2024 Fleet Guide

It's Just Smart Business.
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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.

Toyopet Crown arrives in the U.S.

Prius — the world’s first mass-produced gas-and-electric hybrid — arrives in the U.S.

The all-electric bZ4X SUV debuts in the U.S.

Toyota Crown nameplate 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 early3
$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.

- **36 Years**: Time spent manufacturing vehicles in the U.S.
- **30+ Million**: Vehicles assembled in the U.S. and counting
- **9+ Million**: Projected vehicles manufactured globally in 2022
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.4

Recognized as a Top 10 Diversity Leader
Received 15 consecutive perfect scores for LGBTQ+ workplace equality
Honored for investments in minority businesses totaling $3 billion
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.²

- 14 Active manufacturing plants in North America⁵
- +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
- PRIUS
- SIENNA
- RAV4
- COROLLA CROSS
- TOYOTA CROWN
- COROLLA

**PLUG-IN HYBRID**
- HIGHLANDER
- 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
- 70% Electrified Vehicles
- 23% Battery Electric Vehicles + Fuel Cell Electric 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,7 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.
Enjoy 24/7 Connectivity

Toyota’s available Connected Services*, 7 help provide Toyota Fleet managers with added convenience, safety and peace of mind.

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

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

**Destination Assist**
- 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**
- 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.

**Service Connect**
- Receive vehicle alerts from your preferred dealer when maintenance is required.
- Get updates on fuel level, mileage, applicable recalls and more.
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
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)\textsuperscript{16} and the Star Safety System\textsuperscript{TM}, as well as comprehensive airbag\textsuperscript{17} arrangements and standout safety tech like an available Blind Spot Monitor (BSM)\textsuperscript{18} with Rear Cross-Traffic Alert (RCTA).\textsuperscript{19}
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™ APPLICABILITY**

### Toyota Safety Sense™: Across the Lineup

<table>
<thead>
<tr>
<th>TSS 3.0</th>
<th>Camry</th>
<th>Mirai</th>
<th>RAV4 Prime</th>
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<tbody>
<tr>
<td>Toyota Crown</td>
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<td>Prius</td>
<td>Camry Hybrid</td>
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<td>Corolla Cross</td>
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<td>Venza</td>
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<td>Corolla Hatchback</td>
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<tr>
<td>Grand Highlander</td>
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**TSS 2.5+**

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<tr>
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<th>Sequoia</th>
<th>RAV4</th>
<th>RAV4 Hybrid</th>
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<tr>
<td>Camry</td>
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<td>Venza</td>
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**TSS 2.5**

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<th>TSS-P</th>
<th>Tacoma</th>
<th>4Runner</th>
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<td>Tundra</td>
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<td>RAV4 Hybrid</td>
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**TSS 2.0**

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**JANUARY 2024**
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**

STAR SAFETY SYSTEM™
The Bright Future of Mobility

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.

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

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.

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.
Lasting Value for Many Miles Ahead

Backed by outstanding sales numbers, automaker accolades, consumer evangelism and an ever-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.

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.29

Awards & Accolades
Toyota’s award-winning vehicles race ahead of the competition, picking up multiple IIHS, NHTSA and Kelley Blue Book33 value awards.

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.32

Total Cost of Ownership
Reliability, durability and efficiency lead to Toyota models that are built to last and affordable to maintain.
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 Pick
Four Toyota models awarded TOP SAFETY PICK and eight models awarded TOP SAFETY PICK+.

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

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

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

2021 Autotrader Best New Car Award
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.

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.

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.

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 and Government Toyota Fleet Advantage (TFA) program, drop-ship locations and Toyota Fleet Advantage dealers.

As part of the TFA 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 TFA dealers can be found at fleet.toyota.com.
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.

<table>
<thead>
<tr>
<th>FLEET CUSTOMER SERVICES GROUP</th>
<th>(800) 732-2798</th>
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<tbody>
<tr>
<td>Monday through Friday, 7:00 a.m. - 4:00 p.m. (Central Time)</td>
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</table>

