

2010 VENZA

 **TOYOTA**
moving forward



US-VZ10-1-A

US-VZ09-2-A

Reshaping a rational idea into an emotional form.

Forward-thinking ideas come when Toyota designers ask a lot of "what if" questions. What if you combined the sleek style and driver-oriented performance of a car with the flexibility of an SUV? What if the lines you drew, and the shapes you sculpted, balanced the bold with the beautiful? What if rational became emotional? The answers can be found here.

The 2010 Toyota VENZA. **Moving Forward.**

US-VZ09-3-E



VENZA V6 shown in Blizzard Pearl with available Convenience Package.

US-VZ09-6-B



Elevate your expectations.

You expect certain things from a Toyota, right? Quality. Dependability. Reliability. From the sensuousness of its surfaces to its incredibly roomy passenger cabin, VENZA elevates the level of functional refinement and technical sophistication. Toyota designers placed special emphasis on access to the center console, allowing both the driver and front passenger to share in the sense of spaciousness.

MP3 PLAYER HOLDER WITH AUXILIARY AUDIO JACK AND USB* PORT
Dock your USB-compatible iPod^{®3} or MP3 player in the special holder situated in the center console. A duplicate of your player's interface is fed to VENZA's audio system display. The track information appears on-screen, so you can sort by artist, genre and playlists.



US-VZ10-2-A

US-VZ09-26-A



JBL SYNTHESIS® SURROUND SOUND

The available 13-speaker JBL Synthesis® surround sound system has been acoustically optimized specifically for the VENZA interior, so you'll hear every piano chord, guitar riff, drumbeat and cymbal clash with brilliant clarity. To learn more, see toyota.com/venza

1. See footnote 8 in Features section. 2. See footnote 5 in Features section.
3. iPod® accessory is not included. iPod® is a registered trademark of Apple, Inc. All rights reserved.

US-VZ09-7-B





US-VZ09-8-A

EASY ENTRY AND EXIT
 Toyota engineers made VENZA incredibly easy to step in and out of, thanks to a low rocker panel. Once you're seated inside, your seat position is high, yet VENZA has head, leg and shoulder room that's truly astounding. Rear-seat passengers feel especially welcome, as the benefits of the lowered rocker panel instantly translate into accommodations of surprising generosity.



US-VZ09-13-B

Prototype shown. Production model may vary.



US-VZ09-9-A



US-VZ09-11-A

REAR-SEAT COMFORT
 At the pull of a lever, each of the individual seatbacks for the rear row of VENZA reclines. They're perfectly comfortable in their normal, upright positions. But recline the seatback, and suddenly you're in a whole different class of travel, like you're relaxing in the cabin of a private jet. The center console includes rear air vents with a footwell duct. The air flowing quietly through is cleaner. A clean-air filter entraps fine particulates of dust.



US-VZ09-14-B

US-VZ09-14-B

ONE-TOUCH FOLD-FLAT SEAT
 It's easy to turn VENZA from a roomy 5-passenger vehicle into a practical cargo carrier.¹ All it takes is a pull on the cargo area one-touch seat levers.

LOADS OF ROOM
 It's nothing if not versatile. With the rear seatbacks folded down, VENZA has up to 70.1 cu. ft.² of cargo space.¹ And its rear seat features a 60/40 split, so you can carry a rear-seat passenger and still have plenty of room for cargo.

1. With rear seats folded flat. 2. See footnote 3 in Specifications section.

Prototype shown. Production model may vary.

CUSTOMIZABLE FEATURES

To help you glean information at a glance, you can enlarge the font size on VENZA's available Multi-Information Display.¹ It gives you a status report on the time, temperature and door openings. For more details on its instrumentation, visit toyota.com/venza



US-VZ09-57-E



US-VZ09-18-B



US-VZ09-19-B

The proof is in the details.

Slide behind the wheel of VENZA and the first thing you're likely to notice is the seat height. To help create a high sight line, VENZA blends the elevated seating position favored by many SUV owners with the low step-in height and low dashboard of a sedan. The driver has an exceptional field of view through the windshield. And thanks to the refined ergonomic design of the interior, a quick glance at gauges,

switches and storage areas is all that's needed to keep tabs on things. Special attention was paid to MP3 players, creating smart solutions for docking the units and neatly hiding the unsightly wires. With all the details handled, it's easy to sit back, relax and enjoy the best view of all – out the available panoramic roof.



