



Our eyes are always on the road ahead. Striving to find ways to help you be safe. Go farther on a tank of gas. To help the earth go further on its limited resources. Moving Forward is embedded in our DNA. It's shared by our dealers, and ultimately inspired by our customers. toyota.com 1-800-GO-TOYOTA



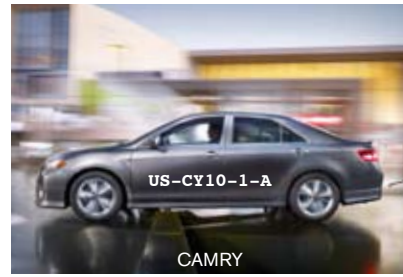
US-VZ09-03-C

VENZA



US-AV09-1-A

AVALON



US-CY10-1-A

CAMRY



US-SA07-17-B

CAMRY SOLARA



US-PRS08-1-A

PRIUS



US-CL10-1-A

COROLLA



US-YA09-1-A

YARIS



US-MX09-1-A

MATRIX



US-TU07-10-A

TUNDRA



US-CY07-49-F

CAMRY HYBRID



US-TA09-28-A

TACOMA



US-LC08-6-A

LAND CRUISER



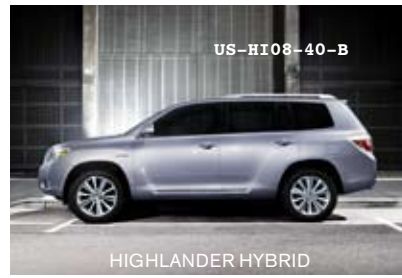
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4RUNNER



US-RV09-1-A

RAV4



US-HI08-40-B

HIGHLANDER HYBRID



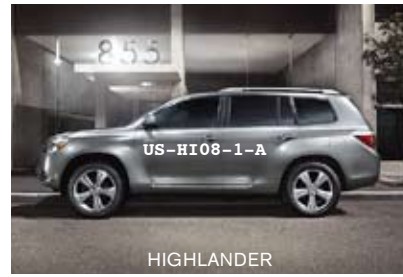
US-FJ06-118-A

FJ CRUISER



US-SQ08-9-B

SEQUOIA



US-HI08-1-A

HIGHLANDER



US-SE09-1-A

SIENNA



Hybrid Synergy Drive,[®] powering the Prius, Camry Hybrid and Highlander Hybrid, combines a clean-burning gas engine with an efficient electric motor to deliver excellent fuel economy, low emissions and performance.

MATRIX 10

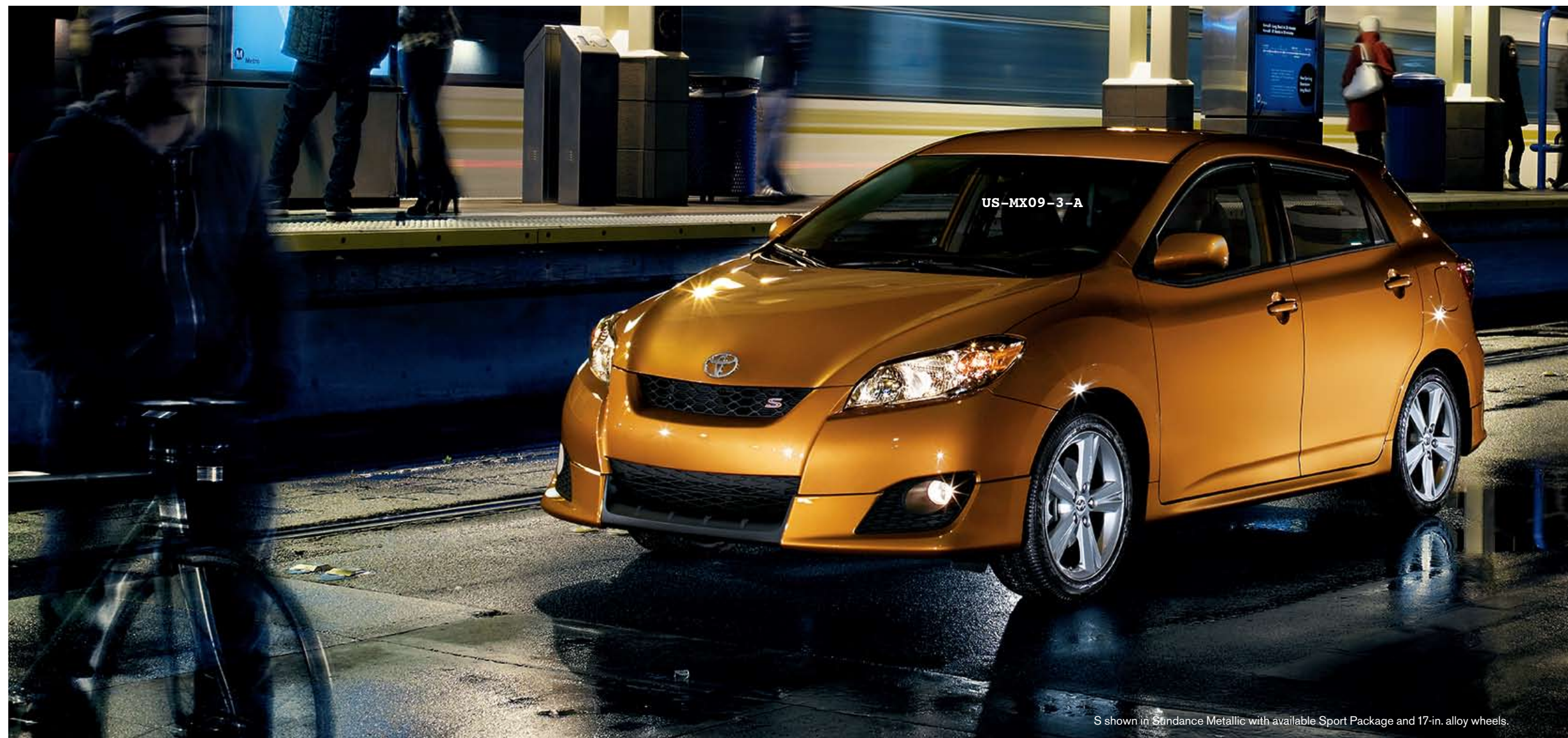


US-MX09-1-A

FOCUS ON SUSTAINABILITY This brochure is printed on Sappi's Opus Gloss environmentally responsible paper. 100% of the electricity used to manufacture this paper has been generated from certified renewable energy sources. Opus Gloss uses 30% post-consumer recovered fiber and is FSC (Forest Stewardship Council) certified. This certification assures that this brochure was printed on paper from well-managed forests following FSC requirements through the entire chain of custody - from the tree, to the printer, to the consumer. It is one of the most environmentally responsible coated papers available today.

