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About Toyota
World-Renowned Quality

Since the company’s founding over 75 years ago, Toyota has always gone the extra mile to do things differently – embracing change and challenge alike on the road to worldwide success, innovation and manufacturing excellence.

In 2023, Toyota continues to drive the international automotive industry forward with its commitment to class-leading engineering, groundbreaking design and game-changing technological advancements.

- **1957**: Toyopet Crown arrives in the U.S.
- **1997**: Prius—the world’s first mass-produced gas and electric hybrid — arrives in the U.S.
- **2021**: The all-electric bZ4X SUV debuts in the U.S.
- **2022**: Toyota Crown name plate returns to the U.S. with dramatic new design — engineered for performance and electrified.
The Toyota Difference

Toyota has been part of the cultural fabric of the United States for over 60 years, empowering American businesses by advancing sustainable, next-generation mobility.

Jobs & Investments
Toyota has fully modernized the manufacturing process, expanding biodiversity efforts and doubling down on electrified vehicles.

Diversity & Inclusion
The future of Toyota depends on the well-being of dealership employees and the company’s ability to embrace diversity, respect and inclusivity.

Business Continuity
Toyota is dedicated to helping address supply shortages, production obstacles and even large-scale market fluctuations.

Vehicle Assembly
Toyota is proud to continue production in the U.S., where assembly is completed on models like Tundra, Corolla, and Camry.

Sustainability
Toyota offers more hybrid choices than any other full-line manufacturer and has sold more than 15 million hybrid vehicles worldwide.¹
Investing in America

Toyota raised its stake in U.S. operations to increase production and create a wealth of new jobs, with direct investments in the American economy totaling $30.6 billion.²

Additionally, Toyota has paid it forward by investing $1.15 billion in total U.S. donations for non-profits, along with hundreds of millions in dealerships and facilities across the country.

- 180,000+ People directly employed in the U.S.²
- 470,000+ Total jobs created in the U.S.
- 1,200+ Toyota dealerships across the country
- $30.6+ Billion Total investments in U.S. economy since 1957
- $13 Billion Five-year committed investment plan fulfilled one year early^4
- $1.15+ Billion Total U.S. donations
Optimized Productivity

The Toyota Production System is a well-oiled machine, responsible for Toyota’s position as one of the most capable, efficient and productive automotive manufacturers on the planet. In 2022, Toyota kept its system running in overdrive — with a second consecutive year of production output of over 9 million vehicles.

To maintain this industry-leading advantage and better serve Fleet customers, Toyota coordinates with manufacturers, suppliers and customers to minimize costs while maximizing quality, production speed and vehicle availability.
Innovation Meets Collaboration

Drawing on the diverse backgrounds and perspectives of dedicated employees across the country, Toyota has been able to drive innovation, collaboration and a refined manufacturing process, creating new jobs and providing a boost to the U.S. economy.
Fueling the Future

Toyota fosters a more sustainable society by addressing global environmental issues like climate change, resource depletion and habitat loss. In 2022, Toyota Financial Services issued its fifth Green Bond of $750 million to fund new vehicle contracts that meet clean-air criteria.

Toyota has set its sights on six global challenges that will lead to positive changes in its manufacturing process — and the overall environment — by 2050.

Learn more at toyota.com/2050challenge
Strategy & Supply

Toyota’s fine-tuned business continuity plan helps to ensure quality and consistency, building toward a sustainable supply chain that cuts down on waste and increases production capacity.

Given the surge of demand for electrified Toyota Fleets, Toyota has combined its highly effective inventory management with a cutting-edge assembly system and a world-class network of suppliers and component manufacturers.

- 14 Active manufacturing plants in North America
- +17% Total increase in production over 2020
- $1+ Million Amount invested every hour into worldwide R&D
- 26+ Billion Total parts, materials and components purchased in 2020
Build Your Electrified Fleet

Toyota is a leader in mobility, with America’s largest and diverse lineup of Hybrid, Plug-in Hybrid, Fuel Cell and Battery Electric vehicles. And as we accelerate toward a net-zero carbon future, there’s a Toyota made just for your business needs.
With more vehicles equipped with electrified powertrains on the U.S. roads than any other automaker, we’re not just promising a cleaner future, we are helping to provide one. From internal combustion engines (ICE) to all-electric vehicles, the easiest way to start reducing carbon emissions is by creating a fleet made up of a variety of powertrains.

**Blended Powertrain Fleet**

**Hybrid Electric (HEV)**
Toyota’s hybrid electric vehicles have made history and are renowned for top-notch efficiency and low emissions.
- Reduced fuel costs
- Everyday driving

**Plug-in Hybrid Electric (PHEV)**
Seamlessly go between rechargeable battery power and conventional fueling systems to utilize the best of both worlds.
- Longer electric-only driving range
- Short commutes

**Battery Electric (BEV)**
These pure-electric vehicles use only powerful electric motors to provide smooth, silent and clean propulsion.
- Low maintenance
- Everyday commutes

**Fuel Cell Electric (FCEV)**
By utilizing hydrogen to generate their own electric charge, the only thing they’ll leave behind is water.
- Power and performance
- Ideal for areas with fueling infrastructure
Explore Our Electrified Lineup

As our lineup of electrified vehicles continues to grow, discover an impressive balance of efficiency and power—whichever powertrains you choose.

**HYBRID**
- CAMRY
- VENZA
- SIENNA
- RAV4
- TOYOTA CROWN
- COROLLA CROSS
- HIGHLANDER

**PLUG-IN HYBRID**
- PRIUS PRIME
- RAV4 PRIME

**BATTERY ELECTRIC**
- bZ4X

**FUEL CELL ELECTRIC**
- MIRAI
The road to a cleaner future begins today.

CURRENT PERCENTAGE OF TOYOTA'S U.S. SALES

- 76% Internal Combustion Engines
- 24% Electrified Vehicles
- 1% Battery Electric Vehicles + Fuel Cell Electric Vehicles

PROJECTED PERCENTAGE OF TOYOTA'S U.S. SALES

- 30% Internal Combustion Engines
- 23% Battery Electric Vehicles + Fuel Cell Electric Vehicles
- 70% Electrified Vehicles
The Height of High-Tech

Every Toyota model on the market delivers state-of-the-art technology that prioritizes safety, convenience, capability and performance.

The goal? Advanced features that can fully unlock a fleet’s potential with effortless, seamless and intuitive mechanics.

Connectivity
The Toyota lineup is designed to stay connected to the driver, dealer and beyond.

Safety
Advanced safety is a core piece of the Toyota formula.

Advanced Powertrains
New powertrain units significantly improve both driving and environmental performance.
Completely Connected

True connectivity is the driving force behind Toyota’s achievements in mechanical and software engineering. With Connected Services, Toyota Fleet drivers are instantly plugged into a suite of intuitive convenience features that are available with an active subscription.

Meanwhile, Toyota Data Solutions allows Fleet Managers to monitor the condition and location of their entire fleet 24 hours a day, 7 days a week. It also helps with driver safety and vehicle efficiency through on-demand data that includes driver behavior analytics, collision detection warnings and custom event notifications.

Connected Services
Enjoy added convenience, safety and peace of mind.

Toyota Data Solutions
Critical telemetry services to help manage fleet vehicles.
Enjoy 24/7 Connectivity

Toyota’s available Connected Services*10 help provide Toyota Fleet managers with added convenience, safety and peace of mind.

**Remote Connect**
1-Year Trial Period

- Remote lock/unlock doors, start/stop the engine and locate the vehicle.
- Receive alerts when a guest driver exceeds the speed limit, curfew or miles driven.
- Receive vehicle status alerts.

**Wi-Fi Connect**
3-Month Trial Period/Up to 2 GB

- In-vehicle Wi-Fi hotspot using a 4GB LTE cellular network.
- Connectivity for up to five devices simultaneously. *(Trial period information can vary by model)*

**Safety Connect®**
1-Year Trial Period

- Automatic Collision Notifications
- Enhanced Roadside Assistance
- Emergency Assistance Button
- Stolen Vehicle Locator

**Service Connect**
1-Year Trial Period

- Remote lock/unlock doors, start/stop the engine and locate the vehicle.
- Receive vehicle status alerts.

**Destination Assist**
3-Month Trial Period

- Enjoy 24-hour access to a live agent who can give directions to an address via the navigation system.
- Display map data, routes and points of interest on the navigation system.

**Drive Connect**
1-Year Trial Period/Up to 2 GB

- Access real-time traffic elements, 24/7 live agents and new voice commands.
- An onboard assistant that can help you find locations and contacts, send messages and navigate routes.

**Remote Connect**
1-Year Trial Period

- Receive vehicle alerts from your preferred dealer when maintenance is required.

**Safety Connect®**
1-Year Trial Period

- Get updates on fuel level, mileage, applicable recalls and more.

**Destination Assist**
3-Month Trial Period

- Connect to real-time traffic elements, 24/7 live agents and new voice commands.

**Drive Connect**
1-Year Trial Period/Up to 2 GB

- Connect to real-time traffic elements, 24/7 live agents and new voice commands.

*10 Toyota’s Available Connected Services. **See重要条款 and 条件. For full details and important terms, conditions, and limitations of Services, visit toyota.com/connectedservices or contact Toyota 24/7 for more information.**

**Remote Connect**
1-Year Trial Period

- Receive vehicle alerts from your preferred dealer when maintenance is required.

**Safety Connect®**
1-Year Trial Period

- Get updates on fuel level, mileage, applicable recalls and more.

**Destination Assist**
3-Month Trial Period

- Connect to real-time traffic elements, 24/7 live agents and new voice commands.

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Fleet Management Made Easy

More than 20 Toyota models now offer critical telemetry services to help Fleet Managers stay up to date on their vehicles. By eliminating installation time and providing a built-in OEM hardware solution, keeping track of drivers and vehicles has never been easier.

Learn more at toyotadatasolutions.com

Collision Detection
Know when your vehicles are involved in a collision, even if a low-speed, non-airbag incident occurs.

Driver Behavior
Manage driver actions and behaviors that could be damaging to the vehicle.

Event Notifications
Set custom limits and receive alerts if and when they are exceeded.

Service Warnings
Extend the health of your fleet by preventive maintenance scheduling.

Telemetry
Track the status of your vehicles in near real-time.

Vehicle Build Information
Instantly access vehicle specific details to streamline and automate processes.
Safety Comes Standard

Safety is a key part of the Toyota Fleet formula. Which is why every Fleet vehicle in the 2023 lineup comes standard with a wide range of active and passive safety features, like Toyota Safety Sense™ (TSS)\(^\text{19}\) and the Star Safety System™, as well as comprehensive airbag\(^\text{20}\) arrangements and standout safety tech like an available Blind Spot Monitor (BSM)\(^\text{21}\) with Rear Cross-Traffic Alert (RCTA).\(^\text{22}\)
Toyota Safety Sense™

Pre-Collision System with Pedestrian Detection
An integrated camera and radar system that helps reduce the likelihood of colliding with a preceding car or pedestrian.

Dynamic Radar Cruise Control
This high-tech cruise control uses radar to adjust the vehicle’s speed, helping drivers maintain a preset distance from nearby cars.