US-VZ09-21-A



US-VZ09-24-B



US-VZ09-17-B

PUSH BUTTON START

VENZA's available Smart Key System² with Push Button Start lets you lock, unlock or start your vehicle just by carrying the Smart Key in your pocket or purse. There's also a touch-sensor lock feature³ that lets you lock or unlock the door simply by touching the handle.

BACKUP CAMERA⁴ MONITOR

An available backup camera is installed above the rear license plate. When the vehicle is backing up, the area behind the vehicle visible to the camera is displayed on the Multi-Information Display.¹ Or, on vehicles equipped with the available voice-activated touch-screen DVD navigation system⁵, it is displayed on the screen.

THOUGHTFUL STORAGE

Throughout the VENZA interior, you'll find the perfect places to store your things. Slide back the thickly padded top center armrest, and you'll reveal a storage tray designed to hold an MP3 player. Under the sliding cup holder lid, there's a deep and wide storage well that's illuminated by LED lights. Even the two cup holders are illuminated by LEDs. And each door is designed with a map pocket and 20-oz. bottle holders. For more information on its interior design details, visit toyota.com/venza

PANORAMIC ROOF

VENZA is offered with an available panoramic roof. This feature includes a tilt/slide moonroof above the front seats and a panoramic roof above the rear seats. Together, they create an airy, elegant feeling for those fortunate enough to be seated inside.



US-VZ09-22-A

VENZA interior shown in Light Gray leather with available Premium Package #2 and panoramic roof.

1. Only available with backup camera. 2. See footnote 15 in Features section. 3. See footnote 23 in Features section. 4. See footnote 14 in Features section. 5. See footnote 8 in Features section.



All-wheel confidence.

ACTIVE TORQUE CONTROL ALL-WHEEL DRIVE (AWD)
It's called "Active" because this available AWD system actively controls each wheel to optimize the available traction, distributing the engine's torque to just the right wheels at just the right moment. Whether you're engaged in straight-line acceleration, low-speed cornering, highway cruising or hard braking, the system distributes torque between the front and rear wheels according to the driving conditions.

VEHICLE STABILITY CONTROL (VSC)¹
To help prevent the vehicle from slipping sideways while cornering, VENZA comes standard with Enhanced VSC, a feature that automatically regulates engine output and braking distribution to the wheels. The system also engages the Electric Power Steering (EPS) assist torque to help the driver steer in the direction that provides greatest control.

HILL START ASSIST CONTROL (HAC)²
Also standard on VENZA is a feature called Hill Start Assist Control, or HAC. It helps take the uncertainty out of stopping and starting on inclines, helping to prevent the vehicle from rolling backward as the driver switches from the brake to the accelerator.

Two engines. Six seamless gears. And Ultra Low Emissions.

VENZA offers you a choice of powerful engines: There's the standard 182-hp 4-cylinder or the available 268-hp V6. As important as the sheer power of the engines is how efficiently they put that power to use. Both engines are mated to a 6-speed Electronically Controlled Transmission with intelligence (ECT-i). How smart is it? Smart enough to help precisely manage the engine's power so VENZA offers both smooth,

seamless shifts and excellent fuel efficiency. With its 4-cylinder, VENZA received an EPA-estimated 21/29 mpg city/highway¹ rating, while the available V6 VENZA received an EPA-estimated 19/26 mpg city/highway¹ rating. And both engines are Ultra Low Emission Vehicle II (ULEV-II) compliant, thanks to a 3-way, thin-wall catalytic converter that warms up quickly to cut emissions.

US-VZ09-36-A



ZERO TO 60 MPH IN 6.7 SECONDS²

VENZA was designed with a wide stance, 20-in. wheels on V6 models and a low center of gravity, characteristics that help it handle with precision. It's got the guts of a more rugged vehicle – it can be equipped to tow up to 3500 lbs.^{3,4,5} – but its soul is definitely that of a refined and responsive performance machine. Want proof? VENZA V6 FWD accelerates from 0-60 mph in just 6.7 seconds.





US-VZ09-35-B

SEVEN AIRBAGS¹
 A total of seven airbags – driver and front passenger Advanced Airbag System, driver and front passenger front seat-mounted side airbags, front and rear side curtain airbags and driver's knee airbag – are standard on VENZA. They provide a reassuring level of supplemental restraint, but they are just that: a supplement to the primary restraint system, the 3-point seatbelts located at every seating position.