Toyota's core printing partners embrace responsible forestry management through either FSC or SFI certifications. These printers practice recycling policies for hazardous and non-hazardous materials and print with inks that reduce volatile organic compound (VOC) emissions into the atmosphere. Additionally, one of Toyota's print partners uses renewable wind energy for 100% of its electricity needs, while another generates all its own electrical power and is the only Air Quality Management District (AQMD) certified, "totally enclosed" commercial printing facility in the U.S. with virtually zero VOC emissions.

Some cars have a language all their own. Inspired by the desire for unhinged fun without sacrificing the need for excellent fuel efficiency, the 2010 Toyota Matrix is a car design that spits fire, yet speaks volumes about quality and dependability. It's a driving experience that stimulates conversation, yet in the same breath, leaves the driver speechless. The 2010 Toyota Matrix. Moving Forward.



S shown in Sundance Metallic with available Sport Package and 17-in. alloy wheels.

Drivers, start your engines, your hearts and your minds. Finally, a car that has it all, and then some. The 2010 Matrix gives you style and performance, technology and comfort, but most importantly,

Matrix gives you confidence. Its potent yet fuel-efficient VVT-i engine delivers an EPA-estimated 29 highway mpg rating^{1,2} – saving gas has never looked so good.

1. 2009 EPA-estimated mileage. Actual mileage will vary. 2. Models equipped with available automatic transmission.

In many instances in life, what you see is what you get. In the 2010 Matrix, you get exactly what you see, yet so much more. Our designers came together to create a head-turning design with attitude and purpose. The arching roofline and available rear underbody spoilers¹ put Matrix in a lane reserved for those who have no reservations about being, well, cool.

1. Standard on XRS.



US-MX09-4-A



US-MX09-5-A



US-MX09-6-A

S shown in Sundance Metallic with available Sport Package.

Slip behind the wheel of the 2010 Matrix, and the cockpit's controls and gauges embrace you. Nine speakers soak you in powerful sound from an available JBL® audio system¹ that includes XM Satellite Radio capability² with Bluetooth®³ wireless technology, for more convenient, hands-free phone calls. Or plug into your own music with the auxiliary audio jack. Matrix's available DVD navigation system^{1,4} with available XM NavTraffic® can help you zero in on your destination with ease.

US-MX08-111-A



XRS interior shown in Dark Charcoal with available JBL® audio system¹ with XM Satellite Radio capability² and Bluetooth®³ wireless technology.



US-MX09-8-A

A

A ADVANCED PLACEMENT

The nine speakers of the available JBL® audio system¹ are strategically placed in seven precise locations for optimum sound quality. Which gives you optimum ear pleasure.

B JBL® SPEAKERS

Keep things booming while you're moving. The 2010 Matrix offers an available JBL® audio system¹ that's XM Satellite Radio capable.² XM Satellite Radio offers 170-plus channels of music, news and sports.

C AUXILIARY AUDIO JACK AND 115V AC

Be your own mix-master. Plug your MP3/WMA player into the auxiliary audio jack. Use the 115V outlet¹ as a charging station for your player, cell phone or for games on the go.



US-MX09-7-A

B



US-MX08-113-A

C

1. S and XRS only. S requires cruise control. 2. See footnote 8 in Packages and Options section. 3. See footnote 10 in Packages and Options section. 4. See footnote 12 in Packages and Options section.

iPod® accessory not included. iPod® is a registered trademark of Apple, Inc. All rights reserved.



US-MX09-9-A

S shown in Radiant Red with available Sport Package, 17-in. alloy wheels and moonroof.

MATRIX TECHNOLOGY

Aggressively cut lines ensure you'll never be seen as ordinary. Advanced technologies let you call the tunes, with features like a tilt/telescopic adjustable steering wheel with available audio controls¹ to adjust the sound system. And in the S and XRS with the available JBL® audio system,² the controls even let you make hands-free phone calls.

1. Standard on XRS. Controls based on vehicle equipment. 2. S requires cruise control.



US-MX09-10-B

S interior shown in Dark Charcoal.

Comfort, style, room to move: Matrix has it all. Our designers gave Matrix a spacious, 5-passenger interior filled with intelligent features and crafted from sporty materials that complement the aggressive attitude of Matrix. Settle into the stylishly contoured surroundings and feel yourself unwind as you sense the quiet, comfort and quality that's been engineered into Matrix.



US-MX09-16-A

DUAL GLOVE BOX

Get organized: Matrix has a huge, dual glove box with a big, deep bin. A separate enclosure within the bin is ideal for important papers that need to be kept close at hand.



US-MX09-12-A

S interior shown in Dark Charcoal with available automatic transmission and 6-disc in-dash CD changer.



US-MX09-13-A



US-MX09-14-A



S interior shown in Dark Charcoal with available moonroof and passenger seats folded flat!



US-MX09-11-A



US-MX09-17-A

MOONROOF¹

Let the world inside. With an available moonroof, Matrix opens up to the moon, the sun, the stars and the city.

OVERHEAD STORAGE²

A place for everything: Use the available overhead storage compartment to stash everyday essentials like sunglasses.

SEAT CONFIGURATION

Our designers packed surprising versatility inside Matrix. The front passenger seat folds down, and the rear 60/40 split-bench seat folds flat to create an incredible amount of cargo room.³

1. S and XRS only. 2. Included on S and XRS when equipped with available moonroof. 3. Cargo and load capacity limited by weight and distribution.

Let's get practical. Every now and then you've got stuff you need to pick up and carry. Which is why we designed Matrix to open wide and say, "How does 48.9 cubic feet of cargo space¹ suit you?" It's a roomy compartment, easily accessible through a rear hatch, one that opens the door to all kinds of possibilities. And convenient anti-slip rubber strips in the cargo floor help keep what you pack right where you put it in the first place.

