



R9

G
2008
10-11-12

RED TAU
950

WO CHONG C

US-MX11-1-A

Matrix 2013

“An environment in which something develops.” That’s how the dictionary defines the word “matrix.” And it’s no coincidence that this definition also describes the 2013 Toyota Matrix. With all the versatility, performance and style it offers, it’s entirely up to you to decide what that “something” will be. Whatever it is, the impressive performance of Matrix will let you run with your ideas. Ample cargo room and numerous interior configurations will let you take nearly anything along for the ride. In the end, its available All-Wheel Drive (AWD) and aggressively sculpted exterior might well make the drive itself the main event. **2013 Toyota Matrix.**

They say you can't be all things to all people. But then, you're not the 2013 Toyota Matrix. No matter what you're looking for in your ride — excitement, functionality, dependability, you name it — there's an excellent chance you'll find it here.



US-MX12-2-A



US-MX11-5-A

1. See footnote 1 in Disclosures section.

S shown in Nautical Blue Metallic with available Sport Package, moonroof, TRD 19-in. 5-spoke wheels¹ and accessory roof rack.

From left to right: win, win.

Two Matrix models are available: the well-appointed Matrix L and the race-inspired Matrix S. They both pass the head-turning test with flying colors.



S shown in Nautical Blue Metallic with available Sport Package and moonroof; S AWD shown in Barcelona Red Metallic with available Sport Package and accessory roof rack.

Front row at a five-seat venue.

While it is true that the available sport fabric-trimmed 6-way adjustable driver's seat is the place to be, in Matrix, there's really not a bad seat in the house. Or in this case, car. Its firm, comfortable seats and sharp dash design help provide the ideal environment to enjoy its advanced audio system. With a total of six speakers, the system delivers impressive acoustic fidelity. Plus, *Bluetooth*^{®1} wireless technology will let you stream your music and operate your compatible mobile phone with your hands securely on the wheel.

Advanced Audio Systems

Be your own mobile mix-master. The standard audio system in Matrix does it all with MP3/WMA player playback capability, six speakers, auxiliary audio jack, and USB port² with iPod^{®3} connectivity. It also has automatic sound leveling, hands-free phone capability, phone book access and *Bluetooth*[®] technology so you can access your music wirelessly. Plus, you get a 90-day complimentary trial of SiriusXM Radio⁴. And an available 6.1-in. touch-screen Display Audio gives you everything at your fingertips.



US-MX11-9-B

1. See footnote 2 in Disclosures section. 2. See footnote 3 in Disclosures section. 3. See footnote 4 in Disclosures section. 4. See footnote 5 in Disclosures section.

S interior shown in Dark Charcoal with available automatic transmission.



S AWD shown in Barcelona Red Metallic with available Sport Package and accessory roof rack.

Because point A to point B isn't always the point.

If to you a car is merely a means of transportation, then you could drive almost anything. But we're guessing that you have livelier things in mind. From its streamlined exterior to its responsive engine, Matrix has been engineered for performance. Its engine features Variable Valve Timing with intelligence (VVT-i), a technology that automatically adjusts valve timing to optimize performance. So Matrix offers not only responsive power, but also responsible fuel economy.

Optitron Gauges

The instrument panel features bright LED Optitron gauges that look sharp and help reduce eyestrain. Start the engine and the gauges come alive with a full sweep of the needles, indicating to the driver that all systems are, indeed, go.

Available 17-In. Alloy Wheels

The sleek shape of Matrix S is even more head-turning when seen rolling on sporty 17-in. alloy wheels. Clad in performance tires, they'll help you get a grip on all things asphalt.

Available All-Wheel Drive (AWD)

When equipped with AWD, Matrix is particularly nimble — even when the road surface is less than cooperative. By automatically distributing engine power to the wheels that offer the most grip, the AWD system helps make the most of the traction available.

Suspension and Engine

Part of what gives Matrix its sporty performance is the available double-wishbone rear suspension¹ that allows each wheel to act and react to forces independently. This helps both rear wheels maintain maximum contact with the road for enhanced cornering grip. Meanwhile, power is handled by an available 158-hp 2.4-liter engine, developing 162 lb.-ft. of torque. With the available automatic transmission, Matrix S offers an EPA-estimated 21 city/29 highway mpg². The key to such efficiency is Variable Valve Timing with intelligence (VVT-i), a technology that adjusts valve timing for an optimal balance of power and economy.

US-MX08-114-B



US-MX08-118-B



US-MX11-7-B



1. Standard on S AWD models only. 2. See footnote 6 in Disclosures section.



US-MX11-12-B

You do get out much.

The incredibly versatile Matrix works well for everybody — with the possible exception of couch potatoes. This is a vehicle designed for those who don't just find the action, they create the action. And with spacious seating for five and its aggressive styling, Matrix makes it easy to find four friends to join you.



US-MX11-15-A

2012 model shown.

MAKING CHANGE

The compact Matrix is loaded with supersize versatility. The front passenger seat folds down and the 60/40 split fold-down rear seat folds flat to open up an incredible amount of cargo room. Whether you're packing a sound board or a snowboard, the ever-flexible Matrix has a configuration to match your gear.



US-MX11-16-A

2012 model shown.



US-MX11-17-A

2012 model shown.

Call it the perfect roadie.

Whether you're heading to a gig with your gear or heading back home with a few new friends, the versatile Matrix makes sure that the show does, indeed, go on. With nearly 50 cubic feet of space in its rear cargo area¹ and a 60/40 split fold-down rear seat, not to mention a slew of convenient storage compartments, the Matrix is more than gig-ready. With or without the groupies.

