Let the adventures begin.

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

Cover images in clockwise order: Camry XSE AWD shown in Supersonic Red with Midnight Black Metallic roof (extra-cost color). Vehicle available late 2020. RAV4 XSE Hybrid, Tacoma TRD Off-Road Double Cab and GR Supra 3.0 Premium shown.
Camry TRD and XSE V6 shown in Wind Chill Pearl with Midnight Black Metallic roof and Supersonic Red (extra-cost colors). Vehicles available late 2020.
Explore the possibilities.

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

*2020 models shown.
Practically perfect.
Brighten up your future.
Efficiency meets style.

Corolla Hybrid has all the efficiencies of a hybrid paired with Corolla’s stunning design. With the highest combined mpg estimate for Corolla ever, Corolla Hybrid lets you go farther in everything you do.

See numbered footnotes in Disclosures section.
COROLLA HATCHBACK

Fuel the fun.
Leave a lasting impression.
Efficiency never looked so good.

Camry Hybrid is always dressed to impress with its captivating style, and excels when it comes to responsive performance. Its Dynamic Force Engine offers power while optimizing fuel efficiency.
Make the most of every mile.

Prius XLE AWD-e shown with options and accessories. Prius AWD-e system operates at speeds up to 43 mph. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage. Wear seatbelts at all times and do not allow passengers in cargo area. See numbered footnotes in Disclosures section.
Charge up your daily drive.

Purposeful aerodynamics combined with an intelligent powertrain that produces versatile driving modes help you get the most miles out of Prius Prime.
More confidence for what drives you.
Give every day new meaning.

Underneath Avalon Hybrid’s striking design is an impressive hybrid drivetrain and a wealth of technology that’s ready to give you the most out of every drive.
Innovation refined.

As a prominent innovator among Fuel Cell Electric Vehicles, Mirai demonstrates efficient mobility at its finest.
The road is calling.
Strap in.
Pure driving pleasure.
Do life your way.
Tacoma TRD Pro shown. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage. Wear seatbelts at all times and do not allow passengers in cargo area.
These wheels were made to defy limits.

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

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


Tundra Limited CrewMax shown. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage. Wear seatbelts at all times and do not allow passengers in cargo area.

Tacoma TRD Off-Road Double Cab shown.
CROSSOVERS & SUVS
Ready, set, explore.

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

- C-HR
- RAV4
- RAV4 HYBRID
- RAV4 PRIME
- SEQUOIA
- LAND CRUISER
- HIGHLANDER
- HIGHLANDER HYBRID
- VENZA
- 4RUNNER
Put a spotlight on your arrival.
See where today takes you.
Get more out of every drive.

RAV4 Hybrid stands out from the pack with impressive mpg\(^3\) that doesn’t sacrifice powerful performance.

See numbered footnotes in Disclosures section.
The ultimate power move.

RAV4 Prime takes charge as the quickest, most powerful RAV4 yet with an impressive 302 combined net horsepower.
More refinement for the daily drive.
Do it all in style.

The hybrid for families, Highlander Hybrid has the efficiency you want with the space you need.
4Runner Venture Special Edition shown. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage. Wear seatbelts at all times and do not allow passengers in cargo area. Do not overload your vehicle. See Owner's Manual for weight limits and restrictions. Vehicle shown with some accessories not available from Toyota.
Wander with style.
Elegance elevated.
DISCLOSURES

Vehicles shown may be prototypes, shown using visual effects and/or shown with options. Actual models may vary. Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device, or print). 1. EPA-estimated 53 city/52 hwy/52 combined mpg for 2021 Corolla Hybrid LE. 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. 2. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner’s Manual. The maximum you can tow depends on base curb weight plus the total weight of any cargo, occupants, and added vehicle equipment. “Added vehicle equipment” includes additional standard/optional equipment and accessories added by the manufacturer, dealers, and/or vehicle owners. The only way to be certain of your vehicle’s exact curb weight is to weigh your vehicle without passengers or cargo. (Calculated with the new SAE J2807 method.) Installation of a tow hitch receiver or other accessories located near the rear bumper may require disabling or removing the kick sensor, and the sensor operation setting in your vehicle should be turned off. See Owner’s Manual for limitations. 3. EPA-estimated 41 city/38 hwy/40 combined mpg for 2021 RAV4 LE Hybrid, XLE Hybrid, XLE Premium Hybrid, XSE Hybrid and Limited 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.

CARS BUILT FOR THE WAY YOU LIVE

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

WARRANTIES

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

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

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

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

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


For complete details about Toyota’s warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide or see your Toyota dealer.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle’s in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty. For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage. You may be eligible for transportation assistance if it’s necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

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