Automatic High Beams
Designed to aid nighttime driving by detecting headlights and taillights of preceding vehicles.

Lane Departure Alert
A windshield camera that may help drivers avoid unintended visible lane departures by alerting them when the vehicle veers from its lane.

Lane Tracing Assist
Lane Tracing Assist uses the visible lines on the road and preceding vehicles to help keep the vehicle centered and in its lane.

Road Sign Assist
Road Sign Assist detects speed limit signs, stop signs, Do Not Enter signs and yield signs, then shows them on the Multi-Information Display.

Proactive Driving Assist
When system operating conditions are met, using the vehicle’s camera and radar, Proactive Driving Assist (PDA) * provides gentle braking into curves or gentle braking and/or steering to help support driving tasks such as distance control between your vehicle and a preceding vehicle, pedestrian or bicyclist.

*Available on certain TSS 3.0-equipped vehicles.
The Toyota Safety Sense™ (TSS) suite of active safety systems is currently offered across several bundles — and they all come standard. Here’s how the applicability breaks down.

**Toyota Safety Sense™: Across the Lineup**

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<tr>
<th>Toyota Crown</th>
<th>Prius</th>
<th>Prius Prime</th>
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<td>Corolla Cross Hybrid</td>
<td>bZ4X</td>
</tr>
<tr>
<td>Corolla</td>
<td>Corolla Hybrid</td>
<td>Corolla Hatchback</td>
</tr>
<tr>
<td>Camry</td>
<td>Camry Hybrid</td>
<td>Mirai</td>
</tr>
<tr>
<td>Highlander</td>
<td>Highlander Hybrid</td>
<td>Venza</td>
</tr>
<tr>
<td>Tundra</td>
<td>Sequoia</td>
<td>RAV4</td>
</tr>
<tr>
<td>RAV4 Hybrid</td>
<td>TSS 3.0</td>
<td>TSS 2.5+</td>
</tr>
<tr>
<td>Sienna</td>
<td>TSS-P</td>
<td>Tacoma</td>
</tr>
<tr>
<td>RAV4 Prime</td>
<td>4Runner</td>
<td></td>
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Star Safety System™

The Star Safety System™ comes standard on every Toyota vehicle, helping drivers maintain control, keep an eye on surrounding traffic and avoid collisions.

These six systems are designed to enhance driver reaction times, help keep everyone in the vehicle safe and secure, and give Fleet Managers added peace of mind.

- Vehicle Stability Control
- Traction Control
- Smart Stop Technology®
- Electronic Brake-force Distribution
- Brake Assist
- Anti-lock Brake System
Ride Hailing

Toyota is teaming up with ride-hailing partners like Aurora to develop driverless mobility services, working to build and deploy self-driving vehicles around the world.

KINTO Share

A ride-share service connecting drivers to Toyota vehicle rentals on an hourly or weekly basis with unlimited mileage, insurance, maintenance and customer service.

Rent a Toyota

A dealership-based rental platform that leverages the latest-model Toyota vehicles.

Mobility as a Service (MaaS) enables a customer to pay to access transportation means through a third-party service provider who owns vehicles, like cars or bikes. By 2040, Toyota expects to grow its MaaS ecosystem through car sharing, subscription services and micro-mobility solutions — with the added benefits of reduced accidents, congestion and pollution.
Lasting Value for Many Miles Ahead

Backed by outstanding sales numbers, automaker accolades, consumer evangelism and an always growing lineup of technologically advanced and fun-to-drive vehicles, Toyota stands at the top of the industry as one of the most valuable automobile brands in the world.

Total Cost of Ownership
Reliability, durability and efficiency lead to Toyota models that are built to last and affordable to maintain.

ToyotaCare
Toyota’s complimentary maintenance plan covers factory scheduled service for 2 years or 25,000 miles, along with 24-hour Roadside Assistance for 2 years.

Warranty
Every new Toyota is covered by comprehensive warranty packages, including standard 3-year/36,000-mile coverage and an industry-leading 10-year/150,000-mile hybrid battery warranty.

Awards & Accolades
Toyota’s award-winning vehicles race ahead of the competition, picking up multiple IIHS, NHTSA, and Kelley Blue Book® value awards.
Long-Term Payoffs

Toyota takes special care to keep the cost of ownership as low as possible, always striving to maintain quality and affordability. And when measured against the industry’s best-selling models, Toyota punches well above its weight.

Toyota models have earned a reputation for efficiency and impressive mpg on highways and city streets, putting in the work to help minimize fuel costs. On top of that, Toyota Fleet vehicles stand apart with the best resale and lowest depreciation values in the industry, maintaining high-quality performance year after year.

Backed by over 30 years of automotive research and analysis, IntelliChoice provides comprehensive long-term cost estimates and value ratings for nearly every vehicle on the market, and it’s no surprise that Toyota frequently comes out on top.
You’re Covered

Toyota Fleet is devoted to safety and dependability, and proper vehicle maintenance is important to both. That’s why Toyota includes a maintenance plan and Roadside Assistance with every new Fleet vehicle.

No Cost Maintenance Plan

2 years/25,000 miles*

Toyota-trained technicians will perform factory recommended maintenance on Toyota Fleet vehicles, including:

✓ Replace engine oil and oil filter
✓ Rotate tires
✓ Multi-point vehicle inspection
✓ Inspect and adjust all fluid levels

*Whichever comes first.

24-Hour Roadside Assistance

2 years/Unlimited Miles

24-hour Roadside Assistance is provided at no cost for 2 years from the effective date, for unlimited miles. Services include:

✓ Battery jump start
✓ Lockout protection
✓ Emergency fuel delivery
✓ Tire service
✓ Towing
✓ Winching
A Worthy Warranty

Every Toyota Fleet vehicle comes standard with a comprehensive warranty package that includes 3 years or 36,000 miles of limited coverage. But our fleets don’t stop there.

- **Basic**: 3 years/36,000 miles
- **Powertrain**: 5 years/60,000 miles
- **Hybrid System**: 8 years/100,000 miles
- **Rust-Through**: 5 years/Unlimited miles
- **Emissions**: Coverages vary under Federal and California regulations
- **Hybrid Battery**: 10 years/150,000 miles
Gold Star Standards

On top of offering a robust warranty and low cost of ownership, Toyota has been recognized as an industry leader across the board when it comes to safety, performance, reputation and value.

2023 IIHS Top Safety Pick63
Four Toyota models awarded TOP SAFETY PICK and eight models awarded TOP SAFETY PICK+.

2023 Kelley Blue Book KBB.com Best Buy Award26
Sienna and Tacoma awarded a 2023 Best Buy Award from Kelley Blue Book’s KBB.com.

2022 NHTSA Safety Rating108
15 Toyota models awarded a 5-Star Overall Safety Rating.

2022 Vincentric Best Fleet Value in America109
Five models awarded for outstanding value, more than any other manufacturer.

2021 Autotrader Best New Car Award110
2021 Venza was named a Best New Car by Autotrader.
#1 in the Consumer Reports Reliability Rankings

Peace of mind comes along with a Toyota Fleet. As #1 in Consumer Reports’ Reliability rankings, your next fleet carries confidence you can rely on. And with most of our models scoring above average in predicted reliability, Toyota is the smart business choice for your fleet.
How Many Miles Can a Car Last?

The lifespan of your fleet has greater potential to last longer. According to studies by iSeeCars.com, 2023 Toyota models have earned 8 of the top 20 spots for reaching 230,000 miles or more overall.
A Custom-Fit Toyota Fleet

Committed to delivering vehicles that meet and exceed the expectations of Fleet customers, Toyota Fleet goes above and beyond to tailor individual vehicles to a client’s unique situation. This means working with companies that can provide upfitting solutions by adding additional equipment to a new vehicle, along with full-scale mobility conversions that implement holistic removals and replacements.

Holman specializes in the design, manufacture and installation of truck equipment for a wide variety of customers, trades and industries. Holman helps fleets, construction, energy and telecommunications, utilities, municipalities and many other businesses and industries.

Voted #1 in overall quality, service, safety and value, BraunAbility is the most-certified accessible vehicle manufacturer in the industry. BraunAbility converts vehicles by removing ancillary equipment and installing vendor-specific replacements, developing customized mobility solutions for every kind of driver.

Efficient manufacturing processes and flexible assembly lines enable Knapheide to produce both standard and highly customized truck and van bodies, from service bodies and platform bodies to dump bodies, lube trucks, water trucks and more.

VMI builds cutting-edge accessibility conversions that are tailored to the needs of disabled drivers. Working with original equipment manufacturers, VMI’s state-of-the-art conversion process features the latest in assembly-line technology and CAD software.
Long Distance? No Problem

Toyota Fleet can ship its entire line of vehicles to a wide range of delivery and pickup locations, with over 800 Toyota dealerships around the country. They include the Commercial Toyota Executive Delivery (TED) program, drop-ship locations and Toyota Executive Delivery dealers.

As part of the TED agreement, these dealers will:

- Perform quality courtesy delivery of vehicles
- Appoint a dealership contact to coordinate deliveries
- Negotiate a delivery fee not to exceed $350/vehicle

A list of TED dealers can be found at fleet.toyota.com.
Collaboration & Coordination

Toyota has strong relationships with many Fleet Management Companies (FMCs) around the country. This allows us to better serve our mutual business partners. We have partnerships with the FMCs listed here, plus many more.
Get in Touch With Toyota Fleet

With Toyota Fleet, assistance is always just a phone call away.

FLEET CUSTOMER SERVICES GROUP
(800) 732-2798
Monday through Friday, 7:00 a.m. - 4:00 p.m. (Central Time)

David Brody
Fleet Operations Manager
Khushboo Dave
Fleet Customer Support Analyst

Clay Martin
Fleet Customer Support Analyst
Markus Uribe
Fleet Distribution and Business Systems Analyst

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Product Portfolio
What’s New in Our Lineup

See what’s been added to your fleet options with our ever-growing lineup. These new and updated vehicles continue to provide the latest in active safety technologies, audio multimedia enhancements, high-tech convenience features and reliable build quality that’ll keep them on the road and keep your business moving.
The next-generation Prius is the perfect blend of fuel efficiency and proven reliability that’s ready to take on your fleet’s needs. The larger build offers additional cargo space, thanks to the 60/40 split fold-down rear seats. With its new Hybrid Synergy Drive® system that intelligently uses a combination of gas engine and electric motor, you can cover more miles between every fill-up. Add cutting-edge tech with room to spare and get to every destination with ease.

**Impressive Performance**
Most fuel-efficient Prius ever with up to an EPA-estimated 57 combined mpg rating.

**Arriving Made Simple**
Enable Prius’ available hands-free Advanced Park to help you fit into tight parking spots.

**Confident Drive**
Available Electronic On-Demand All-Wheel Drive (AWD) automatically sends power to the rear wheels if extra traction is needed.
ALL-NEW

Prius Prime

By utilizing a larger battery pack, Prius Prime lets you take advantage of its plug-in capabilities. Charge it up wherever you can to take on commutes using only electric power — its all-electric driving range has been given a major boost of at least 50%. And when its electric-only battery range runs low, Prius Prime will continue to run on its efficient hybrid engine to get the job done.