US-VZ09-56-A

AUTOMATIC HIGH BEAMS^{2,3}
 An available Automatic High Beam feature enhances visibility when driving at night or under other low-light conditions. Able to detect oncoming vehicles as far as 2000 feet away, the system automatically switches the headlamps between high and low beam, depending on the circumstances. It allows VENZA drivers to gain maximum use of the high beams.

Need further illumination on this innovation? Visit toyota.com/venza

An advanced system of safety.

Toyota's drive to continually improve is especially evident in the many safety technologies standard on VENZA. It comes standard with the Toyota Star Safety System™. This integration of active and passive safety features serves the fundamental aim of helping to protect occupants in the event of a collision, and assisting drivers to avoid accidents in the first place. The Star Safety System™ includes Vehicle Stability Control (VSC),⁴ Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist.⁵



US-VZ09-32-A



ACTIVE HEADRESTS⁶
 VENZA comes standard with active headrests in the front seats that help keep the occupants' heads ideally positioned in the event of certain rear-end collisions.

Photo not intended to replicate actual inflated airbags.

1. See footnote 19 in Features section. 2. Requires Lighting Package. 3. See footnote 3 in Features section. 4. See footnote 17 in Features section. 5. See footnote 18 in Features section. 6. See footnote 20 in Features section.

COLOR



Black



Golden Umber Mica



Aloe Green Metallic



Magnetic Gray Metallic



Tropical Sea Metallic



Classic Silver Metallic



Barcelona Red Metallic



Blizzard Pearl



Sunset Bronze Mica

FIT AND FINISH

Throughout the manufacturing process, the fit and finish of VENZA is checked using laser-optic sensors that can detect minute deviations in the width of a panel seam or the thickness of the paint. The result is a level of quality designed to keep VENZA looking new for years to come.

FABRIC/LEATHER



Ivory leather



Light Gray leather



Ivory fabric



Light Gray fabric

TEXTURED LEATHER

VENZA is available with textured leather trim that covers the seating surfaces with a clean, modern-looking leather highlighted by a subtle texture.

SOFT TECH FABRIC

VENZA comes standard with Soft Tech trim, a surprisingly soft fabric material that looks at home in VENZA's high-tech interior.

WHEEL



20-in. alloy wheels with P245/50R20 All-Season tires




19-in. alloy wheels with P245/55R19 All-Season tires

| EXTERIOR | 4-CYL. | V6 | | 4-CYL. | V6 |
|--|--------|----|---|--------|----|
| Multi-reflector projector-beam headlamps with auto-off feature | S | S | Windshield wiper de-icer | P | P |
| High Intensity Discharge (HID) headlamps with Automatic High Beam feature ^{2,3} | P | P | 19-in. 10-spoke alloy wheels with P245/55R19 tires | S | - |
| Integrated fog lamps | S | S | 20-in. 5-spoke alloy wheels with P245/50R20 tires | - | S |
| Color-keyed foldable power outside mirrors | S | S | Rear window with electric defogger and intermittent wiper | S | S |
| Color-keyed foldable power heated outside mirrors | P | P | Color-keyed rear spoiler with LED Center High-Mount Stop Lamp (CHMSL) | S | S |
| Chrome-accented door handles with touch-sensor lock/unlock | P | P | Power rear door with jam protection | P | P |
| Chrome exhaust tip (dual tips on V6 models) | S | S | Active Torque Control All-Wheel Drive system | O | O |
| UV reduction glass windshield | S | S | Panoramic glass roof with front power tilt/slide moonroof | O | O |
| Privacy glass on all rear windows | S | S | Roof-mounted XM Satellite Radio ⁴ antenna | S | S |
| Washer-linked variable intermittent windshield wipers | S | S | | | |

