

# 2011 Matrix



S shown in Nautical Blue Metallic with available Sport Package, Premium Package, 19-in. TRD alloy wheels and accessory roof rack.



S interior shown in Dark Charcoal with available Premium Package and automatic transmission.

If you have a need for versatility, a desire for technology and a flair for style, the 2011 Matrix is for you. It gives you leading-edge features like available *Bluetooth*<sup>®1</sup> wireless technology and a USB<sup>2</sup> port. It delivers grin-flashing performance with available All-Wheel Drive.<sup>3</sup> It offers hands-on style with a standard tilt/telescopic sport steering wheel. And with available 17-in. alloy wheels,<sup>3</sup> it has head-turning looks. The 2011 Toyota Matrix. **Moving Forward.**



#### TOP STANDARD AND AVAILABLE FEATURES<sup>4</sup>

Available music streaming via <i>Bluetooth</i> <sup>®</sup> wireless technology	Standard tilt/telescopic sport steering wheel	Available All-Wheel Drive (AWD)	Available USB port
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1. See footnote 9 in Disclaimers section. 2. See footnote 7 in Disclaimers section. 3. Available on S models only. 4. Features listed not available on all model grades.



Matrix and S fabric  
in Dark Charcoal



Matrix and S fabric  
in Ash

## How many colors does it come in?

Matrix offers you seven expressive colors to choose from. And what could be more appropriate? With its remarkable versatility, Matrix allows you to express yourself in every facet of your 24/7 spur-of-the-moment life.



**BLACK SAND PEARL**  
Dark Charcoal or Ash interior



**NAUTICAL BLUE METALLIC**  
Dark Charcoal or Ash interior



**SPRUCE MICA**  
Dark Charcoal or Ash interior



**RADIANT RED**  
Dark Charcoal or Ash interior



**MAGNETIC GRAY METALLIC**  
Dark Charcoal or Ash interior



**CLASSIC SILVER METALLIC**  
Dark Charcoal or Ash interior



**SUPER WHITE**  
Dark Charcoal or Ash interior

### WHEELS

- 1 Matrix 16-in. steel wheel with wheel cover
- 2 S 16-in. steel wheel with wheel cover
- 3 S available 17-in. alloy wheel



# Specifications

MECHANICAL AND PERFORMANCE	MATRIX	S
Engine		
1.8 Liter DOHC 16-Valve 4-Cylinder with Dual Variable Valve Timing with intelligence (VVT-i) 132 hp @ 6000 rpm; 128 lb.-ft. @ 4400 rpm	Standard	NA
2.4 Liter DOHC 16-Valve 4-Cylinder with Variable Valve Timing with intelligence (VVT-i) 158 hp @ 6000 rpm; 162 lb.-ft. @ 4000 rpm	NA	Standard
Ignition; Electronic, with Toyota Direct Ignition (TDI)	Standard	Standard
Emission Rating; Ultra Low Emission Vehicle II (ULEV-II)	Standard	Standard
Transmission		
5-speed manual transmission	Standard	Standard
4-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	Available	Available (AWD)
5-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)	NA	Available
Drivetrain		
Front-Wheel Drive (FWD)	Standard	Standard
All-Wheel Drive (AWD) system with active torque control	NA	Available
Body construction; Unitized body	Standard	Standard
Suspension		
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension with stabilizer bar	Standard	Standard
Independent MacPherson strut front suspension with stabilizer bar; independent double-wishbone rear suspension with stabilizer bar	NA	Available (AWD)
Steering — Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard
Turning circle diameter, curb to curb (ft.)	36.0	36.0
Brakes		
Power-assisted ventilated 10.7-in. diameter front disc brakes; solid 10.1-in. diameter rear disc brakes with 4-wheel Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BA) <sup>1</sup>	Standard	NA
Power-assisted ventilated 11.6-in. diameter front disc brakes; solid 10.9-in. (11.0-in. AWD) diameter rear disc brakes with 4-wheel Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BA) <sup>1</sup>	NA	Standard
<b>EXTERIOR DIMENSIONS (in.)</b>		
Height	61.0	61.0/61.4 (AWD)
Width	69.5	69.5
Length	171.9	171.9
Wheelbase	102.4	102.4
Track (front/rear)	59.8/59.9	59.8/59.9
Ground clearance	5.8	5.3
<b>INTERIOR DIMENSIONS front/rear (in.)</b>		
Head room (with moonroof)	40.5/39.3	40.5/39.3 (38.9/38.7)
Shoulder room	53.3/52.6	53.3/52.6
Hip room	52.3/43.7	52.3/43.7
Leg room	41.6/36.2	41.6/36.2
Seating capacity	5	5
<b>WEIGHTS AND CAPACITIES</b>		
Curb weight (lb.)		
5-speed manual	2844	2976
5-speed automatic	NA	3053
4-speed automatic	2888	3274
EPA passenger volume (with moonroof) (cu. ft.)	94.2	94.2 (91.2)
Cargo volume <sup>2</sup> (cu. ft.) behind front/rear seats	49.4/19.8	49.4/19.8
Fuel tank (gal.)	13.2	13.2
<b>TIRES</b>		
Size; P205/55R16	Standard	Standard
P215/45R17	NA	Available
Type	All-Season	All-Season
Spare — Temporary	Standard	Standard
<b>MILEAGE ESTIMATES (mpg city/highway)<sup>3</sup></b>		
Manual	26/32	21/28
Automatic (AWD)	25/32	21/29 (20/26)

