Hands-free System • Digital Speedometer • EC Rear-view Mirror • Suede-like Front Door Trim • Smart Entry & Start System • Power-adjustable, Retractable, Heated Door Mirrors • Black Rear Spoiler	In addition to Standard model: • Aluminum Bonnet with Duct • Front Lip Spoiler • Fender Duct • Fuel Tank Under Cover • Adjustable Rear Wing • Rear Bumper Duct • Vertical Handbrake • Heated Seats (removed)

ALLOY WHEELS



18" BBS Forged Alloy
wheels (10-spoke)

INTERIOR TRIMS



Black synthetic leather
EA20

MONOTONE COLOURS

COLOURS	CODE	VISUAL	STANDARD MODEL	AERO PERFORMANCE
SOLID				
Pure White	040		✓	✓
METALLIC				
Precious Black	219		£640	£640
PREMIUM				
Platinum White Pearl	089		£920	£920
Precious Metal	1L5		£920	£920
Scarlett Flare	3U5		£920	£920

MODEL CODES AND PRICING

MODEL NAME	MODEL CODE	OTR PRICE
GR Yaris 1.6 Turbo Circuit	YR3 4GC	£46,045
GR Yaris Aero Performance	YR3 4GK	£48,995

DEMO VEHICLES – 1 PER GR CENTRE

TYPE	GRADE	QUANTITY	ALLOCATION	CALL OFF DATE	EXPECTED ETA
Demo	Standard	1 per GR Centre	TGB Allocated	N/A	Jan-Feb 2026

- The strength of the GR brand and the role GR Yaris plays across the entire portfolio – promoting the more readily available GR Sport range – requires that all GR Centres continue to utilise their New GR Yaris demonstrator throughout 2026
- Due to the limited volumes, these demonstrators must be run until Dec 2026, a replacement vehicle will not be available in this period

CUSTOMER VEHICLES – GR CENTRES ONLY PLACE 1x ORDER BY 14TH NOVEMBER 2025

TYPE	GRADE	QUANTITY	ALLOCATION	ORDERING CALL OFF DATE	EXPECTED ETA
Customer Orders	Standard or Aero	1 per GR Centre	Place order directly on COL2	14 th November	By end of March 2026

Due to the extremely limited volume of GR Yaris for the UK market, allocation of the updated GR Yaris will be strictly limited to GR centres only

Each GR centre will have a cap of 1 customer vehicle to sell at launch. Further allocation is expected in 2026 but is pending supply confirmation and will remain extremely limited. Any orders placed by non-GR Centres or above the cap of 1 for GR Centres will be cancelled.

Please ensure customer orders are placed by Friday 14th November at the latest to ensure customer vehicles can be fulfilled within our current production allocation. Alternatively, if you have no customer place an order for you preferred grade and colour After this date, no new factory orders will be available. After this date, no new factory orders will be available.

USEFUL LINKS

Category	Information Type	Link
Full Technical Information	Dimensions, Engine, CO2, Boot Capacity	SOURCE Product Page - New GR Yaris
Full Grade Features	Table of every product feature by grade	
Product Power	Conquest & Retention Customer Value, 3 rd Party Advocacy	
Homologation Data	CO2, MPG, EV Range, EV Charging	
Product 2 Page Quick Guide	High Level Overview	
Centre Price List	Full pricing of grades, colours, packs	https://uktoyota.sharepoint.com/sites/UKSOURCE/SitePages/Price-list.aspx
Ordering Queries	COL2 Customer or Demo/Showroom Issues	Raise a Compass Case for Network Support
Accessories Queries	Accessories or packs	Accessories Team abu@tgb.toyota.co.uk
UK Media Site: UK Latest Press Release	Detailed specification changes & images	https://media.toyota.co.uk/
Additional Product Queries	Timings, Grade Line Up, Product Details	Productmarketing-pm1@tgb.toyota.co.uk (Aygo X, Yaris, Yaris Cross, bZ4X, Mirai, GR Yaris)