



**TOYOTA**



HIGHLANDER



RAV4



bZ4X



CAMRY HYBRID



VENZA

**2023 TOYOTA**

# Let the adventures begin.

When you're behind the wheel of a Toyota, big and small adventures happen naturally. Whether you're starting your career or introducing your newborn to the world, each day brings a new story. And wherever you're going, smart safety technologies are designed to help protect you. Get ready to see where the road takes you next.

**CARS & MINIVAN**

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**TRUCKS**

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**CROSSOVERS & SUVs**

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Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.<sup>1</sup>

## CARS & MINIVAN

See numbered footnotes in Disclosures section.

**AWD**

**TRD**

**NIGHTSHADE**

# Explore the possibilities.

From the stylish, fun-to-drive Corolla to the versatile, family-friendly Sienna, Toyota's lineup of cars and minivan is ready to take on your every whim.



COROLLA



COROLLA HYBRID



GR COROLLA



COROLLA HATCHBACK



CAMRY



CAMRY HYBRID



PRIUS



PRIUS PRIME



TOYOTA CROWN



MIRAI



GR SUPRA



GR86



SIENNA

COROLLA

# Take a ride on the brighter side.



Corolla LE shown in Wind Chill Pearl<sup>1</sup> with LE Convenience Package.



Corolla XSE interior shown in Black SofTex<sup>®2</sup> trim.



Corolla XSE shown.



Corolla SE Hybrid AWD shown in Ruby Flare Pearl.<sup>1</sup>



Corolla SE Hybrid AWD shown in Ruby Flare Pearl.<sup>1</sup>



Corolla SE Hybrid AWD shown in Ruby Flare Pearl.<sup>1</sup>

COROLLA HYBRID

## Efficiency meets style.

Corolla Hybrid has the engineering to help optimize efficiency,<sup>3</sup> along with stunning design and available AWD. Corolla Hybrid lets you go further in everything you do.

GR COROLLA

# Exciting from start to finish.





Corolla Hatchback XSE shown.



Corolla Hatchback XSE shown with available accessory rear window spoiler.

*COROLLA HATCHBACK*

**Embrace new  
twists and turns.**

[TOYOTA.COM/COROLLAHATCHBACK](https://toyota.com/corollahatchback)

CARS & MINIVAN

CAMRY

# Leave a lasting impression.



Camry XSE V6 shown in both Supersonic Red,<sup>1</sup> and Wind Chill Pearl with Midnight Black Metallic roof.<sup>1</sup>



Camry TRD shown in Wind Chill Pearl with Midnight Black Metallic roof.<sup>1</sup>



Camry XSE AWD shown in Supersonic Red with Midnight Black Metallic roof.<sup>1</sup>

# Efficiency never looked so good.

With its captivating style, Camry Hybrid is always dressed to impress, while also achieving responsive performance. Its Dynamic Force Engine offers both power and premium fuel economy to optimize efficiency.



Camry XSE Hybrid interior shown.



Camry XSE Hybrid shown in Celestial Silver Metallic with Midnight Black Metallic roof.<sup>1</sup>

PRIUS

# Go beyond your expectations.



Prius Limited AWD shown.



Prius Limited AWD shown.



Prius Prime XSE shown. Limited availability.



Prius Prime XSE shown. Limited availability.

*PRIUS PRIME*

**Give your commute  
a boost.**

[TOYOTA.COM/PRIUSPRIME](https://toyota.com/priusprime)

Engineered to be highly efficient and versatile, Prius Prime takes your daily driving to greater lengths, without compromise.

TOYOTA CROWN

# Incredible from every angle.

Stunning design with the performance to match. Toyota Crown's hybrid system gives you powerful and efficient driving, packaged in an undeniable style.



Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.<sup>1</sup>



Toyota Crown Platinum shown in Supersonic Red with Black bi-tone.<sup>1</sup>



Toyota Crown Limited shown in Heavy Metal.<sup>1</sup>

MIRAI

# Fueled for the future.

Zero emissions and super efficient. Mirai's innovative Fuel Cell Stack creates power out of hydrogen and thin air — literally.



Mirai XLE shown in Heavy Metal;<sup>1</sup> Mirai Limited shown in Hydro Blue<sup>1</sup> with available 20-in. super-chrome-finished aluminum alloy wheels.

# Pure driving pleasure.



GR Supra 3.0 Premium shown in Stratosphere.<sup>1</sup>



GR86

Prepare for a shift  
in the wind.

