There was only one rule we followed when creating the 2013 Avalon: If you’re going to make something, it better be good. We set out to create something entirely new. We wanted it to be radical. We designed and assembled it exclusively in the United States. And we made it the purest expression of everything we love about driving. From this point forward, driving a Toyota will never be the same.
Limited shown in Classic Silver Metallic with Technology Package.
Joy. Excitement. Desire. One touch can communicate so many things. This was the idea behind the technology that surrounds you in the 2013 Avalon. We created sleek IntelliTouch™ controls that are simple to adjust, available Entune®1 that gives you access to more information than ever before, and an available backup camera that helps guide you into, or out of, the tight spots. Not only can Avalon give you clear vision of what’s behind you, it can also give you a glimpse of the future.
Premium leather. Avalon Limited continues a heritage of ergonomic excellence with standard power adjustable, premium perforated leather trimmed heated and ventilated front seats, and leather trimmed steering wheel and shift lever—like they’re tailored to the driver.

eBin™ Technology simplified. Avalon’s standard eBin™ features a non-slip surface for your cell phone or MP3 device that’s lit and tilts toward front passengers. Plus it contains a wire management system, two 12-volt power outlets, an auxiliary audio jack and a USB port.

Second row. Luxury should not be for the driver only. Avalon’s spacious rear seats allow passengers in the second row to feel like they’re in first class. With standard three-zone climate control and heated rear seats on Avalon Limited, riding in an Avalon is just as rewarding as driving one.

A tailored environment
A new era in the art of making cars

Imagine an environment that feels as if it were created just for you. A space with controls that invite interaction, seats that cradle and lights that welcome. Technology would simplify, not complicate, and also adapt to your needs. You would be surrounded by beautifully stitched leather that feels handcrafted and luxurious to the touch. We put all of this in the Avalon’s spacious interior and designed it to fit together seamlessly.

Limited interior shown in Black with Technology Package.

See numbered footnotes in Disclosures section.
Passion that performs
A bold way of looking at performance

Our goal was to redefine the art of driving. No detail was overlooked. We started with less to finish with more. We designed a lighter body with a drag coefficient of .28. Each panel was sculpted to help quiet the wind. The chassis was made more rigid for better handling and a crisper response. Then we shaved 119 pounds off the final weight. This is a new era in performance, and we broke every rule to bring you the purest expression of driving.

Independent suspension with Sport Mode: Avalon has fully independent suspension that adapts to the road to help give you more control. A new available Sport Mode increases throttle response and quickens the electric power steering for livelier handling when desired.

Aerodynamic efficiency: Racing technology. Underneath the chassis, specially shaped diffuser panels reduce turbulence, resulting in enhanced control and reduced wind noise.
It all started with a desire for a more connected driving experience. We designed available paddle shifters that allow a driver to change gears with the touch of a finger. We built an engine as powerful as it is efficient with a 3.5-liter V6 that produces 268 horsepower and offers an EPA-estimated 31 mpg highway. Avalon is an absolute breakthrough in high-end driving and a bold new direction for the road ahead.
A radically new drive
Introducing the Avalon Hybrid

An uncompromising level of performance was our goal for the new Avalon Hybrid. A driving experience that was more than refined—it was revolutionary. We used our proven Hybrid Synergy Drive® system that delivers a spirited ride while at the same time offering up to an EPA-estimated 40 mpg* and an Advanced Technology Partial Zero Emissions Vehicle (AT-PZEV) emission rating. The world is accelerating, and we’re leading the charge.

Class-leading fuel economy
Our Hybrid Synergy Drive® system and Electronically controlled Continuously Variable Transmission (ECVT) combine for fuel economy estimates that surpass that of many compact cars.

Multi-Information Display (MID)
Avalon’s MID shows you everything you need to know. See how much fuel you have left, check your current mpg and, on Avalon Limited, get turn-by-turn directions to your favorite spot—all in one area to help you keep your eyes on the road.

40* / 39* est.

*Dependable performance. Actual mileage will vary. For detailed warranty information, visit ToyotaCare.com.
Inspired by the unexpected

It would be great to drive in a world with no surprises, a world where everyone paid attention while they were driving. That world doesn’t exist. The moments when things don’t go as planned inspired the six advanced features in the Star Safety System. An available Blind Spot Monitor (A) can signal the unseen, and a backup camera helps you with the unknown. Add a class-leading ten standard airbags (B) and you have a system working together with one purpose in mind: a more confident drive.

Airbag System (A, B), driver and front passenger seat-mounted side airbags (C, D), driver and front passenger knee airbags (E, F), rear seat-mounted side airbags (G, H) and front and rear side curtain airbags (I, J).

Airbag System (A, B), does not exist. The moments when things don’t go as planned inspired the six advanced features in the Star Safety System.

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Scheduled vehicle maintenance is essential to both safety and dependability. For that reason, we’ve included a complimentary maintenance plan with the purchase or lease of every new Toyota. For 2 years or 25,000 miles, whichever comes first, your new Toyota will be covered for normal factory scheduled service, as well as for 24/7 roadside assistance.* It’s standard peace of mind, and Toyota is one of the first full-line brands to offer anything like it. Why do we go to such lengths? Simply put, we want the loyalty of our customers to outlast even our vehicles. For all the details, please call, visit online or stop by your local Toyota dealer today.

Please visit your nearby Toyota dealer today to experience our full lineup of quality cars, trucks and SUVs.

*Covers normal factory scheduled service for 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet, or a livery or taxi vehicle. See participating dealer for complete plan details. Valid only in the continental United States and Alaska.