Intelligent Efficiency
Plug in for a full charge and cover your daily commutes with a manufacturer-estimated all-electric driving range of up to 44 miles.

Convenience on Display
Prius Prime’s available 12.3-in. touchscreen display clearly puts a variety of functions at your fingertips.

Commuting With Ease
Traffic Jam Assist helps remove the stress of stop-and-go traffic on limited access roadways (active Drive Connect subscription required).
NEW FOR 2023

Toyota Crown

Full-size and well-equipped, Toyota Crown is a premium sedan that’s ready for business from day one. Filled with the right technology to keep you and your fleet connected, Toyota Crown solidifies itself as an essential value to your business.

Two Hybrid Powertrains
Including the Hybrid MAX system that produces up to 340 net combined horsepower with a 30 EPA-estimated combined mpg rating.

Advanced Tech
The 12.3-in. multimedia touchscreen keeps you connected on the job without limitations.

Room to Spare
The spacious trunk confidently holds all the essentials you need to get the job done.
Efficient teams need a fuel-efficient fleet. When you choose the new Corolla Cross Hybrid, you’re choosing more time to get things done, and less time spent fueling up, with a manufacturer-estimated 42 combined mpg rating. Going back and forth is a breeze, in town or on the highway, with Corolla Cross Hybrid’s 196-horsepower engine.

Hybrid Efficiency
With an EPA-estimated 42 mpg combined, you have more time on the move and less time at the pump.

Amplified Drive
An 8-in. multimedia touchscreen puts everything you need to work smarter at your fingertips.

The Right Fit
60/40 split fold-down rear seats let you personalize the space you need for more gear and equipment.
Car & Minivan Lineup

TOYOTA CROWN

PRIUS PRIME

PRIUS

COROLLA

COROLLA HYBRID

COROLLA HATCHBACK

CAMRY

CAMRY HYBRID

MIRAI

SIENNA
2023
Toyota Crown

WHAT’S NEW
Full-size premium sedan

KEY TAKEAWAYS
Standard All-Wheel Drive (AWD)

Toyota Safety Sense™ 3.0 (TSS 3.0)\(^{16}\)

Available Advanced Park\(^{44}\)

Available Digital Key\(^{45}\) capability

Standard 12.3-in. touchscreen

Assembled in Georgetown, KY

MARCH 2023
TOYOTA CROWN

LIMITED
$39,950 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
42/41/41

NOTABLE FEATURES
✓ 2.5-Liter 4-Cyl. Hybrid, 236 net horsepower
✓ All-Wheel Drive (AWD)
✓ 19-in. multi-spoke alloy wheels
✓ 12.3-in. Toyota Audio Multimedia touchscreen
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)16
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Blind Spot Monitor (BSM)18 with Rear Cross-Traffic Alert (RCTA)19
✓ Bi-LED projector low- and high-beam headlights

XLE
$45,550 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
42/41/41

NOTABLE FEATURES
✓ Panoramic fixed glass roof
✓ Leather-trimmed, heated and ventilated front seats
✓ Heated steering wheel and rear seats
✓ Available Panoramic View Monitor49
✓ Available Digital Key® capability
✓ Rain-sensing variable intermittent windshield wipers
✓ 11-speaker JBL® audio system
✓ Quad-LED projector low- and high-beam headlights
✓ Digital Key® capability

PLATINUM
$52,530 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
29/32/30

NOTABLE FEATURES
✓ Hybrid MAX 2.4-Liter 4-Cyl. turbocharged Hybrid, 340 net horsepower
✓ Direct Shift-6AT transmission
✓ 21-in. 10-spoke alloy wheels
✓ Adaptive Variable Suspension (AVS)
✓ Paddle shifters
✓ Available bi-tone exterior color51
✓ Advanced Park44

MARCH 2023
2023 Prius

WHAT'S NEW

Bold, striking design

Connected Services trials

Distinctive headlights and taillights

Available fixed glass roof

New Hybrid Synergy Drive system

KEY TAKEAWAYS

2.0L 4-Cylinder engine with up to 196 hp

Available 12.3-in. Toyota Audio Multimedia touchscreen

Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

Safe Exit Assist

Assembled in Aichi, Japan
EPA-EST. MPG (CITY/HWY/COMB)  
FWD: 57/56/57 | AWD: 53/54/54

NOTABLE FEATURES
✓ Available Electronic On-Demand All-Wheel Drive (AWD)
✓ Bi-LED projector headlights and LED Daytime Running Lights
✓ 17-in. alloy wheels with wheel covers
✓ Rear-Seat Reminder
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Connected Services® trials
✓ Six USB-c charge ports — two front/two center console/two rear
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)
✓ Top-mount Multi-Information Display (MID)

EPA-EST. MPG (CITY/HWY/COMB)  
FWD: 52/52/52 | AWD: 49/50/49

NOTABLE FEATURES
✓ 19-in. alloy wheels
✓ Heated front seats
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Smart Key System on front doors and trunk with Push Button Start
✓ SofTex®-trimmed seats
✓ Qi-compatible wireless smartphone charging
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)

EPA-EST. MPG (CITY/HWY/COMB)  
FWD: 52/52/52 | AWD: 49/50/49

NOTABLE FEATURES
✓ 12.3-in. Toyota Audio Multimedia touchscreen
✓ 8-speaker JBL® Premium Audio including amplifier
✓ Fixed glass roof
✓ Power liftback
✓ Driver’s seat with memory function with two settings
✓ Heated and ventilated front seats
✓ Digital Key® capability
2023
Prius Prime

WHAT’S NEW
2.0L 4-Cylinder engine with 220 hp

Up to a manufacturer-est. 44-mile all-electric driving range60

0-60 in 6.6 seconds61

Driving mode system

Bold, striking design

KEY TAKEAWAYS
Overall exterior styling with flowing, one-motion silhouette

Available unique 19-in. alloy wheels

Available 12.3-in. Toyota Audio Multimedia touchscreen

Assembled in Aichi, Japan
**PRIUS PRIME**

**SE**

$32,350 STARTING MSRP

**MANUFACTURER-EST. MPG (CITY/HWY/COMB)**

53/51/52

**NOTABLE FEATURES**

✓ 220 hp
✓ Manufacturer-est. 44-mile all-electric driving range
✓ Driving mode system
✓ 17-in. alloy wheels with wheel covers
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Connected Services trials
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)
✓ Top-mount Multi-Information Display (MID)

**XSE**

$35,600 STARTING MSRP

**MANUFACTURER-EST. MPG (CITY/HWY/COMB)**

50/47/48

**NOTABLE FEATURES**

✓ Manufacturer-est. 39-mile all-electric driving range
✓ 19-in. alloy wheels
✓ Heated front seats
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Smart Key System on front doors and trunk with Push Button Start
✓ SofTex®-trimmed seats
✓ Qi-compatible wireless smartphone charging

**XSE PREMIUM**

$39,170 STARTING MSRP

**MANUFACTURER-EST. MPG (CITY/HWY/COMB)**

50/47/48

**NOTABLE FEATURES**

✓ Manufacturer-est. 39-mile all-electric driving range
✓ 12.3-in. Toyota Audio Multimedia touchscreen
✓ 8-speaker JBL® Premium Audio including amplifier
✓ Fixed glass roof
✓ Power liftback
✓ Driver’s seat with memory function with two settings
✓ Heated and ventilated front seats
✓ Digital Key capability

MARCH 2023
2023 Corolla

WHAT’S NEW

- Refreshed exterior
- Standard 2.0L powertrain
- Toyota Audio Multimedia system
- Toyota Safety Sense™ 3.0 (TSS 3.0) standard

KEY TAKEAWAYS

- LE boasts refinement and style
- SE and XSE tout sporty looks
- Available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

Assembled in
- Blue Springs, MS
- Aichi, Japan

MARCH 2023
<table>
<thead>
<tr>
<th>Model</th>
<th>Starting MSRP</th>
<th>EPA-EST. MPG (CITY/HWY/COMB)</th>
<th>NOTABLE FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>LE</td>
<td>$21,550</td>
<td>32/41/35</td>
<td>✓ 2.0L 4-Cylinder engine with 169 horsepower</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>✓ LED headlights and taillights</td>
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<td></td>
<td>✓ 60/40-split, fold-down rear seat</td>
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<td></td>
<td></td>
<td>✓ 8-in. Toyota Audio Multimedia touchscreen</td>
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<td></td>
<td></td>
<td></td>
<td>✓ Wireless Apple CarPlay® and Android Auto™ compatibility</td>
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<td></td>
<td></td>
<td>✓ Connected Services trials</td>
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<td></td>
<td>✓ Four USB-c ports</td>
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<td>✓ Automatic climate control</td>
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<td></td>
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<td></td>
<td>✓ Toyota Safety Sense™ 3.0 (TSS 3.0)</td>
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<td></td>
<td>✓ 13.1 cu. ft. of cargo volume</td>
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<tr>
<td></td>
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<td></td>
<td>✓ Super Ultra Low Emission Vehicle (SULEV-30)</td>
</tr>
<tr>
<td>SE</td>
<td>$23,990</td>
<td>31/40/34</td>
<td>✓ LED headlights with Daytime Running Lights (DRL) and accent lighting</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>✓ 18-in. alloy wheels with graphite-colored finish</td>
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<td></td>
<td></td>
<td></td>
<td>✓ 8-in. touchscreen</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>✓ Premium sport seats</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>✓ Smart Key System with Push Button Start</td>
</tr>
<tr>
<td>XSE</td>
<td>$26,700</td>
<td>31/40/34</td>
<td>✓ Power tilt/slide moonroof</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>✓ 7-in. Fully Digital Gauge Cluster</td>
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<tr>
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<td></td>
<td></td>
<td>✓ SofTex®-trimmed, heated front sport seats</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)</td>
</tr>
</tbody>
</table>

MARCH 2023
2023 Corolla Hybrid

WHAT'S NEW
- Refreshed exterior
- Available All-Wheel Drive (AWD)
- New SE and XLE grades
- Standard 1.8L powertrain
- Toyota Audio Multimedia system
- Toyota Safety Sense™ 3.0 (TSS 3.0)\textsuperscript{16} standard

KEY TAKEAWAYS
- Up to 50 mpg combined (EPA-est.)
- Available Blind Spot Monitor (BSM)\textsuperscript{18} with Rear Cross-Traffic Alert (RCTA)\textsuperscript{19}
- Available All-Wheel Drive (AWD)
- New grades available

Assembled in Aichi, Japan

MARCH 2023
COROLLA HYBRID

HYBRID LE
$22,800 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
Up to 53/46/5063

NOTABLE FEATURES
✓ Available All-Wheel Drive (AWD)
✓ Multi-function in-key remote keyless entry
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Toyota Audio Multimedia touchscreen
✓ 4.2-in. Multi-Information Display (MID)
✓ 60/40 split-fold-down rear seat
✓ Connected Services’ trials
✓ LED headlights, taillights and stop lights
✓ 16-in. alloy wheels
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)16
✓ Ultra Low Emission Vehicle 70 (ULEV-70)

HYBRID SE
$25,240 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
Up to 50/43/4763