| INTERIOR | | | | | |
|--|---|---|---|---|---|
| CFC-free dual zone automatic climate control system with air filter | S | S | Leather-trimmed 8-way power driver's seat with lumbar support, adjustable headrests and seatback pockets; 4-way power front passenger seat with lumbar support, adjustable headrests and seatback pockets | P | P |
| AM/FM CD player with integrated XM Satellite Radio ⁴ with 3-month trial subscription, MP3/WMA playback capability, USB ⁵ port with iPod ^{®6} connectivity, hands-free phone capability and music streaming via Bluetooth ^{®7} wireless technology, Vacuum Fluorescent Display, FM diversity reception, and six speakers | S | S | Leather-trimmed reclining fold-flat 60/40 rear seat with armrest | P | P |
| JBL Synthesis [®] surround sound AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio ⁴ with 3-month trial subscription, MP3/WMA playback capability, USB ⁵ port with iPod ^{®6} connectivity, hands-free phone capability and music streaming via Bluetooth ^{®7} wireless technology, Vacuum Fluorescent Display, FM diversity reception, and 13 speakers | O | O | Driver and front passenger multi-stage seat heaters | P | P |
| Voice-activated touch-screen DVD navigation system ⁸ with JBL Synthesis [®] surround sound AM/FM 4-disc in-dash CD changer with integrated XM Satellite Radio ⁴ and XM NavTraffic ^{®8} with 3-month trial subscriptions, MP3/WMA playback capability, USB ⁵ port with iPod ^{®6} connectivity, hands-free phone capability and music streaming via Bluetooth ^{®7} wireless technology, FM diversity reception, and 13 speakers | O | O | Carbon fiber-style interior trim | S | S |
| Rear-seat DVD entertainment system ^{9,10} with 9-inch display and two wireless headphones ¹¹ and remote (includes 120V AC power outlet and RCA jacks) | O | O | Satin mahogany wood-grain-style interior trim | P | P |
| Auxiliary audio jack | S | S | Tilt/telescopic adjustable steering wheel | S | S |
| 3.5-inch LCD Multi-Information Display includes clock, outside temperature, cruise information (avg. fuel economy, avg. speed, distance to empty, and current fuel economy), and air conditioning settings | S | S | Urethane steering wheel with audio controls | S | S |
| Backup camera ^{12,13,14} with 3.5-inch TFT Multi-Information Display with Toyota customizable features: includes clock, outside temperature, cruise information (avg. fuel economy, avg. speed, distance to empty, current fuel economy, and trip timer), warning messages and air conditioning settings | P | P | Leather-wrapped steering wheel with audio and Bluetooth ^{®7,9} controls | P | P |
| Power windows with auto up/down and jam protection in all positions | S | S | Urethane shift knob with carbon fiber-style trim inlay | S | S |
| Power door locks with auto shifter activation | S | S | Leather-wrapped shift knob with satin mahogany wood-grain-style inlay | P | P |
| In-key remote keyless entry system | S | S | Cruise control | S | S |
| Smart Key System ¹⁵ with Push Button Start and remote illuminated entry | P | P | Optitron meters with speedometer, tachometer, engine coolant temperature and fuel gauge meters and LCD odometer with twin tripmeters | S | S |
| Fabric-trimmed 8-way power driver's seat with lumbar support, adjustable headrests and seatback pockets; 4-way manual front passenger seat with adjustable headrests and seatback pockets | S | S | Overhead console with maplights | S | S |
| Fabric-trimmed reclining fold-flat 60/40 rear seat with armrest | S | S | Center console with sliding cover and armrest, dual illuminated cup holders, MP3 player holder with wire management feature, large illuminated storage compartment and rear-seat vents | S | S |
| | | | Auto-dimming rearview mirror with compass | S | S |
| | | | HomeLink [®] universal transceiver ¹⁶ | S | S |
| | | | Dual sun visors with vanity mirrors | S | S |
| | | | Overhead illuminated vanity mirrors | S | S |
| | | | Remote hood and fuel-filler door releases | S | S |
| | | | Rear-seat personal reading lamps | S | S |
| | | | Two front and one cargo area 12V auxiliary power outlets | S | S |
| | | | Cargo area tonneau cover | S | S |
| | | | Cargo area rear-seat one-touch fold-flat levers | S | S |
| | | | Cargo area lamp | S | S |
| | | | Grocery bag hooks | S | S |