1. Cargo and load capacity limited by weight and distribution.



DID YOU KNOW?
The art featured in these photos was created by Blaine Fontana. When describing his art, he says it comes from a visual vocabulary he developed as a very young child.

MATRIX FLEXIBILITY

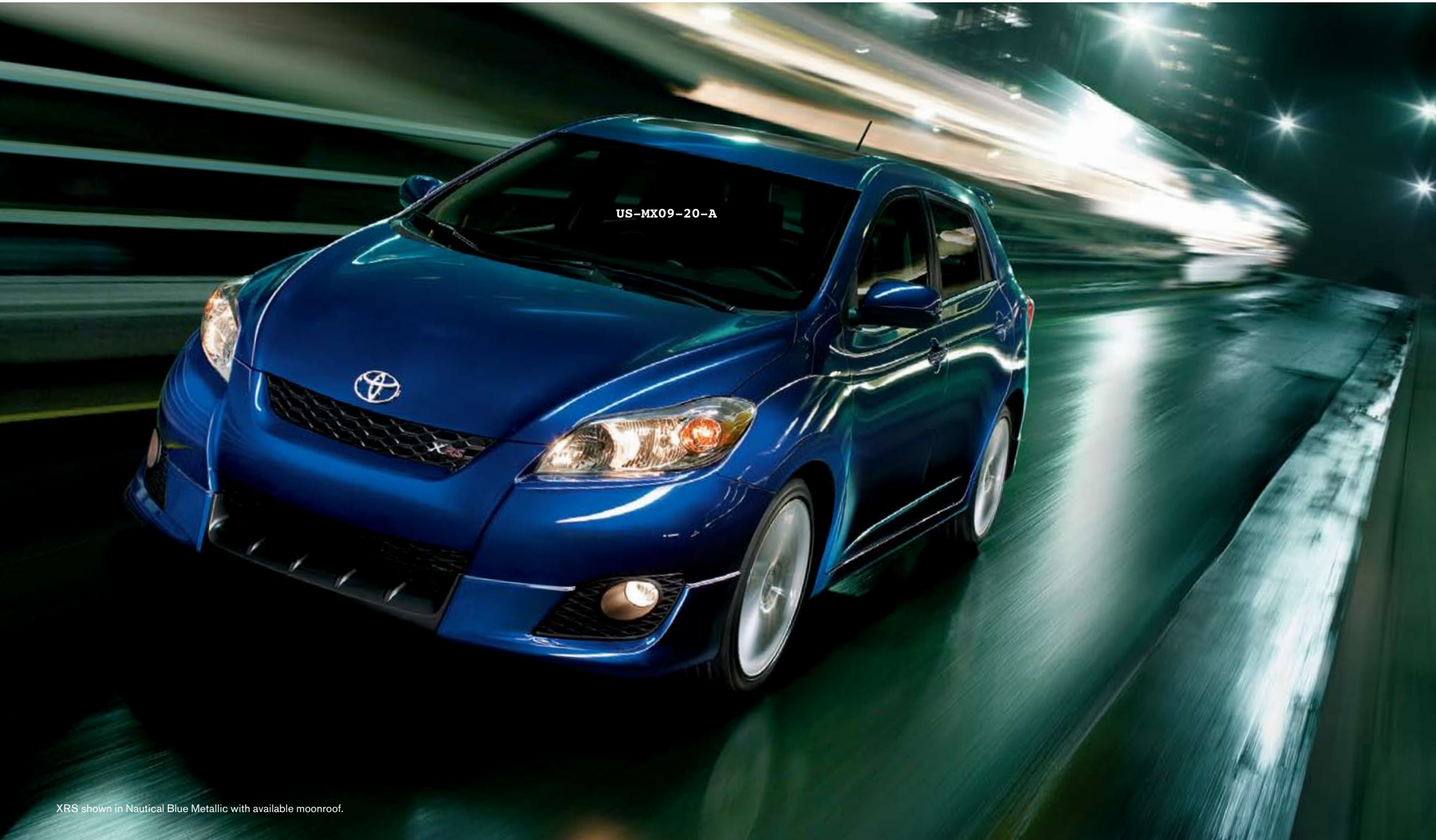


CAPACITY

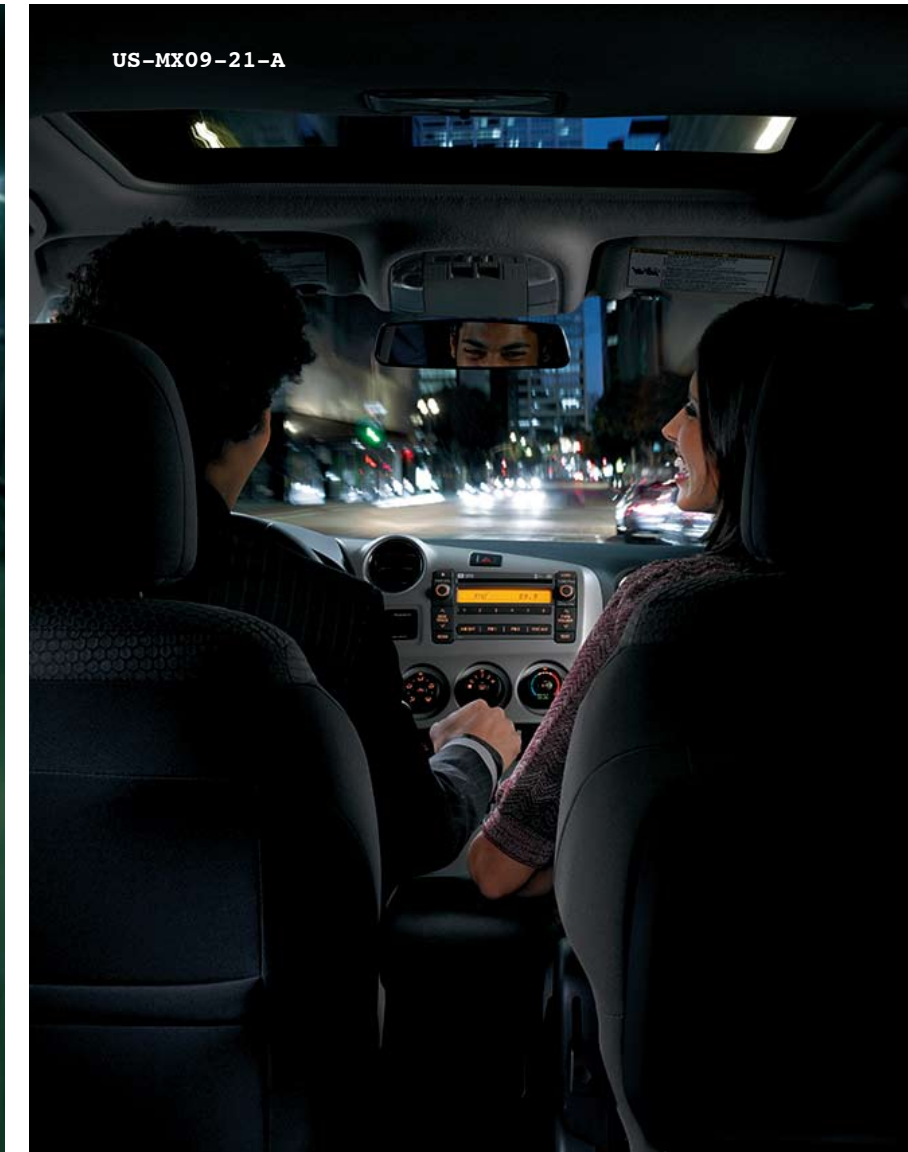
With an interior that seats five in comfort, convenience and style, don't be surprised if your Matrix becomes the center of your social life. And why not? Having a Matrix means you've got what everyone wants to be seen in, coming or going.