NOTABLE FEATURES
✓ Available All-Wheel Drive (AWD)
✓ LED headlights with Daytime Running Lights (DRL) and accent lighting
✓ 18-in. alloy wheels with graphite-colored finish
✓ Premium fabric sport seats
✓ 18-in. alloy wheels with graphite-colored finish
✓ 7-in. Fully Digital Gauge Cluster
✓ Power tilt/slide moonroof
✓ SofTex®-trimmed heated front seats

HYBRID XLE
$26,600 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
53/46/5063

NOTABLE FEATURES
✓ 16-in. alloy wheels
✓ 7-in. Fully Digital Gauge Cluster
✓ Power tilt/slide moonroof
✓ SofTex®-trimmed heated front seats
2023
Corolla Hatchback

WHAT'S NEW
Refreshed exterior
Toyota Audio Multimedia system
Toyota Safety Sense™ 3.0 (TSS 3.0) standard

KEY TAKEAWAYS
LED headlights and taillights
8-in. touchscreen
Available 18-in. alloy wheels
Smart Key System with Push Button Start
Available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

Assembled in Aichi, Japan
SE
$23,005 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
32/41/35

NOTABLE FEATURES
✓ 2.0L 4-Cylinder engine with 169 horsepower
✓ LED headlights and taillights
✓ 16-in. alloy wheels
✓ 60/40 split fold-down rear seats
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Connected Services® trials
✓ Smart Key System with Push Button Start
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)
✓ Up to 23.0 cu. ft. of cargo volume
✓ Super Ultra Low Emission Vehicle (SULEV-30)

XSE
$26,430 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
30/38/33

NOTABLE FEATURES
✓ Integrated LED fog lights
✓ 18-in. alloy wheels with graphite-colored finish
✓ Dual zone automatic climate control
✓ 7-in. Fully Digital Gauge Cluster
✓ SofTex®-trimmed heated front seats
✓ 8-way power-adjustable driver’s seat
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
2023 Camry

WHAT’S NEW
Camry SE Nightshade exclusive 19-in. TRD matte bronze-finished alloy wheels and blacked-out accents

Camry TRD exclusive Underground with Midnight Black Metallic roof exterior color

KEY TAKEAWAYS
All-Wheel Drive available on five gas grades

Available 3.5-Liter V6 engine with 301 hp

Toyota Safety Sense™ 2.5+ (TSS 2.5+)

Standard 8-way power-adjustable driver’s seat

Assembled in Georgetown, KY
CAMRY

**LE**
$26,220 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
28/39/32

**NOTABLE FEATURES**
✓ 203 hp
✓ Available Dynamic Torque Control
✓ All-Wheel Drive (AWD)
✓ Dual zone automatic climate control
✓ 7-in. touchscreen
✓ Apple CarPlay® and Android Auto™ compatibility
✓ Connected Services® trials
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)®
✓ 15.1 cu. ft. of cargo volume
✓ FWD: Super Ultra Low Emissions Vehicle (SULEV)
✓ AWD: Ultra Low Emission Vehicle (ULEV)

**XLE**
$30,970 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
27/38/31

**NOTABLE FEATURES**
✓ 9-in. touchscreen
✓ 7-in. Multi-Information Display (MID)
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Full-Speed Range Dynamic Radar Cruise Control (DRCC)
✓ Qi-compatible wireless smartphone charging
✓ Leather-trimmed, heated front seats
✓ Smart Key System with Push Button Start
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

**XLE V6**
$36,095 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
22/33/26

**NOTABLE FEATURES**
✓ 301 hp
✓ Panoramic glass roof with power tilt/slide moonroof
✓ 9-speaker JBL® audio system
✓ 10-in. Head-Up Display (HUD)
CAMRY

SE
$27,760 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
28/39/32

NOTABLE FEATURES
✓ Black front grille with sport mesh insert
✓ Color-keyed sport side rocker panels and rear spoiler
✓ Sport SofTex®-trimmed front seats
✓ Leather-trimmed steering wheel with paddle shifters
✓ Sport-tuned suspension

XSE
$31,520 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
27/38/31

NOTABLE FEATURES
✓ 9-in. touchscreen
✓ Qi-compatible wireless smartphone charging
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
✓ 19-in. gloss-black alloy wheels
✓ 7-in. Multi-Information Display (MID)
✓ Ambient interior lighting
✓ Available 10-in. color Head-Up Display (HUD)
✓ Available Panoramic View Monitor
✓ Available two-tone exterior color (black roof)

XSE V6
$36,645 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
22/32/26

NOTABLE FEATURES
✓ 301 hp
✓ Panoramic glass roof with power tilt/slide moonroof
✓ 9-speaker JBL® audio system
✓ 10-in. Head-Up Display (HUD)

MARCH 2023
2023 Camry Hybrid

WHAT'S NEW
Camry SE Nightshade exclusive 19-in. TRD matte bronze-finished alloy wheels and blacked-out accents Camry TRD exclusive Underground with Midnight Black Metallic roof exterior color

KEY TAKEAWAYS
Toyota Safety Sense™ 2.5+ (TSS 2.5+) Standard 8-way power-adjustable driver’s seat

Up to 47 mpg combined (EPA-est.) for Hybrid XSE

Assembled in Georgetown, KY
CAMRY HYBRID

EPA-EST. MPG (CITY/HWY/COMB)
51/53/5265

NOTABLE FEATURES
✓ 208 hp net comb.
✓ Dual zone automatic climate control
✓ 7-in. touchscreen
✓ Apple CarPlay® and Android Auto™ compatibility
✓ 6 speakers
✓ Connected Services® trials
✓ Smart Key System with Push Button Start
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)
✓ 15.1 cu. ft. of cargo volume
✓ Super Ultra Low Emission Vehicle (SULEV)

HYBRID LE
$28,355 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
44/47/4665

NOTABLE FEATURES
✓ 9-in. touchscreen
✓ 7-in. Multi-Information Display (MID)
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Leather-trimmed, heated front seats
✓ 8-way power-adjustable front passenger seat
✓ Qi-compatible wireless smartphone charging
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

Hybrid XLE
$33,245 STARTING MSRP
### CAMRY HYBRID

#### HYBRID SE

- **Starting MSRP:** $29,890
- **EPA-EST. MPG (City/Hwy/Comb):** 44/47/46
- **Notable Features:**
  - 208 hp net comb.
  - Dual zone automatic climate control
  - 7-in. touchscreen
  - Apple CarPlay® and Android Auto™ compatibility
  - Smart Key System with Push Button Start
  - Leather-trimmed steering wheel with paddle shifters
  - Sport-tuned suspension
  - 18-in. black, machined-finish alloy wheels
  - Sport SofTex®-trimmed front seats with fabric inserts

#### HYBRID XSE

- **Starting MSRP:** $33,795
- **EPA-EST. MPG (City/Hwy/Comb):** 44/47/46
- **Notable Features:**
  - Available two-tone exterior color (black roof)
  - 9-in. touchscreen
  - Qi-compatible wireless smartphone charging
  - Integrated backup camera with dynamic gridlines
  - Overhead console with map lights and sunglasses storage
  - HomeLink® universal transceiver
  - Ambient interior lighting
  - Available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

MARCH 2023
2023 Mirai

WHAT’S NEW
Mirai has no changes for 2023.

KEY TAKEAWAYS
Two-grade lineup: XLE and Limited

Fuel cell electric powertrain offers smooth performance and zero emissions

Complimentary fuel for up to 6 years or $15,000, whichever comes first69

10-year/150,000-mile battery warranty31

Assembled in Aichi, Japan
**MIRAI**

**XLE**

$49,500 STARTING MSRP

**MANUFACTURER-EST. MPGe (CITY/HWY/COMB)**

76/71/74

**NOTABLE FEATURES**

✓ 182-hp fuel cell electric powertrain
✓ 12.3-in. touchscreen
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ 14-speaker JBL® audio system
✓ Connected Services® trials
✓ SofTex®-trimmed, heated front seats
✓ Smart Key System with Push Button Start
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
✓ Zero Emission Vehicle (ZEV)

**LIMITED**

$66,000 STARTING MSRP

**MANUFACTURER-EST. MPGe (CITY/HWY/COMB)**

67/64/65

**NOTABLE FEATURES**

✓ Dual panoramic moonroof
✓ Three-zone automatic climate control
✓ Color Head-Up Display (HUD)
✓ SofTex®-trimmed, heated, and ventilated front and rear seats
✓ Digital rear view mirror
✓ Panoramic View Monitor® with 360-degree Overhead View
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)
2023 Sienna

WHAT'S NEW
25th Anniversary Special Edition

KEY TAKEAWAYS
Standard hybrid powertrain with up to 36 mpg combined (EPA-est.)

Only hybrid van with available All-Wheel Drive (AWD)

Standard Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

Available hands-free, dual power-sliding side doors and liftgate with power-open-and-close functionality

Assembled in Princeton, IN
EPA-EST. MPG (CITY/HWY/COMB)
36/36/36

NOTABLE FEATURES
✓ 245 hp net comb.
✓ Available Electronic On-Demand All-Wheel Drive (AWD)
✓ Dual power-sliding side doors
✓ Six speakers
✓ 9-in. touchscreen
✓ Apple CarPlay® and Android Auto™ compatibility
✓ Toyota Safety Sense™ 2.0 (TSS 2.0)™
✓ Blind Spot Monitor (BSM)™ with Rear Cross-Traffic Alert (RCTA)™
✓ 33.5/75.2/101.0 cu. ft. of cargo volume
✓ Super Ultra Low Emission Vehicle (SULEV)

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/36/36 | AWD: 35/36/35

NOTABLE FEATURES
✓ Integrated wide-angle LED fog lights
✓ Hands-free dual power-sliding side doors and liftgate
✓ Power tilt/slide moonroof
✓ Eight speakers
✓ Four-zone automatic climate control
✓ Sport SofTex® trimmed seats
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Smart Key System with Push Button Start
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/36/36 | AWD: 35/36/35

NOTABLE FEATURES
✓ Sport-calibrated Electric Power Steering (EPS)
✓ 20-in. alloy wheels
✓ Black side rocker panels and outside mirrors
✓ Metallic-black Sport mesh front grille
✓ Dynamic Navigation™ trial
✓ SofTex®-trimmed, heated front seats
✓ Driver Easy Speak
✓ Sport-tuned suspension
**Sienna**

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**25th Anniversary Special Edition**

$47,420 Starting MSRP

**EPA-EST. MPG (City/HWY/Comb)**

FWD: 36/36/36

<table>
<thead>
<tr>
<th>Notable Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 25th Anniversary Edition rear badge</td>
</tr>
<tr>
<td>✓ Black AWD badge (AWD only)</td>
</tr>
<tr>
<td>✓ Premium leather-trimmed, heated and ventilated front seats</td>
</tr>
<tr>
<td>✓ Leather-trimmed, heated, power tilt/telescopic steering wheel</td>
</tr>
</tbody>
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**Limited**