SIENNA

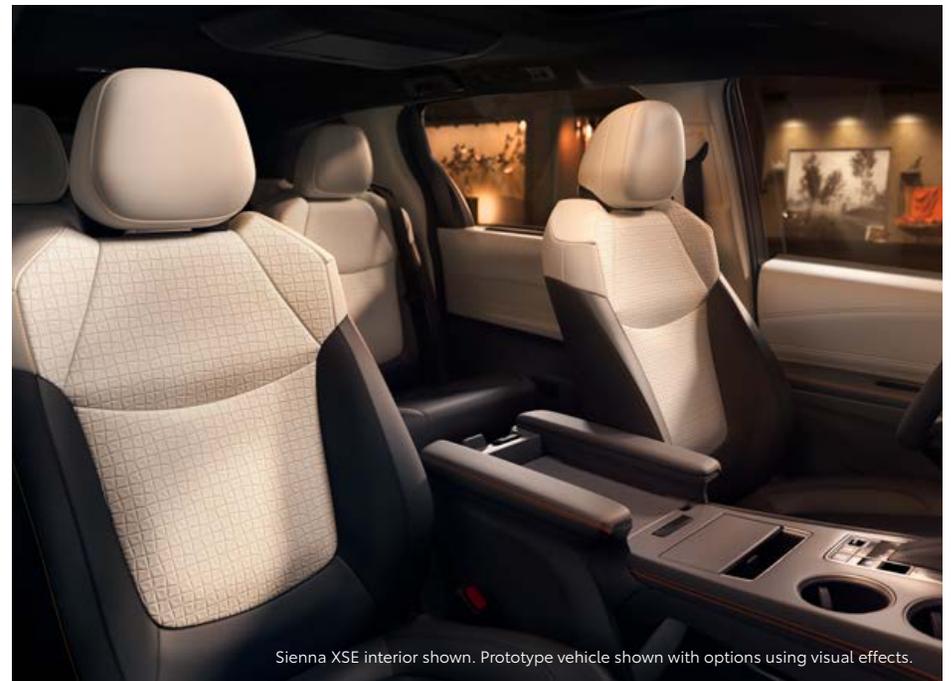
# Do life your way.



Sienna shown in Ruby Flare Pearl.<sup>1</sup>  
Prototype vehicle shown with options using visual effects.



Sienna 25th Anniversary Special Edition shown.



Sienna XSE interior shown. Prototype vehicle shown with options using visual effects.



Tundra TRD Pro CrewMax shown in Solar Octane.\* Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage.

# TRUCKS

# These wheels were made to defy limits.

With reputable off-road capabilities and impressive towing capacities, Toyota's trucks make a powerful dynamic duo.



TACOMA



TUNDRA



2023 Tacoma Trail Special Edition shown.

# The world is your playground.

Tacoma and Tundra are built to climb hills and run long. Play harder than ever before with a truck capable of conquering the earth.



Tundra TRD Pro CrewMax shown in Solar Octane.<sup>1</sup> Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage.



Tundra 1794 Edition CrewMax shown. Never tow beyond a vehicle's published towing capacities. See *Owner's Manual* for limitations.



Tacoma SR5 Double Cab shown with available Chrome Package and Tacoma SR5 Double Cab shown with available SX Package.



Sequoia Platinum 4x4 shown. Never tow beyond a vehicle's published towing capacities.

# CROSSOVERS & SUVs

**AWD**

**TRD**

**NIGHTSHADE**

# Ready, set, explore.

Capable of taking on adventures of all sizes, Toyota's crossovers and SUVs are ready for the thrill of the open road.