- **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

<table>
<thead>
<tr>
<th>FLEET FIELD MANAGERS</th>
</tr>
</thead>
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| **Paula Knox**  
  (832) 499-0893  
  PKnox@gstoyota.com  
  TX, AR, OK, LA, MS |
| **Egor Agafonov**  
  (816) 746-2138  
  Egor.Agafonov@toyota.com  
  CT, NY, NJ |
| **Ryan Martin**  
  (954) 803-1924  
  Ryan.Martin@setoyota.com  
  NC, SC, GA |
| **Sharon Trapp**  
  (310) 953-6815  
  Sharon.Trapp@toyota.com  
  OH, MI, KY, TN, WV, VA, DC |
| **Michael Sanders**  
  (469) 292-1833  
  Michael.Sanders@toyota.com  
  ME, NH, VT, MA, RI, PA, DE, MD |
| **John O’Donoghue**  
  (954) 429-2212  
  John.Odonoghue@setoyota.com  
  FL, AL |
| **Scott Kalina**  
  (630) 907-6418  
  Scott.Kalina@toyota.com  
  IL, IN, WI, ND, SD, KS, MO, IA, NE, MN |
| **Robert Larson**  
  (469) 292-2414  
  Robert.Larson@toyota.com  
  AK, AZ, CA, CO, ID, MT, NV, NM, OR, UT, WA, WY |
| **Eric Schuttee**  
  (310) 795-9896  
  Eric.Schuttee@toyota.com |
| **Liz Zembik**  
  (469) 292-2790  
  Liz.Zembik@setoyota.com |
| **Shierylen Uchida**  
  (310) 974-7482  
  Shierylen.Uchida@toyota.com |
| **Ryan Martin**  
  (954) 803-1924  
  Ryan.Martin@setoyota.com |
| **Sharon Trapp**  
  (310) 953-6815  
  Sharon.Trapp@toyota.com  
  OH, MI, KY, TN, WV, VA, DC |
| **Michael Sanders**  
  (469) 292-1833  
  Michael.Sanders@toyota.com  
  ME, NH, VT, MA, RI, PA, DE, MD |
| **John O’Donoghue**  
  (954) 429-2212  
  John.Odonoghue@setoyota.com  
  FL, AL |
| **Scott Kalina**  
  (630) 907-6418  
  Scott.Kalina@toyota.com  
  IL, IN, WI, ND, SD, KS, MO, IA, NE, MN |
| **Robert Larson**  
  (469) 292-2414  
  Robert.Larson@toyota.com  
  AK, AZ, CA, CO, ID, MT, NV, NM, OR, UT, WA, WY |

JANUARY 2024
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-GEN

Tacoma

The all-new 2024 Tacoma. Reengineered from the ground up, and known for its toughness and durability, it continues to deliver excellent value, featuring multiple powertrain options and cab/bed configurations to give fleet managers the choices they want.

Fold-Down Passenger Seatback
Space for more. Fold down XtraCab’s passenger seatback to reveal a lockable storage area. Its passenger seat can also lay down flat to create an expanded workspace.

Available i-FORCE MAX
Tacoma is powerfully prepared. With its turbocharged 2.4-liter 4-cylinder i-FORCE MAX hybrid powertrain that produces up to 326 horsepower and 465 lb.-ft or torque, Tacoma is ready.

Latest Interior Tech
Tacoma is up to date on tech. Standard Smart Key System with Push Button Start gets you going without missing a beat, and the available 14-in. touchscreen display keeps you connected on and off the jobsite.
XtraCab & Double Cab

The new Tacoma XtraCab and Double Cab Long Bed go big on storage capacity and payload. Tacoma’s available 6,500-lb. tow rating and the XtraCab’s extended bed length confirm Tacoma’s commitment to being a hardworking, valuable fleet vehicle.

Performance

Tacoma Double Cab’s i-FORCE MAX hybrid drivetrain provides up to 326 horsepower and 465 lb.-ft of torque.

XtraCab Long Bed

The two-door Tacoma comes standard with a six-foot bed, while the four-door Double Cab comes with a five-foot or six-foot bed.

Maximum Storage & Utility

Tacoma’s XtraCab configuration allows for maximum storage and utility. Fully customize your cargo area and access lockable storage for your most valuable gear.

Payload

With an available tow rating of 6,500 pounds and an available payload of 1,709 pounds, Tacoma is ready to put in some serious work.
With smart tech, storage and plenty of room to comfortably seat up to eight, the first-ever Grand Highlander is ready to take on your business’s needs. Take advantage of its spacious full-size third row that’ll offer more comfort for everyone.

**Cargo Capacity**
With every seat up, Grand Highlander leaves you with 20.7 cu. ft. of space in the rear cargo area. When cargo takes precedence, fold down the seats to reveal an impressive 97.5 cu. ft. of space.

**Three Powertrains**
Whether gas, hybrid or Hybrid MAX, and with available all-wheel drive capability, Grand Highlander has a drive that best fits your business.

**Modern Tech**
Grand Highlander is outfitted with innovative systems that are all about making the drive as comfortable as possible. From safety to convenience, these intelligent features help get the job done.
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 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 you’ll get to every destination with ease.

**Impressive Performance**

The most fuel-efficient Prius ever, with an EPA-estimated rating of up to 57 mpg combined.42

**Arriving Made Simple**

Enable Prius’ available hands-free Advanced Park43 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.
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.
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)\textsuperscript{16}

Available Advanced Park\textsuperscript{43}

Available Digital Key\textsuperscript{46} capability

Standard 12.3-in. touchscreen

Assembled in Georgetown, KY

JANUARY 2024
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 Monitor41
✓ Available Digital Key46 capability
✓ Rain-sensing variable intermittent windshield wipers
✓ 11-speaker JBL® audio system
✓ Quad-LED projector low- and high-beam headlights

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 color43
✓ Advanced Park43

JANUARY 2024
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
**PRIUS**

**LE**  
$27,450 STARTING MSRP

**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)

**XLE**  
$30,895 STARTING MSRP

**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 charging
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)

**LIMITED**  
$34,465 STARTING MSRP

**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 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

EPA-est. up to 44-mile all-electric driving range\(^4\)

0-60 in 6.6 seconds\(^\text{61}\)