S shown in Radiant Red with available Sport Package and 17-in. alloy wheels.

Turn the ignition key and watch the tachometer come to life. That sound you hear is power with a purpose. Under the hood, Matrix has the ways and means to deliver impressive performance. In other words, its VVT-i engine puts out the kind of responsive, torque-rich power that raises heart rates. Yet VVT-i – short for Variable Valve Timing with intelligence – also works to make Matrix remarkably fuel-efficient, by varying the opening and closing of the engine's intake valves.



XRS shown in Nautical Blue Metallic with available moonroof.



A



B

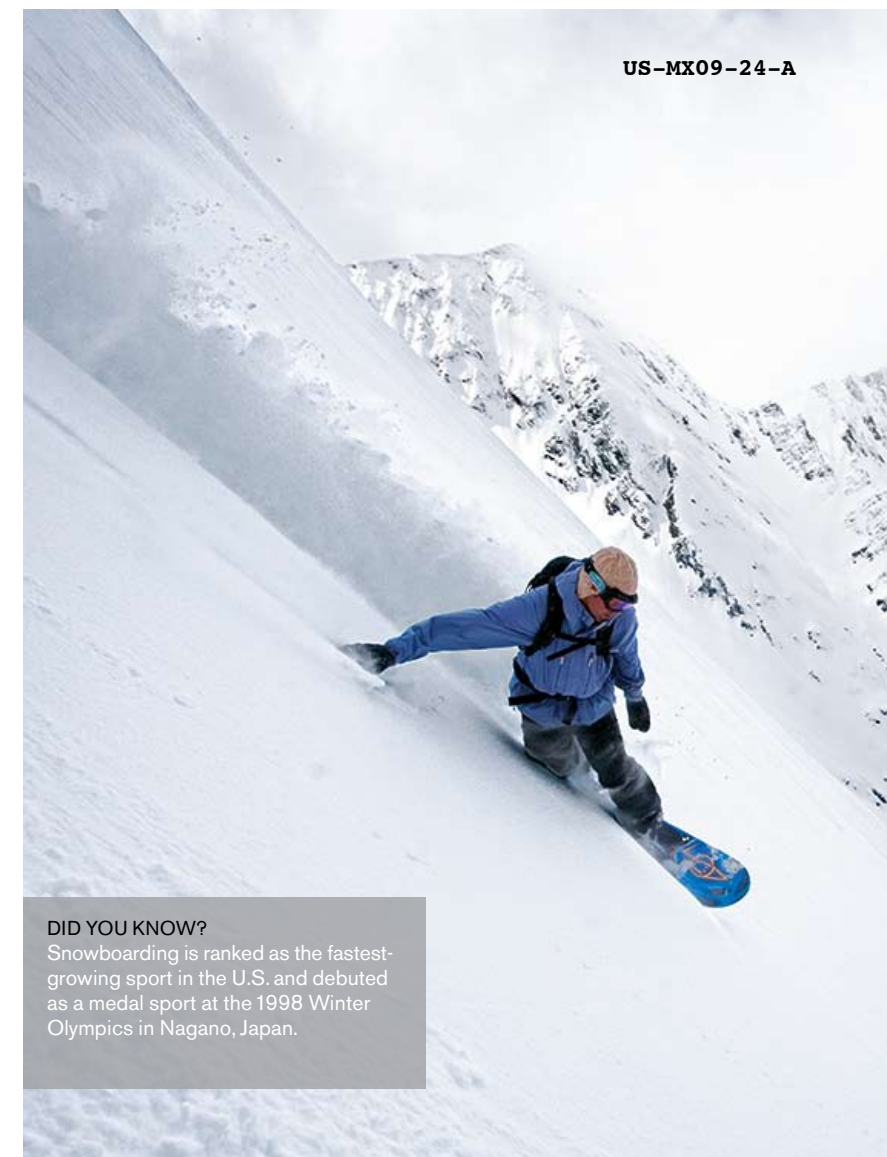
A 18-INCH ALLOY WHEELS

With the fat rubber that's wrapped around its 18-inch alloy wheels (XRS only), Matrix helps you get a firm grip on all things made of asphalt and concrete.

B OPTITRON GAUGES

Every 2010 Matrix features brightly lit, colorful LED Optitron gauges that look sharp while reducing eyestrain. Crank up the engine, and they come alive, their needles completing a full sweep. "This is command center to pilot, all systems go!"

Matrix isn't just a style statement. It brings to the party the kind of engineering substance you expect from a Toyota. Equipped with available All-Wheel Drive (AWD)! Matrix goes where the good times are, even when the weather takes a turn for the worse. By automatically feeding power to the wheels with the most grip, the AWD and active torque control systems help optimize the traction available, allowing you to keep going so the fun never stops.