$48,395 Starting MSRP

**EPA-EST. MPG (City/HWY/Comb)**

FWD: 36/36/36

<table>
<thead>
<tr>
<th>Notable Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 18-in. alloy wheels</td>
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<tr>
<td>✓ Chrome-finish roof rails</td>
</tr>
<tr>
<td>✓ Leather-trimmed first- and second-row seating</td>
</tr>
<tr>
<td>✓ Ventilated front seats</td>
</tr>
<tr>
<td>✓ Second-row captain’s chairs with ottoman</td>
</tr>
<tr>
<td>✓ Manual second- and third-row sunshades</td>
</tr>
<tr>
<td>✓ 12-speaker JBL® audio system</td>
</tr>
<tr>
<td>✓ Qi-compatible wireless smartphone charging</td>
</tr>
<tr>
<td>✓ 7-in. Multi-Information Display (MID)</td>
</tr>
</tbody>
</table>

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**Platinum**

$51,595 Starting MSRP

**EPA-EST. MPG (City/HWY/Comb)**

FWD: 36/36/36

<table>
<thead>
<tr>
<th>Notable Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 20-in. alloy wheels (FWD)</td>
</tr>
<tr>
<td>✓ Heated second-row seats</td>
</tr>
<tr>
<td>✓ 10-in. color Head-Up Display (HUD)</td>
</tr>
<tr>
<td>✓ Panoramic View Monitor</td>
</tr>
<tr>
<td>✓ Heated steering wheel</td>
</tr>
</tbody>
</table>
Crossover & SUV Lineup

HIGHLANDER

HIGHLANDER HYBRID

SEQUOIA

VENZA

RAV4

RAV4 HYBRID

RAV4 PRIME

COROLLA CROSS

COROLLA CROSS HYBRID

4RUNNER

bZ4X
2023 Highlander

WHAT’S NEW

New 2.4-Liter turbocharged engine, 265 hp

Updated Toyota Audio Multimedia with wireless Apple CarPlay® and Android Auto™ compatibility

Available 12.3-in. Multi-Information Display (MID)

KEY TAKEAWAYS

Available height-adjustable power liftgate

Available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)

Standard 8-way power-adjustable driver’s seat

Assembled in Princeton, IN
**HIGHLANDER**

**L**

$36,420 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**

FWD: 22/29/25\(^{23}\) | AWD: 21/28/24\(^{23}\)

**NOTABLE FEATURES**

✓ 265 hp
✓ Available Dynamic Torque Control All-Wheel Drive (AWD)
✓ Height-adjustable power liftgate\(^{72}\)
✓ Wireless Apple CarPlay\(^{47}\) and Android Auto\(^{TM}\) compatibility
✓ Five USB ports\(^{53}\)
✓ 7-in. Multi-Information Display (MID)
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)\(^{16}\)
✓ Smart Key System with Push Button Start
✓ 84.3/48.4/16.0 cu. ft. of cargo volume\(^{39}\)

**LE**

$40,420 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**

FWD: 22/29/25\(^{23}\) | AWD: 21/28/25\(^{23}\)

**NOTABLE FEATURES**

✓ LED fog lights
✓ Blind Spot Monitor (BSM)\(^{18}\) with Rear Cross-Traffic Alert (RCTA)\(^{19}\)

**XLE**

$41,820 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**

FWD: 22/29/25\(^{23}\) | AWD: 21/28/24\(^{23}\)

**NOTABLE FEATURES**

✓ Roof rails
✓ Mirror with HomeLink\(^{56}\) universal transceiver
✓ Qi-compatible wireless smartphone charging\(^{58}\)
✓ SofTex®-trimmed, heated front seats
✓ 10-way power-adjustable driver’s seat

MARCH 2023
HIGHLANDER

XSE
$43,415 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 22/29/25 | AWD: 21/28/24

NOTABLE FEATURES
✓ Available Dynamic Torque Vectoring
✓ All-Wheel Drive (AWD)
✓ Sport-tuned suspension
✓ Sport style front bumper, lower spoiler and mesh front grille
✓ Color-keyed side rocker panels with chrome lower trim
✓ Twin-tip exhaust
✓ 20-in. alloy wheels
✓ Ambient interior lighting

LIMITED
$46,075 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 22/29/25 | AWD: 21/28/24

NOTABLE FEATURES
✓ High-output LED fog lights
✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay and Android Auto compatibility
✓ Dynamic Navigation trial
✓ Leather-trimmed, ventilated front seats
✓ Heated steering wheel
✓ Available 12.3-in. Multi-Information Display (MID)
✓ Hands-free power liftgate
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)
✓ One 120V outlet

PLATINUM
$49,075 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 22/29/25 | AWD: 21/28/24

NOTABLE FEATURES
✓ Adaptive Front-Lighting System (AFS)
✓ Auto leveling headlights
✓ Power panoramic view moon roof
✓ 10-in. color Head-Up Display (HUD)
✓ Digital rearview mirror
✓ Rain-sensing wipers
✓ Panoramic View Monitor
✓ Heated second row

MARCH 2023
2023 Highlander Hybrid

WHAT’S NEW
Updated Toyota Audio Multimedia with wireless Apple CarPlay® and Android Auto™ compatibility
Available 12.3-in. Multi-Information Display (MID)

KEY TAKEAWAYS
Available in both Front-Wheel- and All-Wheel-Drive configurations for all grades
Standard height-adjustable power liftgate
Available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
Standard 8-way power-adjustable driver’s seat

Assembled in Princeton, IN

MARCH 2023
HIGHLANDER HYBRID

HYBRID LE
$40,220 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/36 | AWD: 35/35/35

NOTABLE FEATURES
✓ 243 hp net comb
✓ Available Electronic On-Demand All-Wheel Drive (AWD)
✓ Height-adjustable power liftgate
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ 8-in. touchscreen
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)
✓ Smart Key System with Push Button Start
✓ 84.3/48.4/16.0 cu. ft. of cargo volume
✓ Super Ultra Low Emission Vehicle 30 (SULEV)

HYBRID XLE
$43,220 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/36 | AWD: 35/35/35

NOTABLE FEATURES
✓ Power tilt/slide moonroof
✓ Roof rails
✓ 7-in. Multi-Information Display (MID)
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Qi-compatible wireless smartphone charging
✓ SofTex®-trimmed, heated front seats
✓ 10-way power-adjustable driver’s seat

BRONZE EDITION
$45,980 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/36 | AWD: 35/35/35

NOTABLE FEATURES
✓ 18-in. bronze-colored alloy wheels
✓ LED-strip Daytime Running Lights (DRL)
✓ Hands-free power liftgate
✓ Outside mirrors with reverse tilt-down and memory
✓ Puddle lights with integrated Highlander logo
✓ Ambient interior lighting
✓ Digital rearview mirror
✓ 1500W power outlet
✓ Rain-sensing wipers

MARCH 2023
HIGHLANDER HYBRID

HYBRID LIMITED
$47,475 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/3675  |  AWD: 35/34/3575

NOTABLE FEATURES
✓ High-output LED fog lights
✓ 11-speaker JBL® audio system
✓ Dynamic Navigation trial
✓ Leather-trimmed, ventilated front seats
✓ Heated steering wheel
✓ Driver Easy Speak
✓ Hands-free power liftgate
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)59
✓ 1500W power outlet72
✓ Cargo area tonneau cover

HYBRID PLATINUM
$50,675 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/3675  |  AWD: 35/34/3575

NOTABLE FEATURES
✓ Adaptive Front-Lighting System (AFS)
✓ Auto-leveling headlights
✓ Power panoramic view moonroof
✓ 12.3-in. touchscreen
✓ 10-in. color Head-Up Display (HUD)
✓ Digital rearview mirror
✓ Rain-sensing wipers
✓ Panoramic View Monitor49
✓ Heated second row

MARCH 2023
2023 Sequoia

WHAT’S NEW
New TRD Pro and Capstone models

Standard i-FORCE MAX Twin Turbo V6 Hybrid Powertrain

Increased towing capacity of up to 9,520 lb.41 with Integrated Trailer Brake Controller76

Available 14-in. Toyota Audio Multimedia touchscreen

KEY TAKEAWAYS
437 hp/583 lb.-ft.

6-in. sliding third row

Available 14-in. Toyota Audio Multimedia touchscreen

10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)

Assembled in San Antonio, TX
### SR5
- $58,365 STARTING MSRP
- EPA-EST. MPG (CITY/HWY/COMB): RWD: 21/24/22 | 4WD: 19/22/20
- Notable Features:
  - Available: 18-in. alloy wheels
  - Available: Toyota Safety Sense™ 2.5 (TSS 2.5)
  - Available: 8-in. Toyota Audio Multimedia touchscreen with 8-speaker audio system
  - Available: Panoramic View Monitor
  - Available: Power tilt/slide moonroof with sliding sunshade
  - Available: i-FORCE MAX Twin-Turbo V6 Hybrid
  - Available: 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
  - Available: RWD or 4WD

### LIMITED
- $64,765 STARTING MSRP
- EPA-EST. MPG (CITY/HWY/COMB): RWD: 21/24/22 | 4WD: 19/22/20
- Notable Features:
  - Available: 20-in. gray-painted and machined-finish alloy wheels
  - Available: SofTex®-trimmed seats; 8-way power-adjustable driver and front passenger seats
  - Available: 14-in. Toyota Audio Multimedia touchscreen with 8-speaker audio system
  - Available: Available TRD Off-Road Package (4WD vehicles only)
  - Available: Heated steering wheel
  - Available: i-FORCE MAX Twin-Turbo V6 Hybrid
  - Available: 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
  - Available: RWD or 4WD

### PLATINUM
- $70,965 STARTING MSRP
- EPA-EST. MPG (CITY/HWY/COMB): RWD: 21/24/22 | 4WD: 19/22/20
- Notable Features:
  - Available: 20-in. machined-finish black alloy wheels
  - Available: Premium LED headlights, LED Daytime Running Lights (DRL) and sequential turn signals
  - Available: Power tilt/slide panoramic roof with power sunshade
  - Available: 14-in. Toyota Audio Multimedia touchscreen with 14 JBL® speakers including subwoofer and amplifier
  - Available: Available Load-leveling Rear Height Control Air Suspension plus Adaptive Variable Suspension (AVS) system
  - Available: i-FORCE MAX Twin-Turbo V6 Hybrid
  - Available: 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
  - Available: RWD or 4WD
WHAT'S NEW
Standard LED projector headlights
Available 12.3-in. Fully Digital Gauge Cluster

KEY TAKEAWAYS
Wireless Apple CarPlay® and Android Auto™ compatibility
12.3-in. Fully Digital Gauge Cluster
Standard Toyota Safety Sense™ 2.5+ (TSS 2.5+)
Standard hybrid powertrain with 219 net hp
Panoramic View Monitor
Standard Electronic On-Demand All-Wheel Drive (AWD)
39 mpg combined (EPA-est.)
Star Gaze® fixed panoramic roof

Assembled in Aichi, Japan

VENZA
VENZA

LE
$34,120 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
40/37/39

NOTABLE FEATURES
✓ 219 hp net comb.
✓ Electronic On-Demand All-Wheel Drive (AWD)
✓ Six speakers
✓ 8-in. touchscreen
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Connected Services™ trials
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)™
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
✓ 28.8/55.1 cu. ft. of cargo volume (seats up/down)
✓ Super Ultra Low Emission Vehicle (SULEV)