See numbered footnotes in Disclaimers section.

## Features<sup>4</sup>

EXTERIOR	MATRIX	S		MATRIX	S
Multi-reflector halogen headlamps	S	S	Power tilt/slide moonroof with sliding sunshade	—	P
Integrated fog lamps	P	S	16-in. steel wheels with full wheel covers and P205/55R16 tires	S	S
Color-keyed front grille	S	S	17-in. 5-spoke alloy wheels with P215/45R17 tires	—	P
Color-keyed side rocker panels	S	S	Intermittent windshield wipers with mist cycle	S	—
Color-keyed front and rear underbody spoilers	P	P	Variable intermittent windshield wipers with mist cycle	—	S
Color-keyed power heated outside mirrors	S	S	Intermittent rear window wiper	S	S
Color-keyed outside door handles	S	S	Color-keyed rear spoiler	—	P
Chrome-tipped exhaust	—	S <sup>5</sup>			
<b>INTERIOR</b>					
Air conditioning with air filter	S	S	Multi-function in-key remote keyless entry system with lock, unlock, panic and remote illuminated entry features	S	S
AM/FM CD player with MP3/WMA playback capability, four speakers, auxiliary audio jack, CD text display function and auto sound leveling	S	—	Power windows with driver's-side auto down and retained power features	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, CD text display function and auto sound leveling	—	S	Power door locks (shift-activated automatic locking feature on automatic transmission models only)	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers, XM <sup>®</sup> Radio <sup>6</sup> (includes 90-day trial subscription), auxiliary audio jack, USB <sup>7</sup> port with iPod <sup>®8</sup> connectivity, CD text display function, automatic sound leveling, and hands-free phone capability and music streaming via <i>Bluetooth</i> <sup>®9</sup> wireless technology	—	P	Overhead console with maplamps, sunglasses holder and moonroof functions	—	P
Fabric-trimmed 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket	S	—	Front doors with integrated map pockets	S	S
Sport fabric-trimmed 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat	—	S	Dual glove compartment	S	S
60/40 split fold-down rear bench seat	S	S	Center console with storage compartment	S	S
Cruise control	S	S	Cargo area tonneau cover with clasp for under-floor stowage	S	S
Tilt/telescopic sport steering wheel with metallic accents with audio controls	S	S	Anti-slip rear cargo trimmed flooring	S	S
Tilt/telescopic sport steering wheel with metallic accents, audio controls and <i>Bluetooth</i> <sup>®9</sup> hands-free phone controls	—	P	12V auxiliary power outlet	S	S
Optitron instrumentation with speedometer, tachometer with LCD odometer, twin tripmeters, fuel gauge, coolant temperature gauge and outside temperature display	S	S	115V AC power outlet	—	S
Heavy-duty rear window defogger with timer	S	S	Day/night rearview mirror	S	S
Metallic interior trim	—	S	Digital clock	S	S
			Two front and two rear cup holders	S	S
			Front and rear door storage pockets with sculpted bottle holder	S	S
			Front maplamps	S	S
			Remote hood and fuel-filler releases	S	S
<b>SAFETY AND CONVENIENCE</b>					
<b>STAR SAFETY SYSTEM</b> ™ Star Safety System™ — Enhanced Vehicle Stability Control (VSC) <sup>10</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>11</sup> and Smart Stop Technology (SST) <sup>11</sup>	S	S	Child-protector rear door locks	S	S
Driver and front passenger Advanced Airbag System <sup>12</sup>	S	S	Energy-absorbing collapsible steering column	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags <sup>12</sup>	S	S	Front and rear energy-absorbing crumple zones	S	S
Driver and front passenger active headrests <sup>13</sup>	S	S	Side-impact door beams	S	S
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S	S	Head-impact protection structure	S	S
Adjustable front shoulder anchors, front seatbelt pretensioners with force limiters	S	S	High-tensile-strength steel body panels	S	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	Tire Pressure Monitor System (TPMS) <sup>14</sup>	S	S
			Daytime Running Lights (DRL)	S	S
			Engine immobilizer <sup>15</sup>	S	S
			<b>S = Standard    O = Optional    — = Not Available    P = Feature is available as part of an option package.</b>		