DID YOU KNOW?
Snowboarding is ranked as the fastest-growing sport in the U.S. and debuted as a medal sport at the 1998 Winter Olympics in Nagano, Japan.

A ENGINE
The 2010 Matrix S and XRS come standard with a 158-hp 2.4-liter engine that develops 162 lb.-ft. of torque. And, with the available automatic transmission, they still receive EPA-estimated 21 city/29 highway mpg ratings? The secret? Variable Valve Timing with intelligence (VVT-i), a technology that times valve openings for an optimal balance of power and efficiency.

B INDEPENDENT DOUBLE-WISHBONE REAR SUSPENSION
Steady as she goes. Matrix XRS and S AWD come with an independent double-wishbone rear suspension that allows each rear wheel to act and react to forces independently. The result? Both rear wheels are kept in maximum contact with the road surface, enhancing cornering grip when driving over rough or uneven road surfaces.

1. S only. 2. 2009 EPA-estimated mileage. Actual mileage will vary.

S AWD shown in Radiant Red with available Sport Package, 17-in. alloy wheels, accessory roof rack and ski/snowboard attachment.

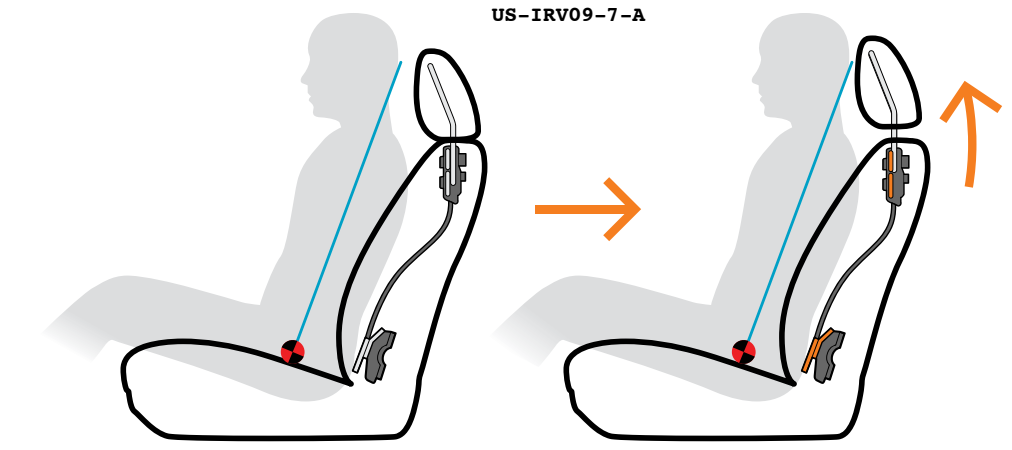
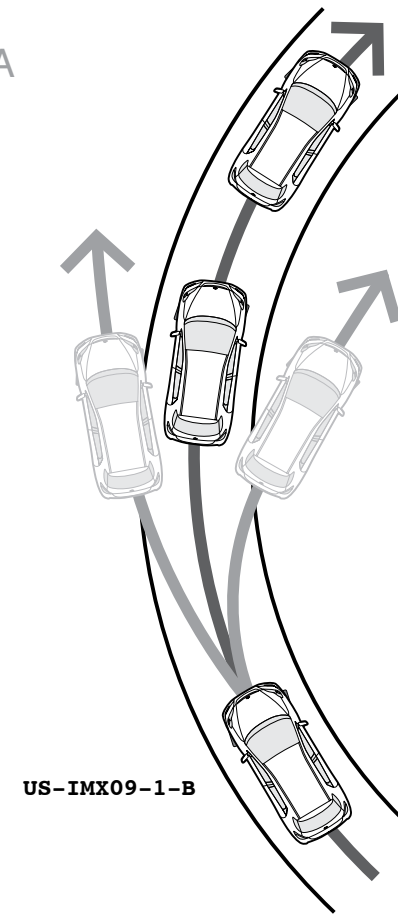
The 2010 Matrix has you in mind when it comes to advanced safety engineering. Matrix has the protection of 3-point seatbelts at every seating position. Matrix comes standard with a Supplemental Restraint System (SRS)¹ that consists of six airbags! The SRS includes driver and front passenger advanced airbags, front seat-mounted side airbags and front and rear side curtain airbags! Another advanced safety feature that's standard on Matrix: active front headrests.²



POSSIBLE SCENARIO

■ with VSC
■ without VSC

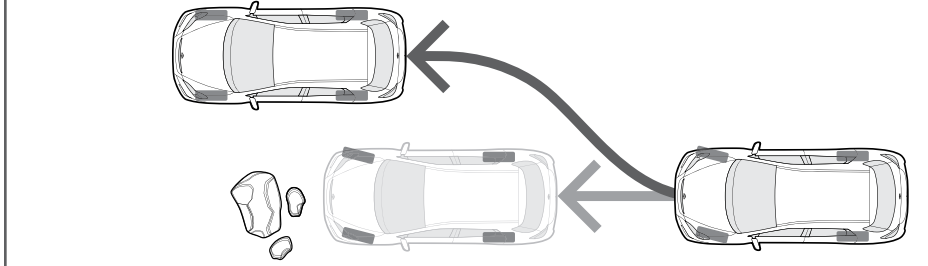
A



B

POSSIBLE SCENARIO

■ with ABS
■ without ABS



C

A VEHICLE STABILITY CONTROL (VSC)³
Matrix drivers benefit from advanced technology designed to help when cornering. Enhanced VSC automatically regulates engine output and brake-force distribution to the wheels and provides Electric Power Steering (EPS) assist torque to help the driver steer in the direction that provides greatest control.

