

KEYCORP /NEW/
Form 424B2
August 29, 2001

1

PRICING SUPPLEMENT NO. 17, DATED: AUGUST 28, 2001
to Prospectus Supplement Dated August 23, 2001
to Prospectus Dated August 23, 2001

RULE 424(b)(2)
REGISTRATION STATEMENT NO. 333-50802

KEYCORP

\$150,000,000

SENIOR MEDIUM-TERM NOTES, SERIES F
 SUBORDINATED MEDIUM-TERM NOTES, SERIES E

Floating Rate Notes ___% Fixed Rate Notes
 Book-Entry Notes Certificated Notes

Original Issue Date: AUGUST 30, 2001
Maturity Date: August 30, 2004
Issue Price: 99.85849%
Paying Agent: Bankers Trust Company
Authenticating Agent: Bankers Trust Company

Option to Elect Redemption: Yes No

Redemption Date(s):
Initial Redemption Percentage:
Annual Redemption Percentage Reduction:

Option to Elect Repayment: Yes No

Repayment Date(s): n/a
Repayment Price(s): n/a

Repurchase Price (if any): n/a
Amortization Schedule (if any): n/a
Sinking Fund Defeasance: Yes No

Minimum Denominations: \$1,000 Other:

Option to Extend Maturity:

Extended Maturity Dates:
Notice of Extension Date(s):

Specified Currency (not U.S. Do

Authorized Denominations:
Exchange Rate Agency:

Optional Interest Rate Reset:
Optional Interest Rate Reset Da
Optional Extension of Maturity:
Length of Extension Period:

FIXED RATE NOTES ONLY

Interest Computation Period:

Interest Payment Dates:

Regular Record Dates if other than June 15 and December 15:

2

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FLOATING RATE NOTES ONLY

BASE RATE:

- | | |
|------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> CD Rate | <input type="checkbox"/> Treasury Rate |
| <input type="checkbox"/> Commercial Paper Rate | <input type="checkbox"/> CMT Rate |
| <input type="checkbox"/> Federal Funds Rate | <input type="checkbox"/> 11th District Cost of Funds Rate |
| <input checked="" type="checkbox"/> LIBOR | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Prime Rate | |

Initial Interest Rate: 3-month LIBOR effective on August 28, 2001 plus .25%

Interest Determination Date: Two days prior to each Interest

Index Maturity: 3-month LIBOR

Interest Reset Period: Quarterly

Spread (Plus or minus): plus .25%

Interest Reset Dates: Quarterly, on February, March, and May commencing on

Maximum Interest Rate: n/a

Interest Payment Dates: Quarterly, on February, March, and May commencing on

Minimum Interest Rate: n/a

Calculation Date: n/a

Total Amount of OID: n/a

Calculation Agent: KeyBank National Association

Yield to Maturity: n/a

Spread Multiplier: n/a

Initial Accrual Period OID and Designated Method: n/a

Telera Page: 3750

Other Terms (if any): n/a

- AGENT:
- | | |
|-------------------------------------|----------------------------------------|
| <input type="checkbox"/> | Salomon Smith Barney Inc. |
| <input type="checkbox"/> | Chase Securities Inc. |
| <input type="checkbox"/> | Credit Suisse First Boston Corporation |
| <input type="checkbox"/> | Deutsche Bank Securities Inc. |
| <input type="checkbox"/> | Goldman, Sachs & Co. |
| <input type="checkbox"/> | Lehman Brothers Inc. |
| <input type="checkbox"/> | McDonald Investments Inc. |
| <input type="checkbox"/> | J.P. Morgan Securities Inc. |
| <input type="checkbox"/> | Morgan Stanley & Co. Incorporated |
| <input checked="" type="checkbox"/> | Other HSBC Securities (USA) Inc. |

Agent's Discount or Commission: Trade Date: August 27, 2001 Proceeds to KeyCorp: \$149,787,000

Acting as Agent Agent is acting as Agent for the sale of Notes by KeyCorp at a price of % of the principal amount

Acting as Principal Agent is purchasing Notes from KeyCorp as Principal for resale to investors and other purchasers at:

a fixed public offering price of % of the Principal amount
 varying prices related to prevailing market prices at resale to be determined by such Agent