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

**XSE**  
$35,600 STARTING MSRP

**XSE PREMIUM**  
$39,170 STARTING MSRP

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**EPA-EST. MPG (CITY/HWY/COMB)**  
53/51/52

**NOTABLE FEATURES**

- 220 hp
- EPA-est. up to 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)

**EPA-EST. MPG (CITY/HWY/COMB)**  
50/47/48

**NOTABLE FEATURES**

- EPA-est. up to 44-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 charging

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**EPA-EST. MPG (CITY/HWY/COMB)**  
50/47/48

**NOTABLE FEATURES**

- EPA-est. up to 44-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 memory function with two settings
- Heated and ventilated front seats
- Digital Key® capability

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JANUARY 2024
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
**LE**

$21,700 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
- ✓ 60/40-split, fold-down rear seat
- ✓ 8-in. Toyota Audio Multimedia touchscreen
- ✓ Wireless Apple CarPlay® and Android Auto™ compatibility
- ✓ Connected Services® trials
- ✓ Four USB-C ports®
- ✓ Automatic climate control
- ✓ Toyota Safety Sense™ 3.0 (TSS 3.0)®
- ✓ 13.1 cu. ft. of cargo volume  
- ✓ Super Ultra Low Emission Vehicle (SULEV-30)

**SE**

$24,140 STARTING MSRP  
EPA-EST. MPG (CITY/HWY/COMB) 31/40/34  
**NOTABLE FEATURES**
- ✓ LED headlights with Daytime Running Lights (DRL) and accent lighting
- ✓ 18-in. alloy wheels with graphite-colored finish
- ✓ 8-in. touchscreen
- ✓ Premium sport seats
- ✓ Smart Key System with Push Button Start

**XSE**

$26,850 STARTING MSRP  
EPA-EST. MPG (CITY/HWY/COMB) 31/40/34  
**NOTABLE FEATURES**
- ✓ Power tilt/slide moonroof
- ✓ 7-in. Fully Digital Gauge Cluster
- ✓ SofTex®-trimmed, heated front sport seats
- ✓ Blind Spot Monitor (BSM)® with Rear Cross-Traffic Alert (RCTA)®

JANUARY 2024
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) standard

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

Assembled in Aichi, Japan
COROLLA HYBRID

HYBRID LE
$23,050 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
$25,490 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
✓ 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
**COROLLA HATCHBACK**

**SE**

$23,155 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
32/41/3544

**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)16
✓ Up to 23.0 cu. ft. of cargo volume41
✓ Super Ultra Low Emission Vehicle (SULEV-30)

**XSE**

$26,580 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
30/38/3344

**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®-trimmed58 heated front seats
✓ 8-way power-adjustable driver’s seat
✓ Blind Spot Monitor (BSM)18 with Rear Cross-Traffic Alert (RCTA)19
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) 28/39/326

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+)4
✓ 15.1 cu. ft. of cargo volume41
✓ FWD: Super Ultra Low Emissions Vehicle (SULEV)
✓ AWD: Ultra Low Emission Vehicle (ULEV)

XLE $30,970 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB) 27/38/316

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)21
✓ Qi-compatible wireless charging59
✓ Leather-trimmed, heated front seats
✓ Smart Key System with Push Button Start
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)19

XLE V6 $36,095 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB) 22/33/266

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 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)
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+)\textsuperscript{16}
Standard 8-way power-adjustable driver’s seat
Up to 47 mpg combined (EPA-est.) for Hybrid XSE\textsuperscript{65}

Assembled in Georgetown, KY
HYBRID LE
$28,355 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
51/53/52

NOTABLE FEATURES
✓ 208 hp net comb.
✓ Dual zone automatic climate control
✓ 7-in. touchscreen
✓ Apple CarPlay® and Android Auto™ compatibility
✓ Six 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 XLE
$33,245 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
44/47/46

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 charging
✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)
CAMRY HYBRID

HYBRID SE
$29,890 STARTING MSRP$7

EPA-EST. MPG (CITY/HWY/COMB)
44/47/46$6

NOTABLE FEATURES
✓ 208 hp net comb.
✓ Dual zone automatic climate control
✓ 7-in. touchscreen
✓ Apple CarPlay®66 and Android Auto™67 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®-trimmed68 front seats with fabric inserts

HYBRID XSE
$33,795 STARTING MSRP$7

EPA-EST. MPG (CITY/HWY/COMB)
44/47/46$6

NOTABLE FEATURES
✓ Available two-tone exterior color (black roof)$53
✓ 9-in. touchscreen
✓ Qi-compatible wireless charging$59
✓ Integrated backup camera with dynamic gridlines$68
✓ Overhead console with map lights and sunglasses storage
✓ HomeLink®$67 universal transceiver
✓ Ambient interior lighting
✓ Available Blind Spot Monitor (BSM)$18 with Rear Cross-Traffic Alert (RCTA)$19
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 first

10-year/150,000-mile battery warranty

Assembled in Aichi, Japan
MANUFACTURER-EST. MPGe (CITY/HWY/COMB)
76/71/74 \(^7\)