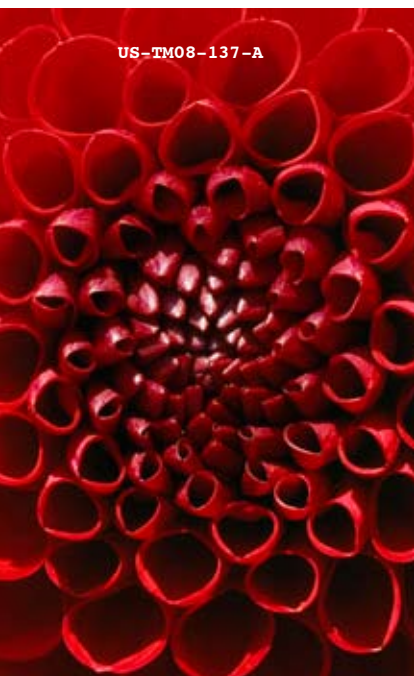
B ACTIVE FRONT HEADRESTS²
Head-first protection. In the event of certain rear-end collisions, sensors in the lumbar region of the front seats trigger the movement of the headrests up and forward to help position the headrests to the back of the occupants' heads.

C ANTI-LOCK BRAKE SYSTEM (ABS)
Everything's under control. Matrix comes standard with ABS, short for Anti-lock Brake System. During hard braking, or when braking on a slippery surface, ABS helps keep the wheels from locking up, thus helping to preserve steering control by pulsing the brakes rapidly.

Demo not intended to replicate actual airbag deployment.

1. See footnote 13 in Packages and Options section. 2. See footnote 14 in Packages and Options section. 3. See footnote 16 in Packages and Options section.

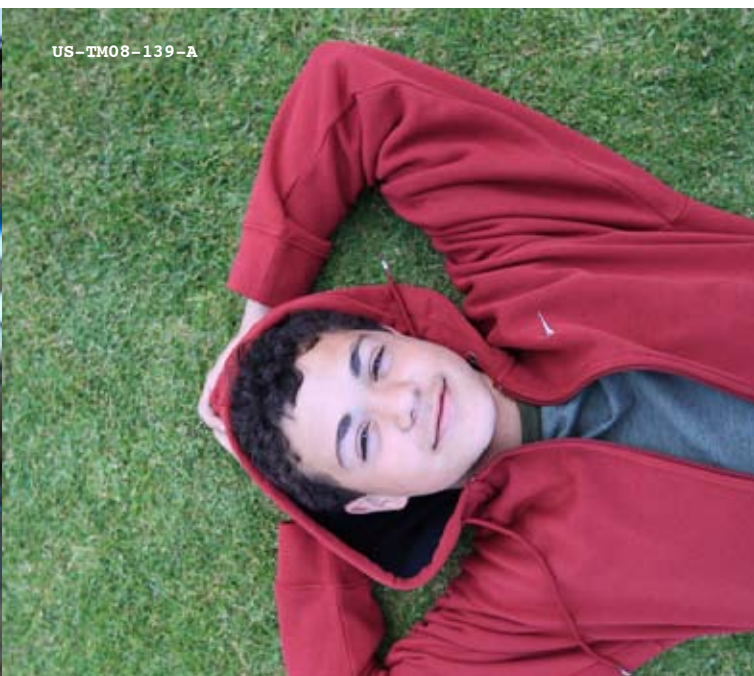
PEOPLE SAFETY ENVIRONMENT FUTURE



US-TM08-137-A



US-TM08-138-A



US-TM08-139-A



US-TM08-140-A



US-TM08-141-A



US-TM08-142-A

There's a lot of work to be done in order to make the future a better one for all of us. At Toyota, we recognize the role we play ultimately can be a very large one. It involves moving forward on many fronts, from education and community to a wide range of initiatives aimed at reducing our environmental footprint. Helping

to make driving safe is one of our top priorities. Since 2004, Toyota has offered a free defensive driving program to more than 10,000 teens and adults in 13 cities. Students learn everything from skid control to the consequences of driving while distracted. For more on our safety programs, visit toyotateendriver.com

Our philanthropic efforts help civic, educational and social support organizations of all kinds improve our schools, neighborhoods and environment. The Toyota International Teacher Program sends U.S. educators to the Galapagos Islands and Costa Rica to share ideas on environmental stewardship.

Closer to home, we're hard at work on ideas for reducing our own impact on the environment. Our holistic approach involves using energy and resources efficiently, improving air quality, encouraging recycling and being a good neighbor. Since the first-generation Prius was introduced in 2000, we've added Highlander Hybrid

and Camry Hybrid to our hybrid offerings. While our 13 production facilities in the U.S. produce more than one million vehicles a year, our plants are driving hard toward zero landfill waste. A Toyota dealership in Texas is the first auto dealership in the U.S. to earn LEED¹ Gold certification from the U.S. Green Building Council.

The group also certified our South Campus Sales Headquarters of Toyota Motor Sales, U.S.A., in Torrance, California, as one of the largest "green" buildings in the U.S. To learn more about Toyota, its commitment to the environment and its involvement in local communities, visit toyota.com/whynot