See numbered footnotes in Disclaimers section.

# Packages

## MATRIX

**Matrix Sport Package** — includes front and rear underbody spoilers, integrated fog lamps and unique S badge

## S

**S Sport Package** — includes 17-in. 5-spoke alloy wheels with P215/45R17 tires, front and rear underbody spoilers, color-keyed rear spoiler and unique S badge

**Premium Package** — includes power tilt/slide moonroof with sliding sunshade and AM/FM CD player with MP3/WMA playback capability, six speakers, XM<sup>®</sup> Radio<sup>6</sup> (includes 90-day trial subscription), auxiliary audio jack, USB<sup>7</sup> port with iPod<sup>®8</sup> connectivity, CD text display function, auto sound leveling, and hands-free phone capability and music streaming via *Bluetooth*<sup>®9</sup> wireless technology

## 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, 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](http://www.toyota.com), refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

## TOYOTA FINANCIAL SERVICES



Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa<sup>®</sup> adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.\*

Toyota Rewards Visa<sup>®</sup> Visit [www.toyotarewardsvisa.com](http://www.toyotarewardsvisa.com) for complete details.

Toyota Financial Services (TFS)<sup>†</sup> is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit [www.toyotafinancial.com](http://www.toyotafinancial.com)

\*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose 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 Financial Savings Bank.

<sup>†</sup>Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

## TOYOTA CARE



**ToyotaCare**

Covers normal factory scheduled service. Plan is 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 plan for complete coverage details. See participating Toyota dealer for details.

## DISCLAIMERS

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**1.** 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. **2.** Cargo and load capacity limited by weight and distribution. **3.** 2011 EPA-estimated mileage. Actual mileage will vary. **4.** 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](http://toyota.com) for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. **5.** Standard on S AWD only. Dealer accessory on S FWD. **6.** XM services require a subscription after 90-day trial period. Subscriptions governed by XM Customer Agreement available at [xmradio.com](http://xmradio.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 unless you call 1-800-967-2346 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. **7.** May not be compatible with all MP3/WMA players and like models. **8.** iPod® is a registered trademark of Apple, Inc. All rights reserved. **9.** 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](http://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. **10.** 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. **11.** Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. **12.** 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. **13.** Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **14.** 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. **15.** 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](http://www.aloa.org)

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 posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



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