**NOTABLE FEATURES**
- ✓ 182-hp fuel cell electric powertrain
- ✓ 12.3-in. touchscreen
- ✓ Wireless Apple CarPlay\(^{49}\) and Android Auto\(^{50}\) compatibility
- ✓ 14-speaker JBL\(^{52}\) audio system
- ✓ Connected Services\(^{5}\) trials
- ✓ SofTex\(^{58}\)-trimmed,\(^{58}\) heated front seats
- ✓ Smart Key System with Push Button Start
- ✓ Toyota Safety Sense\(^{TM}\) 2.5+ (TSS 2.5+)\(^{16}\)
- ✓ Blind Spot Monitor (BSM)\(^{18}\) with Rear Cross-Traffic Alert (RCTA)\(^{19}\)
- ✓ Zero Emission Vehicle (ZEV)
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
LE
$36,135 STARTING MSRP

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)

XLE
$41,445 STARTING MSRP

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)

XSE
$43,695 STARTING MSRP

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
JANUARY 2024
SIENNA

25TH ANNIVERSARY SPECIAL EDITION
$47,420 STARTING MSRP

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

NOTABLE FEATURES
✓ 25th Anniversary Edition rear badge
✓ Black AWD badge (AWD only)
✓ Premium leather-trimmed, heated and ventilated front seats
✓ Leather-trimmed, heated, power tilt/telescopic steering wheel

LIMITED
$48,395 STARTING MSRP

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

NOTABLE FEATURES
✓ 18-in. alloy wheels
✓ Chrome-finish roof rails
✓ Leather-trimmed first- and second-row seating
✓ Ventilated front seats
✓ Second-row captain’s chairs with ottoman
✓ Manual second- and third-row sunshades
✓ 12-speaker JBL® audio system
✓ Qi-compatible wireless charging
✓ 7-in. Multi-Information Display (MID)

PLATINUM
$51,595 STARTING MSRP

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

NOTABLE FEATURES
✓ 20-in. alloy wheels (FWD)
✓ Heated second-row seats
✓ 10-in. color Head-Up Display (HUD)
✓ Panoramic View Monitor
✓ Heated steering wheel

JANUARY 2024
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

Assembled in Princeton, IN
**LE**
$39,020 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
FWD: 22/29/25\(^4\) | AWD: 21/28/25\

**NOTABLE FEATURES**
✓ LED fog lights
✓ Blind Spot Monitor (BSM)\(^8\) with Rear Cross-Traffic Alert (RCTA)\(^9\)

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**XLE**
$42,020 STARTING MSRP

**EPA-EST. MPG (CITY/HWY/COMB)**
FWD: 22/29/25\(^4\) | AWD: 21/28/24\(^7\)

**NOTABLE FEATURES**
✓ Roof rails
✓ Mirror with HomeLink\(^6\)^{57} universal transceiver
✓ Qi-compatible wireless charging\(^5\)^{59}
✓ SofTex\(^8\)-trimmed, \(^{58}\) heated front seats
✓ 10-way power-adjustable driver’s seat

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**JANUARY 2024**
HIGHLANDER

**XSE**
$43,615 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 22/29/25\(^4\) | AWD: 21/28/24\(^4\)

**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\(^4\) | AWD: 21/28/24\(^4\)

**NOTABLE FEATURES**
✓ High-output LED fog lights
✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay\(^4\) and Android Auto\(^5\) compatibility
✓ Dynamic Navigation\(^7\) trial
✓ Leather-trimmed, ventilated front seats
✓ Heated steering wheel
✓ Available 12.3-in. Multi-Information Display (MID)
✓ Hands-free power liftgate\(^7\)
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)\(^6\)
✓ One 120V outlet\(^7\)

**PLATINUM**
$49,475 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 22/29/25\(^4\) | AWD: 21/28/24\(^4\)

**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\(^5\)
✓ Heated second row
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
HIGHLANDER HYBRID

HYBRID LE
$40,620 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
$43,620 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 charging
✓ SofTex®-trimmed, heated front seats
✓ 10-way power-adjustable driver’s seat

JANUARY 2024
HYBRID LIMITED
$47,875 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/3674  |  AWD: 35/34/3574

NOTABLE FEATURES
✓ High-output LED fog lights
✓ 11-speaker JBL® audio system
✓ Dynamic Navigation73 trial
✓ Leather-trimmed, ventilated front seats
✓ Heated steering wheel
✓ Driver Easy Speak
✓ Hands-free power liftgate72
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)60
✓ 1500W power outlet76
✓ Cargo area tonneau cover

HYBRID PLATINUM
$51,075 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
FWD: 36/35/3674  |  AWD: 35/34/3574

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 Monitor51
✓ Heated second row
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. with Integrated Trailer Brake Controller
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
SEQOIA

SR5
$58,300 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
RWD: 21/24/2276 | 4WD: 19/22/2076

NOTABLE FEATURES
✓ 18-in. alloy wheels
✓ Toyota Safety Sense™ 2.5 (TSS 2.5)™
✓ 8-in. Toyota Audio Multimedia touchscreen with 8-speaker audio system
✓ Panoramic View Monitor51
✓ Power tilt/slide moonroof with sliding sunshade
✓ i-FORCE MAX Twin-Turbo V6 Hybrid
✓ 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
✓ RWD or 4WD
✓ V6 hybrid: 437 hp; 583 lb.-ft.