TOYOTA

10 FEATURES¹

EXTERIOR	MATRIX	S	XRS		MATRIX	S	XRS
Aerodynamic multi-reflector halogen headlamps with Daytime Running Lights (DRL)	S	S	S	All-wheel-drive system with active torque control	-	O ³	-
Color-keyed door handles, side rocker panels and power outside mirrors	S	S	S	Hatch-mounted roof end spoiler	-	O ⁴	S
Heated outside mirrors	P	P ²	P	16-in. steel wheels with full wheel covers with P205/55R16 tires	S	S	-
Washer-linked intermittent wipers	S	-	-	16-in. alloy wheels with P205/55R16 tires	O	-	-
Washer-linked variable intermittent windshield wipers with mist cycle	-	S	S	17-in. alloy wheels with P215/45R17 tires	-	O	-
Washer-linked intermittent rear window wiper	P	S	S	18-in. alloy wheels with P215/45R18 tires	-	-	S
Color-keyed front and rear underbody spoilers and front fog lamps	P	P	S	Power tilt/slide moonroof with sunshade ⁵	-	O	O
Integrated front fog lamps	P	S	-				
INTERIOR							
4-way adjustable front seats	S	S	S	Oil (or scheduled maintenance) indicator light	S	S	S
Fold-flat passenger seat	-	S	S	Defroster-linked CFC-free air conditioning with air filter	S	S	S
Fabric seats and front door trim with integrated armrests and dual front map pockets	S	S	-	AM/FM CD player with MP3/WMA playback capability, satellite radio capability ⁸ auxiliary audio jack, CD-text display function, automatic sound leveling and four speakers	S	-	-
Sport fabric seats and front door trim with integrated armrests and dual front map pockets	-	-	S	AM/FM CD player with MP3/WMA playback capability, satellite radio capability ⁸ auxiliary audio jack, CD-text display function, automatic sound leveling and six speakers	-	S	S
Center console with storage box	S	-	-	AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, satellite radio capability ⁸ auxiliary audio jack, CD-text display function, automatic sound leveling, six speakers and steering wheel-mounted audio controls	O ⁹	O	O
Center console with split-level storage box	-	S	S	JBL [®] AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, XM Satellite Radio enabled ⁹ auxiliary audio jack, hands-free phone capability via Bluetooth ^{®10} wireless technology and nine speakers in seven locations (440 watts maximum output) with steering wheel-mounted audio and hands-free controls	-	O ¹¹	O
60/40 split fold-down rear bench seat	S	S	S	Touch-screen DVD navigation system ¹²	-	O ¹¹	O
Driver's seat vertical height adjuster	S	S	S	Auxiliary audio jack	S	S	S
Heavy-duty rear window defogger with timer	S	S	S	Delour floor carpeting with driver-side footrest	S	S	S
12V auxiliary power outlet	S	S	S	Illuminated entry	-	S	S
115V auxiliary power outlet	-	S	S	Day/night rearview mirror	S	S	S
Cup holders (two front, two rear)	S	S	S	Anti-slip rear cargo trim	S	S	S
Cruise control	O	O	S	Tonneau cover	S	S	S
Power door locks (with shift-activated locking feature on auto trans. models)	P	S	S				
Power windows with driver's auto-down and retained-power features	P	S	S				
Remote keyless entry system with lock, unlock and panic features	P	S	S				
Tilt/telescopic adjustable steering wheel	S	S	S				
Leather-trimmed steering wheel with audio controls ⁶	-	P	S				
Instrumentation: Optitron meters with speedometer, tachometer with LCD odometer, twin tripmeters and outside temperature gauge, coolant temperature and fuel level gauges	S	S	S				
Airbag, seatbelt, low-fuel level, door-ajar, battery, check engine, oil pressure, brake and taillamp bulb failure, ABS warning light and Direct Tire Pressure Monitor System (TPMS) ⁷ warning lights	S	S	S				
SAFETY AND CONVENIENCE							
Driver front airbag and front passenger airbag with Advanced Airbag System ¹³	S	S	S	Driver and front passenger 3-point seatbelts with adjustable shoulder anchors	S	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags ¹³	S	S	S	Automatic/Emergency Locking Retractors (ALR/ELR) for all front and rear passenger seatbelts, Emergency Locking Retractor (ELR) for driver's seatbelt	S	S	S
Active front headrests ¹⁴	S	S	S	LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only	S	S	S
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist ¹⁵	S	S	S	Child-protector rear door locks	S	S	S
3-point rear seatbelts for all positions	S	S	S	Side-impact door beams	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	Energy-absorbing steering column	S	S	S
Direct Tire Pressure Monitor System (TPMS) ⁷	S	S	S	Head-impact protection structure	S	S	S
Front and rear energy-absorbing crumple zones	S	S	S	High-tensile-strength steel body panels	S	S	S
Vehicle Stability Control (VSC) ¹⁶ and Traction Control (TRAC) with off switch	S	S	S				
Engine immobilizer ¹⁷	S	S	S				

S = Standard O = Optional - = Not Available
P = Feature is available as part of an option package.





1. Leadership in Energy and Environmental Design.

See numbered footnotes in Packages and Options section.

10 PACKAGES AND OPTIONS

MATRIX	S	XRS
Power Package – includes power windows with driver's auto-down and retained-power features, power door locks (with shift-activated locking feature on auto trans. models) and remote keyless entry system	16-in. alloy wheels with P205/55R16 tires	16-in. alloy wheels with P205/55R16 tires
All-Weather Guard Package – includes intermittent washer-linked rear window wiper, heated foldable power sideview mirrors and rear-seat heater ducts	AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability ⁸	AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability ⁸ with steering wheel-mounted audio controls
Sport Package – includes front and rear underbody spoilers and integrated front fog lamps	Cruise control	Cruise control
S		
All-Weather Guard Package – includes heated foldable power sideview mirrors and rear-seat heater ducts	AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability ⁸ with steering wheel-mounted audio controls	AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability ⁸ with steering wheel-mounted audio controls
Sport Package – includes front and rear underbody spoilers	Touch-screen DVD navigation system ^{11,12} with AM/FM CD player with MP3/WMA capability and satellite radio capability ⁸ with six speakers	Touch-screen DVD navigation system ¹² with AM/FM CD player with MP3/WMA capability and satellite radio capability ⁸ with six speakers
Hatch-mounted roof end spoiler ⁴	17-in. alloy wheels with P215/45R17 tires	17-in. alloy wheels with P215/45R17 tires
JBL [®] 11 AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, XM Satellite Radio capability ⁸	Bluetooth [®] 10 wireless technology with nine speakers in seven locations and steering wheel-mounted audio and hands-free controls	Bluetooth [®] 10 wireless technology with nine speakers in seven locations and steering wheel-mounted audio and hands-free controls
XRS		
All-Weather Guard Package – includes heated foldable power sideview mirrors and rear-seat heater ducts	AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, XM Satellite Radio capability ⁸ Bluetooth [®] 10 wireless technology with nine speakers in seven locations and steering wheel-mounted audio and hands-free controls	AM/FM 6-disc in-dash CD changer with MP3/WMA playback capability, XM Satellite Radio capability ⁸ Bluetooth [®] 10 wireless technology with nine speakers in seven locations and steering wheel-mounted audio and hands-free controls
Sport Package – includes front and rear underbody spoilers	AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability ⁸ with steering wheel-mounted audio controls	AM/FM 6-disc in-dash CD changer with MP3/WMA capability, six speakers and satellite radio capability ⁸ with steering wheel-mounted audio controls

ACCESSORIES
Add a personal touch to your Matrix with Toyota accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

