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.** Requires Lighting Package. **3.** The automatic high beam system can help improve vision at night. However, conditions such as a dirty windshield, rapidly changing light conditions or hilly terrain will limit effectiveness so the driver may need to manually change the high beams from on to off. See *Owner's Manual* for details. **4.** Satellite radio requires a 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.xradio.com. Available only in the 48 contiguous United States. **5.** May not be compatible with all MP3/WMA players and like models. **6.** iPod[®] is a registered trademark of Apple, Inc. All rights reserved. **7.** 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. **8.** The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic[®] requires a monthly service fee and hardware 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. **9.** Requires JBL[®] audio. **10.** Not available with panoramic roof. **11.** Headphones are for passenger use only. Do not use while operating vehicle. **12.** Requires Security Package, Premium Package #1 or Premium Package #2. **13.** The backup camera uses the navigation system display on vehicles so equipped. **14.** The backup

| SAFETY AND CONVENIENCE | 4-CYL. | V6 | | 4-CYL. | V6 |
|--|--------|----|---|--------|----|
|  Star Safety System [™] – includes Enhanced Vehicle Stability Control (VSC) ¹⁷ with cutoff switch + Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist ¹⁸ | S | S | Energy-dissipating interior trim | S | S |
| Driver and front passenger Advanced Airbag System ¹⁹ | S | S | Driver and front passenger seatbelt warning sensor | S | S |
| Driver and front passenger front seat-mounted side airbags ¹⁹ | S | S | 3-point seatbelts in all seating positions | S | S |
| Front and rear side curtain airbags ¹⁹ | S | S | Adjustable seatbelt anchors for front seating positions | S | S |
| Driver's knee airbag ¹⁹ | S | S | Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (ALR/ELR) on all passenger belts | S | S |
| Driver and front passenger active headrests ²⁰ | S | S | Front seatbelt pretensioners with force limiters | S | S |
| Direct Tire Pressure Monitor System (TPMS) ²¹ | S | S | LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only | S | S |
| Hill Start Assist Control (HAC) ²² | S | S | Child-protector rear door locks | S | S |
| Front and rear energy-absorbing crumple zones | S | S | Collapsible steering column | S | S |
| Side-impact door beams | S | S | Engine immobilizer ²³ | S | S |
| | | | Anti-theft system with engine immobilizer ²³ | P | P |

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

PACKAGES AND OPTIONS

PACKAGES

Security Package – includes backup camera^{14, 24} and anti-theft system

Convenience Package – includes Smart Key System¹⁵ with Push Button Start, power rear door with jam protection and chrome-accented door handles

Lighting Package²⁵ – includes High Intensity Discharge (HID) headlamps with Automatic High Beam feature³

Leather Package – includes leather seating surfaces, 4-way power front passenger seat with lumbar support, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel and leather-wrapped shift knob with satin mahogany wood-grain-style inlay

Comfort Package – includes leather seating surfaces, 4-way power front passenger seat with lumbar support, driver and front passenger seat multi-stage seat heaters, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel, leather-wrapped shift knob with satin mahogany wood-grain-style inlay, color-keyed foldable power heated outside mirrors and windshield wiper de-icer

Premium Package #1 – includes leather seating surfaces, 4-way power front passenger seat with lumbar support, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel, leather-wrapped shift knob with satin mahogany wood-grain-style inlay, High Intensity Discharge (HID) headlamps with Automatic High Beam feature,³ Smart Key System¹⁵ with Push Button Start, power rear door with jam protection, chrome-accented door handles, backup camera¹⁴ and anti-theft system

Premium Package #2 – includes leather seating surfaces, 4-way power front passenger seat with lumbar support, driver and front passenger seat multi-stage seat heaters, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel, leather-wrapped shift knob with satin mahogany wood-grain-style inlay, High Intensity Discharge (HID) headlamps with Automatic High Beam feature,³ Smart Key System¹⁵ with Push Button Start, power rear door with jam protection, chrome-accented door handles, backup camera,¹⁴ anti-theft system, color-keyed foldable power heated outside mirrors and windshield wiper de-icer

Tow Prep Package²⁶ – includes engine oil cooler, larger radiator fan and a heavy-duty alternator

OPTIONS

Panoramic glass roof with front power tilt/slide moonroof

JBL Synthesis[®] surround sound AM/FM 6-disc in-dash CD changer with integrated XM Satellite Radio⁴ with 3-month trial subscription, MP3/WMA playback capability, USB⁵ port with iPod^{®6} connectivity, hands-free phone capability and music streaming via Bluetooth^{®7} wireless technology, Vacuum Fluorescent Display, FM diversity reception, and 13 speakers