LIMITED
$64,700 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
RWD: 21/24/2276 | 4WD: 19/22/2076

NOTABLE FEATURES
✓ 20-in. gray-painted and machined-finish alloy wheels
✓ SofTex®-trimmed seats; 8-way power-adjustable driver and front passenger seats
✓ 14-in. Toyota Audio Multimedia touchscreen with 8-speaker audio system
✓ Available TRD Off-Road Package (4WD vehicles only)
✓ Heated steering wheel
✓ i-FORCE MAX Twin-Turbo V6 Hybrid
✓ 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
✓ RWD or 4WD
✓ V6 hybrid: 437 hp; 583 lb.-ft.

PLATINUM
$70,900 STARTING MSRP47

EPA-EST. MPG (CITY/HWY/COMB)
RWD: 21/24/2276 | 4WD: 19/22/2076

NOTABLE FEATURES
✓ 20-in. machined-finish black alloy wheels
✓ Premium LED headlights, LED Daytime Running Lights (DRL) and sequential turn signals
✓ Power tilt/slide panoramic roof with power sunshade
✓ 14-in. Toyota Audio Multimedia touchscreen with 14 JBL® speakers including subwoofer and amplifier
✓ Available Load-leveling Rear Height Control Air Suspension plus Adaptive Variable Suspension (AVS) system
✓ i-FORCE MAX Twin-Turbo V6 Hybrid
✓ 10-speed Electronically Controlled automatic Transmission with intelligence (ECT-i)
✓ RWD or 4WD
✓ V6 hybrid: 437 hp; 583 lb.-ft.
2023 Venza

WHAT'S NEW
Standard LED projector headlights
Available 12.3-in. Fully Digital Gauge Cluster

KEY TAKEAWAYS
Wireless Apple CarPlay™49 and Android Auto™50 compatibility
12.3-in. Fully Digital Gauge Cluster
Standard Toyota Safety Sense™ 2.5+ (TSS 2.5+)16
Standard hybrid powertrain with 219 net hp
Panoramic View Monitor51
Standard Electronic On-Demand All-Wheel Drive (AWD)
39 mpg combined (EPA-est.)79
Star Gaze® fixed panoramic roof

Assembled in Aichi, Japan

JANUARY 2024
VENZA

LE $34,120 STARTING MSRP 47

EPA-EST. MPG (CITY/HWY/COMB) 40/37/39 79
NOTABLE FEATURES
✓ 219 hp net comb.
✓ Electronic On-Demand All-Wheel Drive (AWD)
✓ Six speakers
✓ 8-in. touchscreen
✓ Wireless Apple CarPlay®48 and Android Auto™50 compatibility
✓ Connected Services® trials
✓ Toyota Safety Sense™ 2.5+ (TSS 2.5+)16
✓ Blind Spot Monitor (BSM)18 with Rear Cross-Traffic Alert (RCTA)19
✓ 28.8/55.1 cu. ft. of cargo volume (seats up/down)41
✓ Super Ultra Low Emission Vehicle (SULEV)

XLE $38,330 STARTING MSRP 47

EPA-EST. MPG (CITY/HWY/COMB) 40/37/39 79
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®57
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)40
✓ 9-speaker JBL®52 audio system
✓ 12.3-in. Fully Digital Gauge Cluster
✓ 4-way power-adjustable passenger seat
✓ Panoramic View Monitor51
✓ SofTex®-trimmed, 58 heated and ventilated front seats
✓ Digital rearview mirror
✓ Available Star Gaze® fixed panoramic roof

LIMITED $42,265 STARTING MSRP 47

EPA-EST. MPG (CITY/HWY/COMB) 40/37/39 79
NOTABLE FEATURES
✓ 219 hp net comb.
✓ 9-speaker JBL®52 audio system
✓ 12.3-in. Fully Digital Gauge Cluster
✓ 4-way power-adjustable passenger seat
✓ Panoramic View Monitor51
✓ SofTex®-trimmed, 58 heated and ventilated front seats
✓ Digital rearview mirror
✓ Available Star Gaze® fixed panoramic roof

JANUARY 2024
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
$28,275 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)³¹
✓ Toyota Safety Sense™ 2.5 (TSS 2.5)³⁶
✓ 37.6/69.8 cu. ft. of cargo volume (seats up/down)³⁴

XLE
$29,785 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)³⁸ with Rear Cross-Traffic Alert (RCTA)³⁹
✓ 17-in. alloy wheels
✓ Dual zone automatic climate control
✓ Five USB ports³⁶

XLE PREMIUM
$32,675 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
✓ Integrated fog lights
✓ Height-adjustable power liftgate
✓ Power tilt/slide moonroof

JANUARY 2024
**RAV4**

**ADVENTURE**

$34,470 STARTING MSRP

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

AWD: 25/33/28

**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 capacity
✓ Unique split-bar upper grille
✓ Available power tilt/slide moonroof