COROLLA CROSS



COROLLA CROSS  
HYBRID



bZ4X



VENZA



RAV4



RAV4 HYBRID



RAV4 PRIME



4RUNNER



HIGHLANDER



HIGHLANDER HYBRID



SEQUOIA

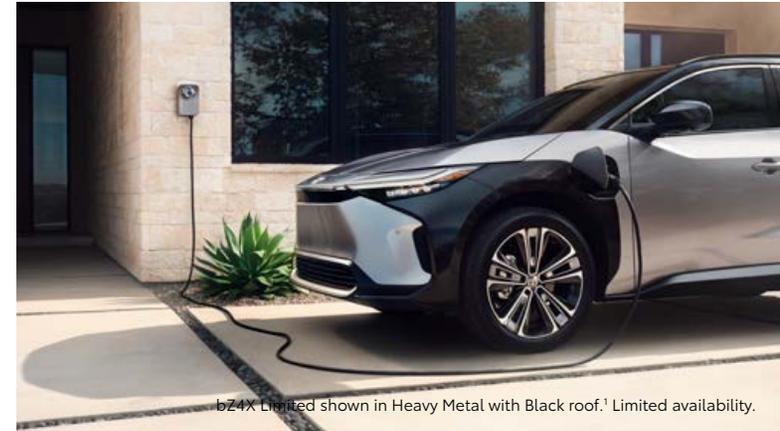
bZ4X

# Energize every drive.

bZ4X is an all-electric way to jump-start your day. With its electrified powertrain that produces up to 214 hp with 248 lb.-ft. of max torque, and a battery made to last all day, you'll find yourself riding confidently for miles.



bZ4X Limited shown in Heavy Metal with Black roof.<sup>1</sup> Limited availability.



bZ4X Limited shown in Heavy Metal with Black roof.<sup>1</sup> Limited availability.



bZ4X Limited shown in Heavy Metal with Black roof.<sup>1</sup> Limited availability.

COROLLA CROSS

# A step up in fun.

Add to the good times ahead whenever you jump into Corolla Cross. As expressive inside as it is on the outside, Corolla Cross adds the ideal amount of relaxation to every drive you take.



Corolla Cross XLE shown in Wind Chill Pearl.<sup>1</sup>



Corolla Cross XLE AWD shown.

# Experience more excitement.

Corolla Cross Hybrid is a versatile ride that's ready to take on your most spontaneous trips. Its slick exterior and sporty feel behind the wheel bring out the joy in every day, while its efficient performance encourages you to explore much more.



Corolla Cross Hybrid XSE shown.



Corolla Cross Hybrid XSE shown.



Corolla Cross Hybrid XSE shown.



Highlander XSE AWD shown in Wind Chill Pearl.<sup>1</sup>



Highlander Platinum interior shown.

HIGHLANDER

Commute in comfort  
and style.

HIGHLANDER HYBRID

# A hybrid worth the hype.

Highlander Hybrid pairs efficiency and performance with style — with room for your passengers and practically anything else you need.



Highlander Platinum Hybrid shown in Ruby Flare Pearl.<sup>1</sup>



Highlander Platinum Hybrid shown in Ruby Flare Pearl.<sup>1</sup> Do not overload your vehicle. See Owner's Manual for weight limits and restrictions. Vehicle shown with some accessories not available from Toyota.<sup>2</sup> Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage.

VENZA

# First-class form.



Venza Limited shown in Wind Chill Pearl<sup>1</sup> with available Star Gaze<sup>®</sup> fixed panoramic roof.



Venza Nightshade Edition shown in Ruby Flare Pearl<sup>1</sup> with available Star Gaze<sup>®</sup> fixed panoramic roof.

RAV4

# Cruise from on-road to off-road.



RAV4 Limited shown, and RAV4 Adventure shown in Lunar Rock with Ice Edge roof.<sup>1</sup> Prototype vehicles shown with options.



RAV4 Limited AWD shown.



RAV4 TRD Off-Road shown. Do not overload your vehicle. See Owner's Manual for weight limits and restrictions. Off-roading is inherently dangerous. Abusive use may result in personal injury or vehicle damage. Vehicle shown with some accessories not available from Toyota. Prototype vehicle shown with options.



RAV4 XSE Hybrid shown.



RAV4 XSE Hybrid interior shown.



RAV4 XSE Hybrid shown with available Technology Package.

*RAV4 HYBRID*

# Ready to ride anywhere.

RAV4 Hybrid has remarkable mpg ratings<sup>4</sup>  
and the ability to take on your tougher travels.

# Unplug for prime possibilities.

When charged up and ready to go, RAV4 Prime hits the road with outstanding power and performance.



RAV4 Prime XSE shown in Supersonic Red with Midnight Black Metallic roof! Limited availability.



4Runner 40th Anniversary Special Edition shown. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage.

4RUNNER

# Take on the untamable.



Sequoia Capstone grade interior shown.