XLE
$38,330 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
40/37/39

NOTABLE FEATURES
✓ 219 hp net comb.
✓ Silver roof rails
✓ 19-in. Super Chrome alloy wheels
✓ Available 12.3-in. Multi-Information Display (MID)
✓ Heated front seats
✓ LED fog lights
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)

LIMITED
$42,265 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
40/37/39

NOTABLE FEATURES
✓ 219 hp net comb.
✓ 9-speaker JBL® audio system
✓ 12.3-in. Fully Digital Gauge Cluster
✓ 4-way power-adjustable passenger seat
✓ Panoramic View Monitor™
✓ SofTex®-trimmed, heated and ventilated front seats
✓ Digital rearview mirror
✓ Available Star Gaze® fixed panoramic roof

MARCH 2023
2023 RAV4

WHAT’S NEW
Refreshed exterior design with new Bi-LED projector low- and high-beam headlights

Updated Toyota Audio Multimedia with wireless Apple CarPlay® and Android Auto™ compatibility

Available 8-way adjustable front passenger seat

Available 12.3-in. Multi-Information Display (MID) screen

KEY TAKEAWAYS
6-speaker audio system with 8-in. touchscreen

Wireless Apple CarPlay® and Android Auto™ compatibility

Multi-LED headlights with Automatic High Beams

Standard Toyota Safety Sense™ 2.5 (TSS 2.5)

Assembled in Ontario, Canada
RAV4

**LE**
$33,770 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
FWD: 27/35/30 | AWD: 27/34/30

**NOTABLE FEATURES**
✓ 203-hp 4-Cyl. engine
✓ Available All-Wheel Drive (AWD)
✓ Exterior LED lighting
✓ 8-in. touchscreen
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Eco, SPORT and NORMAL drive modes
✓ Trailer-Sway Control (TSC)
✓ Toyota Safety Sense™ 2.5 (TSS 2.5)
✓ 37.6/69.8 cu. ft. of cargo volume (seats up/down)

**XLE**
$37,195 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
FWD: 27/34/30 | AWD: 27/33/29

**NOTABLE FEATURES**
✓ Smart Key System with Push Button Start
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
✓ 17-in. alloy wheels
✓ Dual zone automatic climate control
✓ Five USB ports

**XLE PREMIUM**
$35,880 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
FWD: 27/34/30 | AWD: 27/33/29

**NOTABLE FEATURES**
✓ Bi-LED projector low- and high-beam headlights
✓ Power tilt/slide moonroof
✓ Available 19-in. alloy wheels
✓ SofTex®-trimmed seating
✓ Height-adjustable power liftgate
✓ Integrated fog lights
✓ Power tilt/slide moonroof

MARCH 2023
RAV4

ADVENTURE
$33,770 STARTING MSRP46

EPA-EST. MPG (CITY/HWY/COMB)
AWD: 25/33/2880

NOTABLE FEATURES
✓ Dynamic Torque Vectoring All-Wheel Drive (TV-AWD)
✓ Digital gauge cluster
✓ 7-in. Multi-Information Display (MID)
✓ Multi-Terrain Select (MTS)
✓ 19-in. 6-spoke alloy wheels
✓ 3,500-lb. maximum towing capacity41
✓ Unique split-bar upper grille
✓ Available power tilt/slide moonroof

TRD OFF-ROAD
$37,195 STARTING MSRP46

EPA-EST. MPG (CITY/HWY/COMB)
AWD: 25/32/2880

NOTABLE FEATURES
✓ Red contrast interior stitching and accents
✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay®47 and Android Auto™48 compatibility
✓ Power tilt/slide moonroof
✓ Available 12.3-in. Multi-Information Display (MID)
✓ TRD-stamped front skid plate
✓ Red shock absorbers
✓ TRD-tuned suspension
✓ 18-in. matte-black TRD flow-formed alloy wheels
✓ Falken®82 All-Terrain tires
✓ TRD all-weather floor mats and cargo liner83
✓ Height-adjustable power liftgate72

LIMITED
$35,880 STARTING MSRP46

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 27/35/3080 | AWD: 25/33/2880

NOTABLE FEATURES
✓ Available Dynamic Torque Vectoring All-Wheel Drive
✓ 8-in. touchscreen
✓ Available 11 JBL®50 speakers
✓ Dynamic Navigation15 trial
✓ 12.3-in. Multi-Information Display (MID)
✓ Digital rearview mirror with HomeLink®56 universal transceiver
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)59

MARCH 2023
2023 RAV4 Hybrid

WHAT'S NEW
Updated Toyota Audio Multimedia with wireless Apple CarPlay®47 and Android Auto™48 compatibility

Available 12.3-in Multi-Information Display (MID)

KEY TAKEAWAYS
Hybrid powertrain with 219 net hp

Standard Electronic On-Demand All-Wheel Drive (AWD)

Smart Key System on front doors and liftgate

Assembled in Georgetown, KY
**RAV4 HYBRID**

**HYBRID LE**
$32,920 STARTING MSRP**

**EPA-EST. MPG (CITY/HWY/COMB)**
41/38/40**

**NOTABLE FEATURES**
- 219 hp net comb.
- Electronic On-Demand All-Wheel Drive (AWD)
- Exterior LED lighting
- 17-in. alloy wheels
- Dual zone automatic climate control
- Wireless Apple CarPlay® and Android Auto™ compatibility
- 60/40-split, reclining fold-flat rear seat
- Trailer-Sway Control (TSC)™
- Toyota Safety Sense™ 2.5 (TSS 2.5)**
- 37.6/69.8 cu. ft. of cargo volume (seats up/down)**

**HYBRID XLE**
$35,885 STARTING MSRP**

**EPA-EST. MPG (CITY/HWY/COMB)**
41/38/40**

**NOTABLE FEATURES**
- Five USB ports**
- Smart Key System with Push Button Start
- Blind Spot Monitor (BSM)** with Rear Cross-Traffic Alert (RCTA)**

**HYBRID XLE PREMIUM**
$38,530 STARTING MSRP**

**EPA-EST. MPG (CITY/HWY/COMB)**
41/38/40**

**NOTABLE FEATURES**
- Power tilt/slide moonroof
- 18-in. alloy wheels
- Available Multi-Terrain Select (MTS)
- SofTex®-trimmed seating
- Height-adjustable power liftgate
- Integrated fog lights

MARCH 2023
RAV4 HYBRID

HYBRID SE
$32,920 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
41/38/40

NOTABLE FEATURES
✓ 18-in. multi-spoke black sport alloy wheels
✓ Blue ambient interior illumination
✓ Blue-accented interior
✓ Front LED accent lights

HYBRID XSE
$35,885 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
41/38/40

NOTABLE FEATURES
✓ 9-in. touchscreen
✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay® and Android Auto™ compatibility
✓ Two-tone exterior colors
✓ Vertical LED accent lights
✓ Available 12.3-in Multi-Information Display (MID)
✓ Analog hybrid power meter
✓ Heated front seats
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Available hands-free power liftgate
✓ Available panoramic glass roof

HYBRID LIMITED
$38,530 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
41/38/40

NOTABLE FEATURES
✓ 18-in. metallic finish alloy wheels
✓ Dark brown-accented interior
✓ Available 11 JBL® speakers
✓ 2-position memory
✓ Puddle lights
✓ Ventilated front seats
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)
2023
RAV4 Prime

WHAT'S NEW
Updated Toyota Audio Multimedia with wireless Apple CarPlay®47 and Android Auto™48 compatibility

Available 12.3-in Multi-Information Display (MID)

KEY TAKEAWAYS
Most powerful RAV4, with 302 combined horsepower

Standard Electronic On-Demand

All-Wheel Drive (AWD)

Up to 94 MPGe combined (EPA-est.)85

42-mile EV Mode driving range (EPA-est.)86

2,500-lb. towing capacity41

Assembled in Georgetown, KY
**SE**

$39,800 STARTING MSRP

EPA-EST. MPG/MPGe (COMB)
38/94

**NOTABLE FEATURES**
✓ 302-hp net powertrain
✓ Exterior LED lighting
✓ 18-in. alloy wheels
✓ Heated front seats
✓ 8-in. touchscreen
✓ Wireless Apple CarPlay® and Android Auto™ compatibility
✓ Dual-zone automatic climate control
✓ Smart Key System with Push Button Start
✓ Blind Spot Monitor (BSM)™ with Rear Cross-Traffic Alert (RCTA)™
✓ 33.5/69.8 cu. ft. of cargo volume (seats up/down)
✓ Toyota Safety Sense™ 2.5 (TSS 2.5)™

**XSE**

$43,125 STARTING MSRP

EPA-EST. MPG/MPGe (COMB)
38/94

**NOTABLE FEATURES**
✓ Standard LED projector headlights
✓ 19-in. alloy wheels
✓ 9-in. touchscreen
✓ SofTex®-trimmed seats
✓ Qi-compatible wireless smartphone charging
✓ Auto-dimming rearview mirror with HomeLink® universal transceiver
✓ Power tilt/slide moonroof
✓ Anti-theft system with alarm and engine immobilizer
✓ Available 12.3-in. Fully Digital Gauge Cluster
✓ 12.3-in. Multi-Information Display (MID)
2023 Corolla Cross

WHAT’S NEW
Corolla Cross was introduced in 2022.

KEY TAKEAWAYS
A crossover based on the ever-popular Corolla sedan.

Three-grade lineup with standard tow rating and available AWD on all grades

8.1-in. ground clearance and available roof rails provide added convenience

Assembled in Huntsville, AL
**EPA-EST. MPG (CITY/HWY/COMB)**
FWD: 31/33/3287 | AWD: 29/32/3087

**NOTABLE FEATURES**
✓ 169 hp
✓ Available All-Wheel Drive (AWD)
✓ 8-in. touchscreen
✓ Six speakers
✓ Wireless Apple CarPlay®47 and Android Auto™48 compatibility
✓ Connected Services7 trials
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)16
✓ 1,500-lb. towing capacity41
✓ Up to 24 cu. ft. of cargo volume39
✓ Super Ultra Low Emission Vehicle 30 (SULEV 30)
2023 Corolla Cross Hybrid

WHAT’S NEW
Corolla Cross Hybrid is an entirely new model for 2023.