**TRD OFF-ROAD**

$37,895 STARTING MSRP

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

AWD: 25/33/28

**NOTABLE FEATURES**

✓ Red contrast interior stitching and accents
✓ Updated Toyota Audio Multimedia with wireless Apple CarPlay® and Android Auto™ 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® All-Terrain tires
✓ TRD all-weather floor mats and cargo liner
✓ Height-adjustable power liftgate

**LIMITED**

$31,225 STARTING MSRP

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

FWD: 27/35/30 | AWD: 25/33/28

**NOTABLE FEATURES**

✓ Available Dynamic Torque Vectoring All-Wheel Drive
✓ 8-in. touchscreen
✓ Available 11 JBL® speakers
✓ Dynamic Navigation™ trial
✓ 12.3-in. Multi-Information Display (MID)
✓ Digital rearview mirror with HomeLink® universal transceiver
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)
2023 RAV4 Hybrid

WHAT'S NEW
Updated Toyota Audio Multimedia with wireless Apple CarPlay®49 and Android Auto™50 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**

$31,225 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**

$32,735 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**

$35,625 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

JANUARY 2024
RAV4 HYBRID

HYBRID SE
$33,920 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
$36,885 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
$39,530 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®49 and Android Auto™50 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 capacity82

Assembled in Georgetown, KY

JANUARY 2024
SE
$43,090 STARTING MSRP

EPA-EST. MPG/MPGe (COMB)
38/9485

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)16

XSE
$46,960 STARTING MSRP

EPA-EST. MPG/MPGe (COMB)
38/9485

NOTABLE FEATURES
✓ Standard LED projector headlights
✓ 19-in. alloy wheels
✓ 9-in. touchscreen
✓ SofTex®-trimmed seats
✓ Qi-compatible wireless 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)
COROLLA CROSS

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
**COROLLA CROSS**

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**L**

$23,060 STARTING MSRP

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

FWD: 31/33/32<sup>87</sup> | AWD: 29/32/30<sup>87</sup>

**NOTABLE FEATURES**

✓ 169 hp
✓ Available All-Wheel Drive (AWD)
✓ 8-in. touchscreen
✓ Six speakers
✓ Wireless Apple CarPlay<sup>64</sup> and Android Auto™<sup>65</sup> compatibility
✓ Connected Services<sup>7</sup> trials
✓ Toyota Safety Sense<sup>™</sup> 3.0 (TSS 3.0)<sup>16</sup>
✓ 1,500-lb. towing capacity<sup>62</sup>
✓ Up to 24 cu. ft. of cargo volume<sup>61</sup>
✓ Super Ultra Low Emission Vehicle 30 (SULEV 30)

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**LE**

$25,390 STARTING MSRP

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

FWD: 31/33/32<sup>87</sup> | AWD: 29/32/30<sup>87</sup>

**NOTABLE FEATURES**

✓ LED projector headlights
✓ 17-in. alloy wheels
✓ Black roof rails
✓ Qi-compatible wireless charging<sup>59</sup>
✓ Smart Key System with Push Button Start
✓ Blind Spot Monitor (BSM)<sup>18</sup> with Rear Cross-Traffic Alert (RCTA)<sup>19</sup>

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**XLE**

$27,165 STARTING MSRP

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

FWD: 31/33/32<sup>87</sup> | AWD: 29/32/30<sup>87</sup>

**NOTABLE FEATURES**

✓ LED taillights and fog lights
✓ 18-in. alloy wheels
✓ Dual zone automatic climate control
✓ 7-in. Fully Digital Gauge Cluster
✓ SofTex®-trimmed,<sup>58</sup> heated front seats
✓ 10-way power-adjustable driver’s seat
✓ Auto-dimming rearview mirror
✓ Front and Rear Parking Assist with Automatic Braking (PA w/AB)<sup>60</sup>
2023 Corolla Cross Hybrid

WHAT'S NEW
Corolla Cross Hybrid was 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
COROLLA CROSS HYBRID

S
$27,970 STARTING MSRP

EPA-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

SE
$29,290 STARTING MSRP

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

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

XSE
$31,065 STARTING MSRP

EPA-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) with Rear Cross-Traffic Alert (RCTA)
Standard LED headlights
Standard Rear-Seat Reminder
Available Multi-Terrain Monitor (MTM)

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)
Standard 8-way power-adjustable driver’s seat