Rear-seat DVD entertainment system^{9,10} with 9-inch display and two wireless headphones¹¹ and remote (includes 120V AC power outlet and RCA jacks)

Voice-activated touch-screen DVD navigation system⁸ with JBL Synthesis[®] surround sound AM/FM 4-disc in-dash CD changer with integrated XM Satellite Radio⁴ and XM NavTraffic^{®8} with 3-month trial subscriptions, MP3/WMA playback capability, USB⁵ port with iPod^{®6} connectivity, hands-free phone capability and music streaming via Bluetooth^{®7} wireless technology, FM diversity reception, and 13 speakers

camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **15.** The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. **16.** HomeLink[®] is a registered trademark of Johnson Controls, Inc. **17.** 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. **18.** 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. **19.** 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. **20.** Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **21.** 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. **22.** Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **23.** The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org **24.** Includes TFT screen. **25.** Requires Convenience Package. **26.** Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your *Owner's Manual*. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

| MECHANICAL/PERFORMANCE | 4-CYL. | V6 |
|--|---|-----------------------|
| Engine 2.7-liter double overhead cam (DOHC) 16-valve dual VVT-i 4-cylinder; 182 hp @ 5800 rpm, 182 lb.-ft. @ 4200 rpm 3.5-liter double overhead cam (DOHC) 24-valve dual VVT-i V6; 268 hp @ 6200 rpm, 246 lb.-ft. @ 4700 rpm | Standard | NA |
| Emission rating | Ultra Low Emission Vehicle II (ULEV-II) | Standard |
| Ignition system | Electronic, with Toyota Direct Ignition (TDI) | |
| Transmission | 6-speed Electronically Controlled automatic overdrive Transmission with intelligence (ECT-i) and sequential shift mode | |
| Body construction | Reinforced unitized body | |
| Drivetrain Front engine front-wheel drive Active Torque Control All-Wheel Drive | Standard Available | Standard Available |
| Suspension | 4-wheel independent MacPherson strut suspension with front and rear stabilizer bars | |
| Steering | Electric Power Steering (EPS) – rack-and-pinion with power-assist | |
| Turning circle diameter, curb to curb (ft.) | 39.1 | 39.1 |
| Brakes | Power-assisted ventilated front/solid rear disc brakes with Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist ¹ | |
| EXTERIOR DIMENSIONS (in.) | | |
| Overall length/width | 189.0/75.0 | 189.0/75.0 |
| Overall height | 63.4 | 63.4 |
| Minimum running ground clearance | 8.1 | 8.1 |
| Wheelbase | 109.3 | 109.3 |
| Track front/rear (with AWD) | 64.2/64.4 (64.2) | 64.2/64.4 (64.2) |
| INTERIOR DIMENSIONS front/rear (in.) | | |
| Head room without panoramic roof | 39.6/39.3 | 39.6/39.3 |
| Head room with panoramic roof (sunshade open/closed) | 41.0/40.1 (38.7/39.0) | 41.0/40.1 (38.7/39.0) |
| Shoulder room | 60.0/59.0 | 60.0/59.0 |
| Hip room | 56.0/56.5 | 56.0/56.5 |
| Leg room | 40.2/39.1 | 40.2/39.1 |
| Seating capacity | 5 | 5 |
| WEIGHTS AND CAPACITIES | | |
| Curb weight (lbs.) FWD/AWD | 3760/3945 | 3870/4045 |
| Gross Vehicle Weight Rating – GVWR (lbs.) FWD/AWD | 4960/5160 | 5095/5270 |
| Towing capacity ² (lbs.) (with Tow Prep Package) | 1000 (2500) | 1000 (3500) |
| Passenger volume (cu. ft.) | 108.0 | 108.0 |
| Cargo volume ³ (cu. ft.) behind front/rear seats (with panoramic roof) | 70.1/30.7 (68.6/30.1) | 70.1/30.7 (68.6/30.1) |
| Fuel capacity (gal.) | 17.7 | 17.7 |
| TIRES | | |
| Size | P245/55R19 | P245/50R20 |
| Type – All-Season steel-belted radials | Standard | Standard |
| MILEAGE ESTIMATES mpg city/highway⁴ | | |
| Front-wheel drive | 21/29 | 19/26 |
| All-Wheel Drive | 20/28 | 18/25 |

1. See footnote 18 in Features section. 2. See footnote 26 in Features section. 3. Cargo and load capacity limited by weight and distribution. 4. 2010 EPA-estimated mileage. Actual mileage will vary.

