

2009 **VENZA**



Presenting the New Toyota VENZA
You're more than one thing. So is VENZA.

Model Overview



VENZA V6 shown in Classic Silver Metallic with available Convenience Package












VENZA V6 shown in Classic Silver Metallic with available Convenience Package







VENZA interior shown in Ivory with available Premium Package #2 and voice-activated touch-screen DVD navigation system [5]

	Venza FWD 4-Cyl. 6-Speed Auto - 4-Cyl (Avail. late Jan. '09)	Venza FWD V6 6-Speed Auto - V6	Venza AWD 4-Cyl. 6-Speed Auto - 4-Cyl (Avail. late Jan. '09)	Venza AWD V6 6-Speed Auto - V6
MSRP**	\$25,975	\$27,800	\$27,425	\$29,250
MPG City/Highway***	21/29	19/26	20/28	18/25
Seating	5	5	5	5

EXTERIOR COLORS*

Blizzard Pearl 	Classic Silver Metallic 
Magnetic Gray Metallic 	Black 
Barcelona Red Metallic 	Golden Umber Mica 
Sunset Bronze Mica 	Aloe Green Metallic 
Tropical Sea Metallic 	

INTERIOR COLORS*

Ivory Fabric 
Light Gray Fabric 
Ivory Leather 
Light Gray Leather 

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

**Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$720 for Cars and \$745 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2009 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*



- not available
- S** standard
- O** optional
- P** part of package

	Venza FWD 4-Cyl. 6-Speed Auto - 4-Cyl (Avail. late Jan. '09)	Venza FWD V6 6-Speed Auto - V6	Venza AWD 4-Cyl. 6-Speed Auto - 4-Cyl (Avail. late Jan. '09)	Venza AWD V6 6-Speed Auto - V6
MSRP**	\$25,975	\$27,800	\$27,425	\$29,250
Model Number	2810	2812	2820	2822
EXTERIOR				
Multi-reflector projector-beam headlamps with auto-off feature	S	S	S	S
High Intensity Discharge (HID) headlamps with Automatic High Beam feature [1] [2]	P	P	P	P
Integrated fog lamps	S	S	S	S
Color-keyed foldable power outside mirrors	S	S	S	S
Color-keyed foldable power heated outside mirrors	P	P	P	P
Chrome-accented door handles with touch sensor lock/unlock	P	P	P	P
Chrome exhaust tip (dual tips on V6 models)	S	S	S	S
UV reduction glass windshield	S	S	S	S
Privacy glass on all rear windows	S	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	S	S
Windshield wiper de-icer	P	P	P	P
19-in. 10-spoke alloy wheels with P245/55R19 tires	S	-	S	-
20-in. 5-spoke alloy wheels with P245/50R20 tires	-	S	-	S
Rear window with electric defogger and intermittent wiper	S	S	S	S
Color-keyed rear spoiler with LED center high-mount stop lamp (CHMSL)	S	S	S	S
Power rear door with jam protection	P	P	P	P
Active Torque Control All-Wheel Drive system	O	O	O	O

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Panoramic glass roof with front power tilt/slide moonroof	O	O	O	O
Roof-mounted XM Satellite Radio [3] antenna	S	S	S	S
INTERIOR				
CFC-free dual zone automatic climate control system with air filter	S	S	S	S
AM/FM 6-disc in-dash CD changer with integrated satellite radio capability [3], MP3/WMA playback capability and six speakers	S	S	S	S
JBL Synthesis® surround sound AM/FM 6-disc in-dash CD changer with integrated satellite radio [3], MP3/WMA playback capability, hands-free phone capability via Bluetooth® [4] wireless technology and 13 speakers	O	O	O	O
Voice-activated touch-screen DVD navigation system [5] with JBL Synthesis® surround sound AM/FM 4-disc in-dash CD changer with integrated satellite radio [3], MP3/WMA playback capability, hands-free phone capability and music streaming via Bluetooth® wireless technology and 13 speakers	O	O	O	O
Rear-seat DVD entertainment [6,7] system with JBL Synthesis® surround sound, 9-inch display and two wireless headphones [8] (includes 120V power outlet and RCA jacks)	O	O	O	O
Auxiliary audio jack	S	S	S	S
3.5-inch LCD multi-function display includes clock, outside temperature, cruise information (avg. fuel economy, avg. speed, distance to empty, and current fuel economy) and air conditioning settings	S	S	S	S
Backup camera [9,10,11] with 3.5-inch TFT multi-function display with Toyota customizable features includes: clock, outside temperature, cruise information (avg. fuel economy, avg. speed, distance to empty, current fuel economy and trip timer), warning messages and air conditioning settings	P	P	P	P