Assembled in Aichi, Japan
<table>
<thead>
<tr>
<th>Model</th>
<th>MSRP</th>
<th>EPA-EST. MPG (CITY/HWY/COMB)</th>
<th>NOTABLE FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SR5</td>
<td>$39,555</td>
<td>RWD &amp; 4WD: 16/19/17</td>
<td>✓ 270 hp</td>
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<tr>
<td></td>
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<td>✓ Available part-time 4WD</td>
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<td>✓ LED headlights and fog lights</td>
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<td>✓ Engine and front suspension skid plates</td>
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<td>✓ 8-in. touchscreen</td>
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<td></td>
<td>✓ Apple CarPlay® and Android Auto™ compatibility</td>
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<td>✓ Smart Key System with Push Button Start</td>
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<td>✓ Toyota Safety Sense™ P (TSS-P)</td>
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<td></td>
<td>✓ Low Emission Vehicle II (LEV-II)</td>
</tr>
<tr>
<td>SR5 PREMIUM</td>
<td>$42,615</td>
<td>RWD &amp; 4WD: 16/19/17</td>
<td>✓ Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)</td>
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<td></td>
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<td>✓ Auto-dimming rearview mirror</td>
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<td>✓ HomeLink® universal transceiver</td>
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<td></td>
<td>✓ SofTex®-trimmed, heated front seats</td>
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<td>✓ Dynamic Navigation trial</td>
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<td>✓ Available Panoramic View Monitor</td>
</tr>
<tr>
<td>TRD SPORT</td>
<td>$42,415</td>
<td>RWD &amp; 4WD: 16/19/17</td>
<td>✓ X-REAS Sport Enhancement Suspension</td>
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<td></td>
<td>✓ 20-in. alloy wheels</td>
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<td>✓ Color-keyed bumpers, door handles and TRD hood scoop</td>
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<td></td>
<td>✓ Black SofTex®-trimmed seating with gray contrast stitching</td>
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<td></td>
<td>✓ TRD Sport carpet floor mats</td>
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<td>✓ TRD shift knob</td>
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</tbody>
</table>
### TRD OFF-ROAD

<table>
<thead>
<tr>
<th>EPA-EST. MPG (CITY/HWY/COMB)</th>
<th>$43,400 STARTING MSRP</th>
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</thead>
<tbody>
<tr>
<td>RWD &amp; 4WD: 16/19/17</td>
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</tbody>
</table>

#### NOTABLE FEATURES

- ✓ 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

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### TRD OFF-ROAD PREMIUM

<table>
<thead>
<tr>
<th>EPA-EST. MPG (CITY/HWY/COMB)</th>
<th>$45,980 STARTING MSRP</th>
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<tbody>
<tr>
<td>RWD &amp; 4WD: 16/19/17</td>
<td></td>
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</tbody>
</table>

#### NOTABLE FEATURES

- ✓ 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)

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### LIMITED

<table>
<thead>
<tr>
<th>EPA-EST. MPG (CITY/HWY/COMB)</th>
<th>$48,790 STARTING MSRP</th>
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<tbody>
<tr>
<td>RWD &amp; 4WD: 16/19/17</td>
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#### NOTABLE FEATURES

- ✓ 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
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 seats with bronze-colored accent stitching; heated front seats; 8-way power-adjustable driver’s seat with power lumbar support
✓ 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
2023 bZ4X

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

January 2024
EPA-EST. MPGe (COMB) 11993

NOTABLE FEATURES
✓ Toyota Safety Sense™ 3.0 (TSS 3.0)16
✓ Fixed panoramic roof with power sunshade
✓ SofTex®-/fabric-trimmed58 seats with abundant leg room
✓ Wireless Apple CarPlay®49 and Android Auto™50 compatibility
✓ 3-year Remote Connect8 and 3-year Drive Connect15 trials

EPA-EST. MPGe (COMB) 11493

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 Monitor51
✓ Available split roof rear spoiler
✓ Wireless Apple CarPlay®49 and Android Auto™50 compatibility
✓ 3-year Remote Connect8 and 3-year Drive Connect15 trials
✓ Digital Key®6 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
TACOMA

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 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

JANUARY 2024
**TRD SPORT**

$34,660 STARTING MSRP

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

**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 charging
✓ 120V/400W deck-mounted AC power outlet
✓ Sport-tuned suspension

**TRD OFF-ROAD**

$35,940 STARTING MSRP

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

**NOTABLE FEATURES**
✓ 16-in. alloy wheels
✓ Electronically controlled locking rear differential
✓ Inclinometer with roll/pitch displays
✓ TRD Off-Road-tuned suspension with Bilstein® shocks
✓ Available Crawl Control (CRAWL)
✓ 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\(^3\) 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: 18/24/20\textsuperscript{97} | 4x4: 17/23/19\textsuperscript{97}

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\textsuperscript{49} and Android Auto\textsuperscript{50} compatibility
✓ Toyota Safety Sense™ 2.5 (TSS 2.5)\textsuperscript{16}

SR5
$43,370 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/23/20\textsuperscript{97} | 4x4: 17/23/19\textsuperscript{97}

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: 18/23/20\textsuperscript{97} | 4x4: 17/22/19\textsuperscript{97}

NOTABLE FEATURES
✓ Available 437-hp 3.5-Liter twin-turbo V6 hybrid
✓ 20-in. alloy wheels with P265/60R tires
✓ Chrome–finish 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,\textsuperscript{58} 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\(^{97}\) | 4x4: 17/22/19\(^{97}\)

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\(^{82}\) 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

TUNDRA 1794 EDITION
$60,360 STARTING MSRP

EPA-EST. MPG (CITY/HWY/COMB)
4x2: 18/23/20\(^{97}\) | 4x4: 17/22/19\(^{97}\)

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
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

JANUARY 2024
Limited i-FORCE MAX
$54,915 STARTING MSRP

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

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

Platinum i-FORCE MAX
$63,005 STARTING MSRP

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

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 rear seats
✓ Heated, power tilt/telescopic steering wheel

1794 i-FORCE MAX
$63,705 STARTING MSRP

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

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

TUNDRA i-FORCE MAX

JANUARY 2024
for instructions and limitations.