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



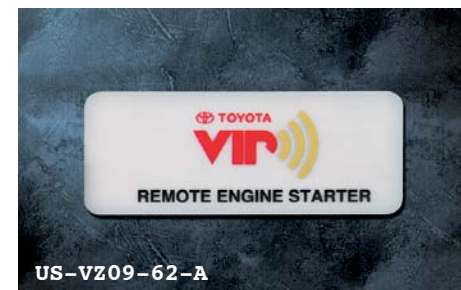
Cargo mat



Carpet floor mats

Glass Breakage Sensor (GBS)¹

Rear bumper protector



Remote Engine Starter



Roof rack

All-weather cargo mat
All-weather floor mats
Body side moldings
Cargo mat
Cargo net
Cargo tote
Carpet floor mats
Emergency assistance kit
First aid kit

Glass Breakage Sensor (GBS)¹
Paint protection film
Rear bumper protector
Remote Engine Starter
Roof rack
TRD air filter
TRD oil filter
Wheel locks
Wireless headphones²

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 *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.

TOYOTA FINANCIAL SERVICES*



Toyota Rewards Visa®

Get more with the Toyota Rewards Visa – the card that earns as you spend. Because the more you use it, the more you get.

Turn everything you buy into points to redeem toward service, parts, accessories or an eligible vehicle purchase or lease; earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.^{1,2} Enjoy all these benefits without an annual fee and without an annual cap on points earned or redeemed.

Visit www.toyotarewardsvisa.com or call 866-614-8845 for complete details. For more information on Toyota Financial Services' competitive financing, visit www.toyotafinancial.com

¹On approved credit. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions. Points redemption not available at Hawaii dealerships. Points cannot be redeemed for cash.

²Your Toyota dealer may impose restrictions on the use of credit cards related to vehicle purchases or leases.

*The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Motor Credit Corporation and Toyota Financial Savings Bank. Financing is available to qualified customers through participating Toyota dealers and Toyota Motor Credit Corporation.

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.

Prototypes shown, production models may vary.

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.

Ciutat de les Arts i les Ciències de València. Architect Santiago Calatrava



1. Available for vehicles with factory security.
2. Headphones are for passenger use only. Do not use while operating vehicle.

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





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

FOCUS ON SUSTAINABILITY

Toyota encourages their printing partners to embrace environmentally responsible business practices, including compliance with nationally recognized certification requirements. These partners adhere to either FSC (Forest Stewardship Council) or SFI (Sustainable Forestry Initiative) guidelines that ensure Toyota brochures use paper from well-managed forests through a chain of custody – from the tree to the paper mill, from the paper mill to the printer, then, from the printer to Toyota.

100% of the electricity purchased by one of Toyota's print partners is generated by renewable wind energy. Another print partner installed solar panels and expects their company's energy demands to decrease by 30% and reduce their carbon emissions by 630 tons per year. This brochure is printed on Sappi's Opus Gloss paper. 100% of the electricity used to manufacture this paper was generated by Green-e® certified renewable energy sources. Opus Gloss uses 10% post-consumer recovered fiber and is FSC certified, sourcing fiber from sustainably managed forests.

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VENZA



AVALON



CAMRY



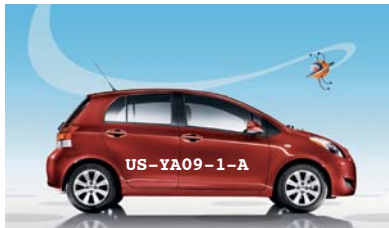
CAMRY SOLARA



PRIUS



COROLLA



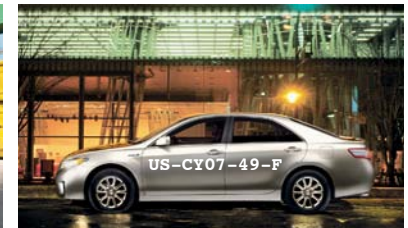
YARIS



MATRIX



TUNDRA



CAMRY HYBRID



TACOMA



LAND CRUISER



4RUNNER



RAV4



HIGHLANDER HYBRID



FJ CRUISER



SEQUOIA



HIGHLANDER



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.