KEY TAKEAWAYS
A crossover based on the ever-popular Corolla sedan

Three-grade lineup with standard tow rating and Electronic On-Demand All-Wheel Drive (AWD) on all grades

8.0-in. ground clearance and available roof rails provide added convenience

Assembled in Huntsville, AL

MARCH 2023
**COROLLA CROSS HYBRID**

**MANUFACTURER-EST. MPG (CITY/HWY/COMB)**
45/38/42

**NOTABLE FEATURES**
- ✓ 196 hp
- ✓ Electronic On-Demand All-Wheel Drive (AWD)
- ✓ 8-in. touchscreen
- ✓ 6 speakers
- ✓ Wireless Apple CarPlay® and Android Auto™ compatibility
- ✓ Connected Services® trials
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)®
- ✓ 1,500-lb. towing capacity®
- ✓ 21.5 cu. ft. of cargo volume®

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**MANUFACTURER-EST. MPG (CITY/HWY/COMB)**
45/38/42

**NOTABLE FEATURES**
- ✓ LED projector headlights
- ✓ 17-in. alloy wheels
- ✓ Black roof rails
- ✓ Qi-compatible wireless smartphone charging®
- ✓ Smart Key System with Push Button Start
- ✓ Blind Spot Monitor (BSM)® with Rear Cross-Traffic Alert (RCTA)®

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**MANUFACTURER-EST. MPG (CITY/HWY/COMB)**
45/38/42

**NOTABLE FEATURES**
- ✓ LED taillights and fog lights
- ✓ 18-in. alloy wheels
- ✓ Dual-zone automatic climate control
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ SofTex®-trimmed, heated front seats
- ✓ 10-way power-adjustable driver’s seat
- ✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)®
2023 4Runner

WHAT’S NEW
New TRD Sport model

Blind Spot Monitor (BSM)\(^ {18}\) with Rear Cross-Traffic Alert (RCTA)\(^ {19}\)

Standard LED headlights

Standard Rear-Seat Reminder\(^ {15}\)

Available Multi-Terrain Monitor (MTM)\(^ {88}\)

KEY TAKEAWAYS
Eight grades, including TRD models

Tough body-on-frame construction

Available part-time or full-time 4-Wheel Drive

Available Multi-Terrain Select (MTS) and Crawl Control (CRAWL)\(^ {89}\)

Standard 8-way power-adjustable driver’s seat

Assembled in Aichi, Japan
**EPA-EST. MPG (CITY/HWY/COMB)**
RWD & 4WD: 16/19/17\(^90\)

**NOTABLE FEATURES**
- ✓ 270 hp
- ✓ Available part-time 4WD
- ✓ LED headlights and fog lights
- ✓ Engine and front suspension skid plates
- ✓ 8-in. touchscreen
- ✓ Apple CarPlay® and Android Auto™ compatibility
- ✓ Rear Seat Reminder®
- ✓ Smart Key System with Push Button Start
- ✓ Toyota Safety Sense™ P (TSS-P)\(^66\)
- ✓ Low Emission Vehicle II (LEV-II)

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**EPA-EST. MPG (CITY/HWY/COMB)**
RWD & 4WD: 16/19/17\(^90\)

**NOTABLE FEATURES**
- ✓ Blind Spot Monitor (BSM)\(^18\) with Rear Cross-Traffic Alert (RCTA)\(^19\)
- ✓ Auto-dimming rearview mirror
- ✓ HomeLink® universal transceiver
- ✓ SofTex®-trimmed,\(^57\) heated front seats
- ✓ Dynamic Navigation\(^15\) trial
- ✓ Available Panoramic View Monitor\(^49\)

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**EPA-EST. MPG (CITY/HWY/COMB)**
RWD & 4WD: 16/19/17\(^90\)

**NOTABLE FEATURES**
- ✓ X-REAS Sport Enhancement Suspension
- ✓ 20-in. alloy wheels
- ✓ Color-keyed bumpers, door handles and TRD hood scoop
- ✓ Black SofTex®-trimmed\(^57\) seating with gray contrast stitching
- ✓ TRD Sport carpet floor mats\(^83\)
- ✓ TRD shift knob
<table>
<thead>
<tr>
<th>Model</th>
<th>MSRP</th>
<th>EPA-EST. MPG (CITY/HWY/COMB)</th>
<th>NOTABLE FEATURES</th>
</tr>
</thead>
</table>
| TRD OFF-ROAD           | $43,400      | RWD & 4WD: 16/19/17          | ✓ Standard part-time 4WD  
✓ Locking rear differential  
✓ Multi-Terrain Select (MTS) and Crawl Control (CRAWL)  
✓ Available Kinetic Dynamic Suspension System (KDSS)  
✓ Carbon-fiber pattern center console storage compartment  
✓ TRD shift knob  
✓ TRD Off-Road floor mats  
✓ Premium Audio Package with available Dynamic Navigation |
| TRD OFF-ROAD PREMIUM   | $45,980      | RWD & 4WD: 16/19/17          | ✓ SofTex®-trimmed seats  
✓ Heated power outside mirrors with turn signal indicators  
✓ Crawl Control (CRAWL) and Multi-Terrain Select (MTS)  
✓ Electronic locking rear differential  
✓ Smart Key System with Push Button Start  
✓ Hill Start Assist Control (HAC)  
✓ Auto-dimming rearview mirror  
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA) |
| LIMITED                | $48,790      | RWD & 4WD: 16/19/17          | ✓ Leather-trimmed, heated and ventilated front seats  
✓ 15-speaker JBL® audio system  
✓ Dual zone automatic climate control  
✓ Full-time 4WD  
✓ X-REAS Sport Enhancement Suspension  
✓ Front and rear parking assist sonar  
✓ Power tilt/slide moonroof  
✓ Available automatic running boards |
4RUNNER

40TH ANNIVERSARY SPECIAL EDITION
$47,120 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
RWD & 4WD: 16/19/17

NOTABLE FEATURES
✓ 17-in. bronze-colored alloy wheels
✓ Heritage “TOYOTA” front color-keyed grille
✓ Bronze-colored “40th Anniversary” rear external hard badge
✓ Bronze-colored external emblem overlays
✓ Unique racing-inspired tri-color striped graphics
✓ Black SofTex®-trimmed with bronze-colored accent stitching
✓ Heated front seats; 8-way power-adjustable driver’s seat with power tilt/slide moonroof with sunshade
✓ 40th Anniversary Special Edition logo embossed on driver and front passenger headrests
✓ Bronze-colored “40th Anniversary” interior emblem on dash

TRD PRO
$54,020 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
RWD & 4WD: 16/19/17

NOTABLE FEATURES
✓ TRD Pro-stamped front aluminum skid plate
✓ 17-in. matte-black flow-form TRD alloy wheels
✓ Heated power outside mirrors
✓ TRD roof rack
✓ Unique “TOYOTA” front grille
✓ Black “TRD PRO” external hard badges
✓ Color-keyed door handles
✓ Front and rear mudguards
✓ Multi-Terrain Monitor (MTM) with selectable front, side or rear views

MARCH 2023
WHAT'S NEW
All-new battery electric structure
Available All-Wheel Drive (AWD)

KEY TAKEAWAYS
e-TNGA Platform
All-Wheel Drive (AWD) with X-MODE
201 hp with 196 lb.-ft. of max torque
EPA-estimated driving range of up to 252 miles for FWD models
12.3-in. Toyota Audio Multimedia touchscreen

Assembled in Aichi, Japan
**XLE**

$42,000 STARTING MSRP

**EPA-EST. MPGe (COMB)**

119\(^3\)

**NOTABLE FEATURES**

✓ Toyota Safety Sense™ 3.0 (TSS 3.0)\(^{16}\)
✓ Fixed panoramic roof with power sunshade
✓ SofTex®-/fabric-trimmed\(^{57}\) seats with abundant leg room
✓ Wireless Apple CarPlay\(^{47}\) and Android Auto\(^{48}\) compatibility
✓ 3-year Remote Connect\(^{8}\) and 3-year Drive Connect\(^{94}\) trials

**LIMITED**

$46,700 STARTING MSRP

**EPA-EST. MPGe (COMB)**

114\(^3\)

**NOTABLE FEATURES**

✓ Toyota Safety Sense™ 3.0 (TSS 3.0)\(^{16}\)
✓ 12.3-in. Toyota Audio Multimedia touchscreen
✓ Fixed panoramic roof with power sunshade
✓ Multi-LED projector low- and high-beam headlights
✓ Panoramic View Monitor\(^{49}\)
✓ Available split roof rear spoiler
✓ Wireless Apple CarPlay\(^{47}\) and Android Auto\(^{48}\) compatibility
✓ 3-year Remote Connect\(^{8}\) and 3-year Drive Connect\(^{94}\) trials
✓ Digital Key\(^{45}\) capability
Truck Lineup

TACOMA

TUNDRA

TUNDRA i-FORCE MAX
2023 Tacoma

WHAT'S NEW
Celestial Silver Metallic exterior color

Blue Crush Metallic exterior color

KEY TAKEAWAYS
Standard Tow Package on all V6 models

Dual zone automatic climate control on all V6 AT models

Standard 9.4-in. ground clearance

6,800-lb. maximum towing capacity and 1,685-lb. maximum payload capacity

Assembled in Baja, Mexico
SR
$27,750 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 20/23/21 | 4x4: 19/22/20

NOTABLE FEATURES
✓ 159 hp, 180 lb.-ft. torque 2.7L 4-Cyl.
✓ Available 4WDemand part-time 4WD
✓ Standard Tow Package (V6 only)
✓ Engine and front suspension skid plates
✓ Dual-zone automatic climate control (V6 only)
✓ 7-in. touchscreen
✓ Apple CarPlay™ and Android Auto™ compatibility
✓ Connected Services® trials
✓ Toyota Safety Sense™ P (TSS-P)
✓ Low Emission Vehicle III (LEV-III)
✓ Rear parking assist sonar

SR5
$30,430 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 20/23/21 | 4x4: 19/22/20

NOTABLE FEATURES
✓ Integrated fog lights
✓ 16-in. alloy wheels
✓ 8-in. touchscreen
✓ 10-way power-adjustable driver’s seat (V6 only)
✓ Power-sliding rear window (Double Cab V6 only)

LIMITED
$40,505 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 19/24/21 | 4x4: 18/22/20

NOTABLE FEATURES
✓ 278 hp, 265 lb.-ft. torque 3.5L V6
✓ LED headlights
✓ Power tilt/slide moonroof
✓ Dynamic Navigation® trial
✓ Qi-compatible wireless smartphone charging
✓ Leather-trimmed, heated front seats
✓ Panoramic View Monitor®
✓ Smart Key System with Push Button Start
✓ Blind Spot Monitor (BSM)™ and Rear Cross-Traffic Alert (RCTA)
✓ Rear parking assist sonar
TRD SPORT

$34,660 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 19/24/21\textsuperscript{96} | 4x4: 18/22/20\textsuperscript{96}

NOTABLE FEATURES
✓ 278 hp; 265-lb.-ft. torque
✓ Available 6-speed manual transmission
✓ 17-in. alloy wheels
✓ Hood scoop
✓ 8-in. touchscreen
✓ Smart Key System with Push Button Start
✓ Qi-compatible wireless smartphone charging\textsuperscript{58}
✓ 120V/400W deck-mounted AC power outlet\textsuperscript{74}
✓ Sport-tuned suspension

TRD OFF-ROAD

$35,940 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 19/24/21\textsuperscript{96} | 4x4: 18/22/20\textsuperscript{96}

NOTABLE FEATURES
✓ 16-in. alloy wheels
✓ Electronically controlled locking rear differential
✓ Inclinometer with roll/pitch displays
✓ TRD Off-Road-tuned suspension with Bilstein\textsuperscript{89} shocks
✓ Available Crawl Control (CRAWL)\textsuperscript{89}
✓ Available Multi-Terrain Select
2023 Tundra

WHAT'S NEW
This third-generation full-size truck redefines modern capability and technology.