AVAILABLE MOONROOF
Raise the roof on fun with the available moonroof. This popular feature opens up the cockpit to the sun, the stars and, as its name suggests, the moon.



US-MX11-14-A



US-MX09-16-A

STORAGE GALORE
Matrix provides a passenger-side dual glove compartment with a deep bin and another enclosure for important papers. There's also an available overhead compartment for everyday essentials like sunglasses.



US-MX11-13-A



US-MX11-18-A

2011 S interior shown in Dark Charcoal with available Sport Package and Premium Package.

¹. See footnote 7 in Disclosures section.

Every reason to be confident.

Matrix helps provide protection against the unexpected with some of the most advanced safety features in the industry. It starts with the Star Safety System,[™] standard on both Matrix models, and its many active safety features that help keep you out of harm's way. Add to that a host of standard passive safety features that help protect you should trouble prove unavoidable.



Photo not intended to replicate actual inflated airbags.

1
ADVANCED AIRBAG SYSTEM¹
Matrix comes standard with an advanced front airbag system that provides dual stage functionality. The system senses impact severity and adjusts airbag deployment accordingly.

2
ACTIVE FRONT HEADRESTS²
In certain lower-speed, rear-end collisions, sensors in the lumbar region of the front seats trigger the movement of the headrests to help position them to the back of the occupants' heads.

3
3-POINT SEATBELTS
Matrix provides 3-point seatbelts for all seating positions. The front seats are equipped with the added safety of pretensioners with force limiters.

4
TIRE PRESSURE MONITOR SYSTEM (TPMS)³
Proper tire pressure is important. TPMS evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

5
LATCH
LATCH (Lower Anchors and Tethers for CHildren) helps protect the smaller members of your family. LATCH includes lower anchors on outboard rear seats and tether anchors on all rear seats.

1. See footnote 8 in Disclosures section. 2. See footnote 9 in Disclosures section. 3. See footnote 10 in Disclosures section.

ACCESSORIES

A wide range of Genuine Toyota Accessories is available to help you make your Matrix your own. Considering how appealing Matrix is to begin with, these quality products will be like icing on the cake. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.



Doorsill enhancements



Rear bumper protector



Roof rack



Exhaust tip



TRD 18-in. 5-spoke wheels⁴

Alloy wheel locks
Ashtray cup
Auto-dimming mirror
Body side moldings
Cargo net-spider⁷
Cargo tote⁷
Carpet cargo mat⁷
Carpet floor mats¹¹
Doorsill enhancements
Emergency assistance kit
Exhaust tip

First aid kit
Paint protection film¹²
Rear bumper protector
Remote Engine Starter¹³
Roof rack
TRD 18-in. 5-spoke wheels⁴
TRD 19-in. 5-spoke wheels⁴
TRD air filter cleaning kit
TRD clutches
TRD forged oil cap
TRD front strut brace

TRD lowering springs
TRD oil filter
TRD performance air filter
TRD performance brake pads
TRD radiator cap
TRD rear sway bar
TRD wheel installation kit
Vehicle Intrusion Protection (VIP) RS3200 Plus Security System¹³

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

FOCUS ON SUSTAINABILITY

Toyota encourages their partners to embrace environmentally responsible business practices. Toyota brochures use paper from well-managed forests, as certified by FSC[®] (Forest Stewardship Council[™]) chain-of-custody guidelines. The electricity used to manufacture this paper was generated by the paper mill's own Green-e[®] certified renewable energy sources. Wind-powered electricity was used to print some brochures through purchased REC (renewable energy credits), also Green-e[®] certified.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



For complete features, specs, packages and options, visit toyota.com/matrix



DISCLOSURES

1. 18-inch and 19-inch performance tires are often expected to experience greater tire wear than conventional tires. Tire life may be substantially less than mileage expectancy, depending upon tires used and driving conditions. **2.** The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The *Bluetooth*[®] wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software, coverage and wireless carrier. Phones are warranted by their manufacturer, not Toyota. **3.** May not be compatible with all mobile phones, MP3/WMA players and like models. **4.** iPod[®] is a registered trademark of Apple Inc. All rights reserved. **5.** XM services require a subscription after trial period, and are sold separately or as a package. Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. **6.** 2013 EPA mpg estimates 21 city/29 highway/24 combined mileage. Actual mileage will vary. **7.** Cargo and load capacity limited by weight and distribution. **8.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. **9.** Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **10.** The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. **11.** To avoid potential interference with pedal operation, do not install a floor mat on top on an existing floor mat, and each mat must be secured with either quarter-turn fasteners or retention hooks (clips). This floor mat was designed to specifically for use in this model and model year vehicle and SHOULD NOT be used in any other vehicle. **12.** The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. If the file is installed by anyone else, the Toyota "Parts Only" warranty—12 months—will be applicable instead. Please see dealer for details. **13.** Available for vehicles with factory remote keyless entry.



ToyotaCare

“I’ve always known you can’t beat Toyota for dependability. Then I found out that they take care of factory scheduled service for two years or 25,000 miles. Talk about a win-win!”*

Tony M., 2011 Toyota owner

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.

*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.

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

YARIS | COROLLA | MATRIX | CAMRY | AVALON | SIENNA | TACOMA | TUNDRA | RAV4 | VENZA | HIGHLANDER | FJ CRUISER | 4RUNNER | SEQUOIA | LAND CRUISER

PRIUS | PRIUS c | PRIUS v | PRIUS PLUG-IN HYBRID | CAMRY HYBRID | AVALON HYBRID | HIGHLANDER HYBRID | RAV4 EV

toyota.com 1-800-GO-TOYOTA



**Let's
Go
Places**