

KEYCORP /NEW/  
 Form 424B2  
 July 24, 2001

1

PRICING SUPPLEMENT NO. 13, DATED: JULY 23, 2001  
 to Prospectus Supplement Dated December 11, 2000  
 to Prospectus Dated December 11, 2000

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

KEYCORP

\$65,000,000

[X] SENIOR MEDIUM-TERM NOTES, SERIES F  
 [ ] SUBORDINATED MEDIUM-TERM NOTES, SERIES E

[X] Floating Rate Notes [ ] \_\_\_\_% Fixed Rate Notes  
 [X] Book-Entry Notes [ ] Certificated Notes

Original Issue Date: JULY 25, 2001  
 Maturity Date: July 25, 2003  
 Issue Price: 99.9611%  
 Paying Agent: Bankers Trust Company  
 Authenticating Agent: Bankers Trust Company

Option to Elect Redemption: [ ] Yes [X] No

Option to Extend Maturity:

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

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

Option to Elect Repayment: [ ] Yes [X] No

Specified Currency (not U.S. Dollar)

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

Authorized Denominations:  
 Exchange Rate Agency:

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

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

Minimum Denominations: [X] \$1,000 [ ] Other:

FIXED RATE NOTES ONLY

Interest Computation Period:

Interest Payment Dates:

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

Edgar Filing: KEYCORP /NEW/ - Form 424B2

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 July 23, 2001 plus .24%

Interest Determination Date: Two days prior to each Interest

Index Maturity: 3-month LIBOR

Interest Reset Period: Quarterly

Spread (Plus or minus): plus .24%

Interest Reset Dates: Quarterly, on January, April, and July, commencing on

Maximum Interest Rate: n/a

Interest Payment Dates: Quarterly, on January, April, and July, 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

Telerate 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: 0%  
Trade Date: July 20, 2001  
Proceeds to KeyCorp: \$64,974,700

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