KEY TAKEAWAYS
New i-FORCE 3.5-Liter, twin-turbo V6 delivers more power and efficiency than the previous 5.7-Liter V8

12,000-lb. maximum towing capacity and a range of advanced towing convenience features

4WDemand part-time 4WD available on all grades, with advanced off-roading features available on select grades

Next-generation Audio Multimedia platform with available 14-in. touchscreen

Assembled in San Antonio, TX
TUNDRA

SR
$37,865 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/24/2099 | 4x4: 17/23/1999

NOTABLE FEATURES
✓ 348-hp i-FORCE 3.5-Liter twin-turbo V6
✓ 10-speed automatic transmission
✓ Choice of Double or CrewMax cabs
✓ Available 4WDemand part-time 4WD
✓ 8-in. touchscreen with wireless Apple CarPlay® and Android Auto™ compatibility
✓ Toyota Safety Sense™ 2.5 (TSS 2.5)™

SR5
$43,370 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/23/2099 | 4x4: 17/23/1999

NOTABLE FEATURES
✓ 389-hp i-FORCE 3.5-Liter twin-turbo V6
✓ Drive Mode Select with Sport and Eco modes
✓ 18-in. SR5 alloy wheels with P265/70R tires
✓ Front grille with color-keyed frame and black horizontal bar
✓ Deck rail header and side rails with adjustable tie-down cleats
✓ LED fog lights

LIMITED
$49,465 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/23/2099 | 4x4: 17/22/1999

NOTABLE FEATURES
✓ Available 437-hp 3.5-Liter twin-turbo V6 hybrid
✓ 20-in. alloy wheels with P265/60R tires
✓ Chrome-finishing window molding and door handles
✓ Color-keyed side mirrors with LED turn signals
✓ 14-in. touchscreen
✓ Illuminated center console storage bin and glove box
✓ Soft-touch IP, center console and door surfaces
✓ SofTex®-trimmed, heated/ventilated, 8-way front seats
✓ Dual zone climate control
TUNDRA

PLATINUM
$60,005 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/23/20** | 4x4: 17/22/19**

NOTABLE FEATURES
✓ Power tilt/slide panoramic roof with power sunshade
✓ Premium LED headlights with Daytime Running Lights (DRL) with automatic leveling
✓ 20-in. platinum dark-painted alloy wheels
✓ 12-speaker JBL® audio system
✓ Front and rear door LED pocket lights
✓ Ambient interior lighting
✓ Rear door sunshades
✓ Driver’s-seat memory function
✓ Heated and ventilated front and rear seats
✓ Heated power tilt/telescopic steering wheel

1794 EDITION
$60,360 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/23/20** | 4x4: 17/22/19**

NOTABLE FEATURES
✓ Chrome-finish “TUNDRA” stamped grille valance
✓ Chrome-finish sideview mirrors and rear bumper accents
✓ 20-in. machined-finish alloy wheels
✓ American walnut wood-grain interior trim
✓ Laser-etched “1794 EDITION” passenger-side instrument panel badge

MARCH 2023
2023 Tundra i-FORCE MAX

WHAT’S NEW
This third-generation full-size truck redefines modern capability and technology.

KEY TAKEAWAYS
Available i-FORCE MAX powertrain features a completely new hybrid design for incredible power and efficiency

A hybrid truck producing 437 horsepower and 583 lb.-ft. of torque

Next-generation Audio Multimedia platform with available 14-in. touchscreen

Assembled in San Antonio, TX
**Limited i-FORCE MAX**
$54,915 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
4x2: 20/24/22 | 4x4: 19/22/21

<table>
<thead>
<tr>
<th>NOTABLE FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 10-speed automatic transmission</td>
</tr>
<tr>
<td>✓ CrewMax cab with 5.5-ft. or 6.5-ft. bed</td>
</tr>
<tr>
<td>✓ 20-in. alloy wheels with P265/60R tires</td>
</tr>
<tr>
<td>✓ Available 4WDemand part-time 4-Wheel Drive</td>
</tr>
<tr>
<td>✓ Drive Mode Select with Sport and Eco modes</td>
</tr>
<tr>
<td>✓ 14-in. touchscreen</td>
</tr>
<tr>
<td>✓ Deck rail header and side rails with adjustable tie-down cleats</td>
</tr>
<tr>
<td>✓ SofTex®-trimmed, heated/ventilated, 8-way front seats</td>
</tr>
<tr>
<td>✓ Dual zone climate control</td>
</tr>
</tbody>
</table>

**Platinum i-FORCE MAX**
$63,005 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
4x2: 20/24/22 | 4x4: 19/22/21

<table>
<thead>
<tr>
<th>NOTABLE FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Power tilt/slide panoramic roof with power sunshade</td>
</tr>
<tr>
<td>✓ Premium LED headlights with Daytime Running Lights (DRL) with automatic leveling</td>
</tr>
<tr>
<td>✓ 20-in. platinum dark-painted alloy wheels</td>
</tr>
<tr>
<td>✓ 12-speaker JBL® audio system</td>
</tr>
<tr>
<td>✓ Front and rear door LED pocket lights</td>
</tr>
<tr>
<td>✓ Ambient interior lighting</td>
</tr>
<tr>
<td>✓ Rear-door sunshades</td>
</tr>
<tr>
<td>✓ Driver’s-seat memory function</td>
</tr>
<tr>
<td>✓ Heated and ventilated rear seats</td>
</tr>
<tr>
<td>✓ Heated, power tilt/telescopic steering wheel</td>
</tr>
</tbody>
</table>

**1794 i-FORCE MAX**
$63,705 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
4x2: 20/24/22 | 4x4: 19/22/21

<table>
<thead>
<tr>
<th>NOTABLE FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Chrome-finish “TUNDRA” stamped grille valance</td>
</tr>
<tr>
<td>✓ Chrome-finish sideview mirrors and rear bumper accents</td>
</tr>
<tr>
<td>✓ 20-in. machined-finish alloy wheels</td>
</tr>
<tr>
<td>✓ American walnut wood-grain interior trim</td>
</tr>
<tr>
<td>✓ Laser-etched “1794 EDITION” passenger-side instrument panel badge</td>
</tr>
</tbody>
</table>
DISCLOSURES

*Vehicles shown may be prototypes, shown with optional features, or, using visual effects. Screen depiction at actual size.

5. Includes our joint venture plant in Alabama.
7. Toyota Connected Services depend on factors outside Toyota's control in order to operate, including 4G network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded, including access to response center and emergency support. Services vary by vehicle and are subject to change at any time without notice. Requires app download and registration and subscription after trial (if applicable). Terms of Use apply.
8. Use only if aware of circumstances surrounding vehicle it is illegal to do so (e.g., do not remotely start a gasoline engine in an enclosed space or if vehicle is occupied by a child). Remote Connect depends on certain factors outside of Toyota's control in order to operate, including 4G network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Services vary by vehicle and are subject to change at any time without notice. Requires app download and registration and subscription after trial (if applicable). Terms of Use apply.
9. Safety Connect® depends on factors outside of Toyota's control in order to operate, including 4G cellular network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Services vary by vehicle and are subject to change at any time without notice. Requires app download and registration and subscription after trial (if applicable). Terms of Use apply.
10. Requires cellular network availability, a cellular connection and GPS signal. May not work in all areas. See Owner's Manual for conditions and restrictions.
11. Remote Connect is available on vehicles with manual transmissions.
12. Service Connect depends on certain factors outside of Toyota's control in order to operate, including 4G cellular network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Information provided is based on the last time data was collected from vehicle and is not real-time data. Services vary by vehicle and are subject to change at any time without notice. Terms of Use apply.
13. Service not available everywhere or in every vehicle. Depends on 4G cellular network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Up to 5 devices can be supported using connected service. Services subject to change at any time without notice. The Wi-Fi Connect trial begins at the time of enrollment and expires the earlier of 3GB of data use or 1-month trial period ends. Paid subscription required after trial. Integrated Streaming requires separate subscriptions to third-party service providers. Data charges may apply. Visit www.toyota.com/entune/ for full details.
14. Restrictions and exclusions apply. Valid only in the continental U.S. and Alaska. Go to https://myhybrid.att.com/#/Toyota/learn/languagencode/US for terms and conditions. 14. Destination Assist requires a trial or subscription to Drive Connect. Drive Connect availability and accuracy depend on certain factors outside of Toyota's control in order to operate, including 4G cellular network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded. Services subject to change at any time without notice. Requires app download and registration and subscription after trial (if applicable). Terms of Use apply.
15. Terms of Use apply.
16. Toyota Safety Sense™ effectiveness is dependent on many factors including road, weather and vehicle conditions. Drivers are responsible for their own safe driving. Always pay attention to your surroundings and drive safely. See Owner's Manual for limitations.
17. Toyota Safety Sense™ effectiveness is dependent on many factors including road, weather and vehicle conditions. Drivers are responsible for their own safe driving. Always pay attention to your surroundings and drive safely. See Owner's Manual for limitations.
18. 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). MY22 vehicles tested.
19. 5-star ratings are part of the NHTSA’s Top Safety Pick+ program. For more information, visit https://www.safercar.gov/ptsii/WptTopSafetyPick.
20. EPA-estimated 29 city/32 highway/30 combined mpg rating for 2023 Toyota Crown Platinum. 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.
22. For more information, visit driveconnect.toyota.com.
23. Building and/or parking structures may limit system effectiveness. Stolen vehicle police report required to use Stolen Vehicle Locator. For additional assistance contact the Toyota Brand Engagement Center at 1-800-331-4331.
24. Toyota R&D has access to personal information you provide through these services, with the exception of owner's name and vehicle identification number.
25. For more information, visit https://pressroom.toyota.com/toyota-to-achieve-its-five-year-u-s-investment-commitment-one-year-early/.
27. Toyota Care coverage is subject to the Toyota Care Terms and Conditions. Coverage is limited to 5 no-deductible accidents. Toyota Care coverage continues as long as your vehicle is under warranty.
28. Toyota Care coverage is subject to the Toyota Care Terms and Conditions. Coverage is limited to 5 no-deductible accidents. Toyota Care coverage continues as long as your vehicle is under warranty.
29. Toyota Care coverage is subject to the Toyota Care Terms and Conditions. Coverage is limited to 5 no-deductible accidents. Toyota Care coverage continues as long as your vehicle is under warranty.
31. A Safety Connect® trial is included for up to 10 years on select vehicles with paid Connected Services packages. See your Toyota dealer for details. 4G network dependent.
32. For more information, visit https://pressroom.toyota.com/toyota-financial-services-issues-fifth-green-bond-reinforcing-toyotas-commitment-to-sustainability/.
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35. For more information, visit https://pressroom.toyota.com/toyota-financial-services-issues-fifth-green-bond-reinforcing-toyotas-commitment-to-sustainability/.
36. Autotrader is a registered trademark and used with permission. See your Toyota dealer for additional restrictions and exclusions. Valid only in the continental U.S.
38. EPA-estimated 29 city/32 highway/30 combined mpg rating for 2023 Toyota Crown XL8 and Limited. EPA-estimated 29 city/32 highway/30 combined mpg rating for 2023 Toyota Crown Platinum. 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.
Contact Us

toyota.com/fleet
(800) 732-2798

It’s Just Smart Business.