Front and rear parking assist sonar is designed to warn drivers of potential front and rear collisions with certain objects at low speeds. Drivers should visually confirm clearance during use. See Owner's Manual for instructions and limitations.

EPA-estimated 252-mile total driving range rating for 2023 bZ4X XLE AWD, 242-mile total driving range rating for 2023 bZ4X Limited AWD, 228-mile total driving range rating for 2023 bZ4X XLE; and 222-mile total driving range rating for 2023 bZ4X Limited AWD total driving range for when vehicle is fully charged and operated under ideal driving conditions. Use for comparison purposes only. Actual range may vary significantly depending on speed, outside temperature, accessory use, how you drive, charging habits, and other factors. Battery capacity also decreases with time and use, which will reduce range. See www.fueleconomy.gov and for additional limitations and details.

Never tow beyond your vehicle’s published towing capacities. Before towing, confirm your vehicle’s condition and how/where you drive. See www.fueleconomy.gov. 87. EPA-estimated 31-city/33-highway/32 combined mpg rating for 2023 Corolla Cross Hybrid; 83. Falken is a registered trademark of Sumitomo Rubber Industries, Ltd. 84. This floor mat/liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat/liner must be secured with its fasteners. Do not install a floor mat/liner on top of an existing floor mat/liner. 85. EPA-estimated 94 combined MPGe for 2023 RAV4 Prime. 86. EPA-estimated 42-mile all-electric driving range when fully charged for 2023 RAV4 Prime. 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. 87. EPA-estimated 31-city/33-highway/32 combined mpg rating for 2023 Corolla Cross L FWD, LE FWD and XLE FWD; EPA-estimated 29-city/32-highway/30 combined mpg rating for 2023 Corolla Cross L AWD, LE AWD and XLE AWD; EPA-estimated 45-city/38-highway/42 combined mpg rating for 2023 Corolla Cross Hybrid S, SE and XSE AWD. 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. 88. Crawl Control is designed for driving on difficult terrain at low speeds and assists the driver by controlling acceleration and braking, allowing the driver to focus on steering. See Owner’s Manual for additional limitations. 89. EPA-estimated 16-city/19/highway/17 combined mpg rating for 2023 4Runner. 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. 90. Hill Start Assist Control is designed to minimize backward rolling on steep ascents. Not a substitute for safe driving judgment and practices. Speed, grade, surface conditions, driver input, etc., can all affect HAC function. See Owner’s Manual. 91. Front and rear parking assist sonar is designed to warn drivers of potential front and rear collisions with certain objects at low speeds. Drivers should visually confirm clearance during use. See Owner’s Manual for instructions and limitations. 92. EPA-estimated 252-mile total driving range rating for 2023 bZ4X L FWD, 242-mile total driving range rating for 2023 bZ4X L AWD, 228-mile total driving range rating for 2023 bZ4X XLE L FWD, 222-mile total driving range rating for 2023 bZ4X Limited AWD total driving range for when vehicle is fully charged and operated under ideal driving conditions. Use for comparison purposes only. Actual range may vary significantly depending on speed, outside temperature, accessory use, how you drive, charging habits, and other factors. Battery capacity also decreases with time and use, which will reduce range. See www.fueleconomy.gov and Owner’s Manual for details.

EPA-estimated 119 combined MPGe for 2023 bZ4X L XLE; 114 combined MPGe for 2023 bZ4X Limited L FWD, 104 combined MPGe for 2023 bZ4X Limited L AWD, 102 combined MPGe for 2023 bZ4X Limited AWD. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric-only operation. Use for comparison purposes only. Your MPGe/miles per kilowatt-hour will vary for many reasons, including your vehicle’s condition and how/where you drive. See www.fueleconomy.gov. 94. EPA-estimated 20-city/23/highway/21 combined mpg rating for 2023 Tacoma SR, 85. 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. 95. Rear parking assist sonar is designed to warn drivers of potential rear collisions at speeds of 6 mph or less. Certain vehicle and environmental factors, including an object’s shape and composition, may affect the ability of the rear parking assist sensor to detect it. Always look around outside the vehicle and use mirrors to confirm clearance. See Owner’s Manual for additional limitations and details. 96. Blistein® is a registered trademark of ThyssenKrupp Blistein GmbH Fes REP GERMANY. 97. EPA-estimated 18-city/24/highway/20 combined mpg rating for 2023 Tundra SR 4x2 and 4x4. EPA-estimated 18-city/23/highway/20 combined mpg rating for 2023 Tundra SR 4x4, Limited, and Platinum 1744 Edition 4x2, EPA-estimated 17-city/23/highway/19 combined mpg rating for 2023 Tundra SR 4x4. EPA-estimated 17-city/22/highway/19 combined mpg rating for 2023 Tundra SR 4x4 and 1744 Edition 4x2. EPA-estimated 20-city/24/highway/22 combined mpg rating for 2023 Tundra Limited 4x4 Hybrid, Platinum 4x2 Hybrid and 1744 Edition 4x2 Hybrid. EPA-estimated 19-city/22/highway/21 combined mpg rating for 2023 Tundra Hybrid Pro 4x4 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.