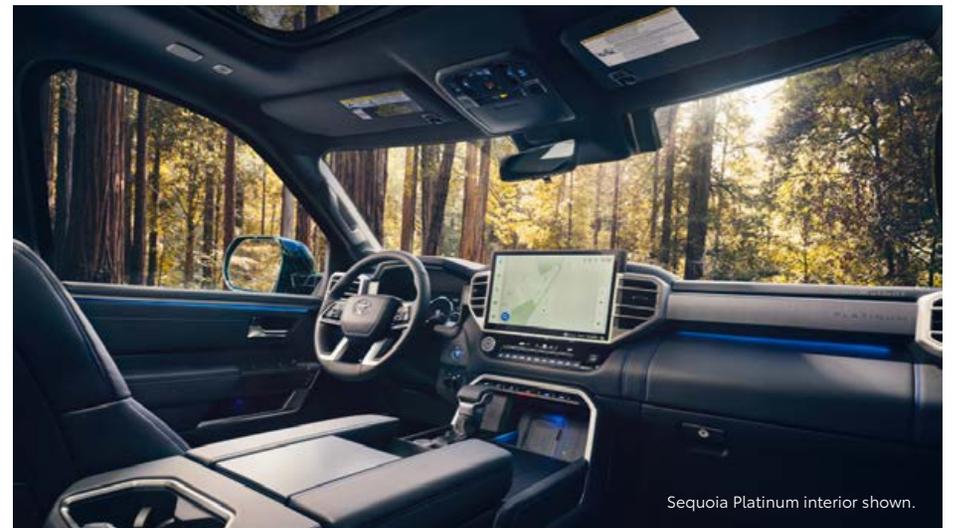


Sequoia Capstone 4X4 in Supersonic Red<sup>1</sup> and Sequoia TRD Pro shown.

## SEQUOIA

# Wander with style.

Whether you're towing your favorite toys or loading up extra cargo, Sequoia's power and extra-large space are ready to handle your biggest adventures.



Sequoia Platinum interior shown.

## CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow — from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live.

## DISCLOSURES

**1.** Extra-cost color. **2.** SofTex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. **3.** EPA-estimated 28 city/39 hwy/32 combined mpg rating for 2023 Camry LE, SE and SE Nightshade Edition; 27 city/38 hwy/31 combined mpg rating for 2023 Camry XLE 4-Cylinder and XSE 4-Cylinder; 22 city/33 hwy/26 combined mpg rating for 2023 Camry XLE V6; 22 city/32 hwy/26 combined mpg rating for 2023 Camry XSE V6; 21 city/31 hwy/25 combined mpg rating for 2023 Camry TRD; 51 city/53 hwy/52 combined mpg rating for 2023 Camry LE Hybrid; and 44 city/47 hwy/46 combined mpg rating for 2023 Camry SE Hybrid, XLE Hybrid and XSE Hybrid. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See [www.fueleconomy.gov](http://www.fueleconomy.gov). **4.** EPA-estimated 41 city/38 highway/40 combined mpg rating for 2023 RAV4 Hybrid LE, Hybrid XLE, Hybrid XLE Premium, Hybrid SE, Hybrid XSE and Hybrid Limited; EPA-estimated 38 city/35 highway/37 combined mpg rating for 2023 RAV4 Hybrid Woodland Edition. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See [www.fueleconomy.gov](http://www.fueleconomy.gov). **5.** Disclaimer of warranty and liability: This product is not a Genuine Toyota Part or Accessory and was not designed or manufactured by Toyota. Toyota has not fully evaluated this product to determine its overall impact on the performance or safety of any Toyota vehicle onto which it is installed or to determine whether installation would render the vehicle illegal for operation on public roadways in any states. Installation of this product may impact your vehicle's warranty. This product is not warranted by Toyota, and Toyota expressly disclaims any warranty for this product, including without limitation, any implied warranties of merchantability and of fitness for a particular purpose. Toyota also disclaims all liability for direct, indirect, special, incidental or consequential damages, including but not limited to, damage to or loss of personal or commercial property, loss of use, cost of purchase of replacement goods, or claims of customers of any Toyota dealer that result from the use of this product. This product is not available in Hawaii. Shipping charges not included.

Vehicles shown may be prototypes, shown using visual effects and/or shown with options. Actual models may vary. Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device, or print).

## WARRANTIES

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

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

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

**Hybrid Battery:** HV battery is covered for 10 years or 150,000 miles, whichever comes first. Warranty coverage is subject to terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for details.

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

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

**Electric Vehicle Drive Components:** The Electric Vehicle Drive Components Warranty (transaxle, traction battery, inverter with converter) is in effect for 8 years or 100,000 miles from the new vehicle purchase/lease date, whichever comes first. Warranty coverage is subject to other terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for full details.

**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.

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.