			
Body side molding	Cargo net/rear bumper protector	Remote engine starter	Roof rack with ski/snowboard attachment
All-weather floor mats	Cargo net	Interface kit for iPod [®] 18	Ski/snowboard attachments
Ashtray cup	Cargo tote	Mudguards	TRD sport muffler
Auto-dimming mirror	Carpeted floor mats	Rear bumper protector	Vehicle Intrusion Protection (VIP) RS3200 Plus Security System ¹⁹
BLU [™] Logic Hands Free System	Doorsill enhancements	Remote engine starter	Wheel locks
Body side moldings	Emergency assistance kit	Roof rack	XM Satellite Radio ⁸
Cargo mat	Exhaust tip	Sirius Satellite Radio ⁸	

1. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle with no or different options, contact your dealer to check for current availability or the possibility of placing a special order. 2. Standard on S/AWD. 3. 4-speed automatic transmission only. 4. Requires Sport Package. 5. On models equipped with available moonroof, maplights are located in the overhead console. 6. Features included based on vehicle equipment. 7. 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. 8. Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States. Available JBL[®] audio system includes a free 90-day XM Satellite Radio trial. 9. Steering wheel-mounted audio controls not available on Matrix grade. 10. The Bluetooth[®] technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. 11. Requires cruise control. 12. The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic[®] requires a monthly service fee and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your *Navigation System Owner's Manual* for further details. 13. 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 typically inflate in side collisions; Roll-Over 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. 14. Active headrests can help reduce the extent of whiplash in certain types of rear end collisions. 15. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. 16. Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 17. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to replace your key or perform high-security key services at www.aloa.org. 18. iPod[®] is a registered trademark of Apple, Inc. All rights reserved. 19. Available for vehicles with factory remote keyless entry.

10 SPECIFICATIONS


MECHANICAL/PERFORMANCE	MATRIX	S	XRS
Engine			
1.8-liter DOHC 16-valve dual VVT-i 4-cylinder; 132 hp @ 6000 rpm; 128 lb.-ft. @ 4400 rpm	Standard	NA	NA
2.4-liter DOHC 16-valve VVT-i 4-cylinder; 158 hp @ 6000 rpm; 162 lb.-ft. @ 4000 rpm	NA	Standard	Standard
Emissions rating – Ultra Low Emissions Vehicle II (ULEV-II)	Standard	Standard	Standard
Transmission			
5-speed manual	Standard	Standard	Standard
5-speed automatic	NA	Available	Available
4-speed automatic	Available	Available (AWD)	NA
Body construction	Unitized body	Unitized body	Unitized body
Drivetrain			
Front engine, front-wheel drive	Standard	Standard	Standard
Front engine, All-Wheel Drive (AWD) with active torque control	NA	Available	NA
Suspension			
Independent MacPherson strut front, torsion beam rear suspension with front and rear stabilizer bars	Standard	Standard	NA
Independent MacPherson strut front, independent double-wishbone rear suspension with front and rear stabilizer bars, and sport strut tower brace ¹	NA	Available (AWD)	Standard
Steering	Electric Power Steering (EPS): power-assisted rack-and-pinion with electronic power-assist	Electric Power Steering (EPS): power-assisted rack-and-pinion with electronic power-assist	Electric Power Steering (EPS): power-assisted rack-and-pinion with electronic power-assist
Turning circle diameter, curb to curb (ft.)	36.0	36.0/36.7 (AWD)	38.1
Brakes	Power-assisted ventilated front disc/solid rear disc	Power-assisted ventilated front disc/solid rear disc	Power-assisted ventilated front disc/solid rear disc
Brake rotor diameter front/rear (in.)	10.8/10.2	11.7/11.0 11.7/11.1 (AWD)	11.7/11.1
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist²	Standard	Standard	Standard
Vehicle Stability Control (VSC)³ and Traction Control (TRAC) with off switch	Standard	Standard	Standard
EXTERIOR DIMENSIONS (in.)			
Overall height	61.0	61.0/61.4 (AWD)	61.4
Overall width	69.5	69.5	69.5
Overall length	171.9	173.0/171.9 (AWD)	173.0
Wheelbase	102.4	102.4	102.4
Minimum running ground clearance	5.8	5.3	5.3
Track (front/rear)	59.8/59.9	59.8/59.9	59.8/59.9
INTERIOR DIMENSIONS front/rear (in.)			
Head room (with moonroof)	40.5/39.3 (38.9/38.7)	40.5/39.3 (38.9/38.7)	40.5/39.3 (38.9/38.7)
Shoulder room	53.3/52.6	53.3/52.6	53.3/52.6
Hip room	52.3/43.7	52.3/43.7	52.3/43.7
Leg room	41.6/36.2	41.6/36.3	41.6/36.3
Seating capacity	5	5	5
WEIGHTS AND CAPACITIES			
Curb weight (lb.)			
5-speed manual	2865	3065	3140
5-speed automatic	NA	3140	3220
4-speed automatic	2965	3360 (AWD)	NA
EPA passenger volume (with moonroof) (cu. ft.)⁴	94.0	94.0 (91.0)	94.0 (91.0)
Luggage capacity, rear seats up/down (cu. ft.)^{4,5} (with moonroof)	19.8/48.9	19.8/61.5 (48.9)	19.8/61.5 (48.9)
Fuel tank (gal.)	13.2	13.2	13.2
TIRES			
Size			
Standard	P205/55R16	P205/55R16	P215/45R18
Available	NA	P215/45R17	NA
Type	All-season	All-season	All-season
Spare	Temporary	Temporary	Temporary
MILEAGE ESTIMATES (mpg city/highway)⁶			
Manual	26/32	21/28	21/28
Automatic (AWD)	25/31	21/29 (20/26)	21/29

10 COMBINATIONS

COLOR AND WHEEL	FABRIC
	
	
	
	
	
	
	
	
	
	
	
	

1. Sport strut tower brace only on XRS. 2. See footnote 15 in Packages and Options section. 3. See footnote 16 in Packages and Options section. 4. Based on manufacturer's data for small wagon classification. 5. Cargo and load capacity limited by weight and distribution. 6. 2009 EPA-estimated mileage. Actual mileage will vary.

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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).

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, 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 *Owner's Warranty Information* booklet for details.

Accessories: For 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 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 *Owner's Warranty Information* booklet or see your Toyota dealer.

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.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331



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