

KEYCORP /NEW/  
Form 424B2  
August 29, 2001

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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:

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FLOATING RATE NOTES ONLY

BASE RATE:

- CD Rate
- Commercial Paper Rate
- Federal Funds Rate
- LIBOR
- Prime Rate
- Treasury Rate
- CMT Rate
- 11th District Cost of Funds Rate
- Other (specify):

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 commencing on

Maximum Interest Rate: n/a

Interest Payment Dates: Quarterly, February, March 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

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Other Terms (if any): n/a

- AGENT:
- Salomon Smith Barney Inc.
  - Chase Securities Inc.
  - Credit Suisse First Boston Corporation
  - Deutsche Bank Securities Inc.
  - Goldman, Sachs & Co.
  - Lehman Brothers Inc.
  - McDonald Investments Inc.
  - J.P. Morgan Securities Inc.
  - Morgan Stanley & Co. Incorporated
  - 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