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Power windows with auto up/down and jam protection in all positions	S	S	S	S
Power door locks with auto shifter activation	S	S	S	S
In-key remote keyless entry system	S	S	S	S
Smart Key System [12] with Push Button Start and remote illuminated entry	P	P	P	P
Fabric-trimmed 8-way power driver's seat with lumbar support, adjustable headrests and seatback pockets; 4-way manual front passenger seat with adjustable headrests and seatback pockets	S	S	S	S
Fabric-trimmed reclining, fold-flat 60/40 rear seat with armrest	S	S	S	S
Leather-trimmed 8-way power driver's seat with lumbar support, adjustable headrests and seatback pockets; 4-way power front passenger seat with lumbar support, adjustable headrests and seatback pockets	P	P	P	P
Leather-trimmed reclining, fold-flat 60/40 rear seat with armrest	P	P	P	P
Driver and front passenger multi-stage seat heaters	P	P	P	P
Carbon fiber-style interior trim	S	S	S	S
Satin mahogany wood-grain-style interior trim	P	P	P	P
Tilt/telescopic adjustable steering wheel	S	S	S	S
Urethane steering wheel with audio controls	S	S	S	S
Leather-wrapped steering wheel with audio and Bluetooth® [4] controls	P ^[6]	P ^[6]	P ^[6]	P ^[6]
Urethane shift knob with carbon fiber-style trim inlay	S	S	S	S
Leather-wrapped shift knob with satin mahogany wood-grain-style inlay	P	P	P	P
Cruise control	S	S	S	S

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Optitron meters with speedometer, tachometer, engine coolant temperature and fuel gauge meters and LCD odometer with twin tripmeters	S	S	S	S
Overhead console with maplights	S	S	S	S
Center console with sliding cover and armrest, dual illuminated cup holders, MP3 player holder with wire management feature, large illuminated storage compartment and rear seat vents	S	S	S	S
Auto-dimming rearview mirror with compass	S	S	S	S
Homelink® [13] universal transceiver	S	S	S	S
Dual sun visors with vanity mirrors	S	S	S	S
Overhead illuminated vanity mirrors	S	S	S	S
Remote hood and fuel-filler door releases	S	S	S	S
Rear-seat personal reading lamps	S	S	S	S
Two front and one cargo area 12V auxiliary power outlets	S	S	S	S
Cargo area tonneau cover	S	S	S	S
Cargo area rear-seat one-touch fold-flat levers	S	S	S	S
Cargo area lamp	S	S	S	S
Grocery bag hooks	S	S	S	S
SAFETY				
Star Safety System™ - includes Enhanced Vehicle Stability Control (VSC) [14] with cutoff switch + Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [15]	S	S	S	S

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Driver and front passenger Advanced Airbag System [16]	S	S	S	S
Driver and front passenger front seat-mounted side airbags [16]	S	S	S	S
Front and rear roll-sensing side curtain airbags (RSCA) [16]	S	S	S	S
Driver's knee airbag [16]	S	S	S	S
Driver and front passenger active headrests [17]	S	S	S	S
Direct Tire Pressure Monitor System (TPMS) [18]	S	S	S	S
Front and rear energy-absorbing crumple zones	S	S	S	S
Side-impact door beams	S	S	S	S
Energy-dissipating interior trim	S	S	S	S
Driver and front passenger seatbelt warning sensor	S	S	S	S
3-point seatbelts in all seating positions	S	S	S	S
Adjustable seatbelt anchors for front seating positions	S	S	S	S
Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (ALR/ELR) on all passenger belts	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S
LATCH (Low Anchors and Tethers for Children) for outboard rear seating positions only	S	S	S	S
Child-protector rear door locks	S	S	S	S
Collapsible steering column	S	S	S	S
Engine immobilizer [19]	S	S	S	S
Anti-theft system with engine immobilizer [19]	P	P	P	P

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VENZA OPTIONS AND PACKAGES

Panoramic glass roof with front power tilt/slide moonroof

Voice-activated touch-screen DVD navigation system [5] with JBL Synthesis® surround sound AM/FM 4-disc in-dash CD changer with integrated satellite radio [3], MP3/WMA playback capability, hands-free phone capability and music streaming via Bluetooth® [4] wireless technology and 13 speakers

Rear-seat DVD entertainment [6,7] system with JBL Synthesis® surround sound, 9-inch display and two wireless headphones [8] and remote (includes 120V power outlet and RCA jacks)

JBL Synthesis® surround sound AM/FM 6-disc in-dash CD changer with integrated satellite radio receiver [3], MP3/WMA playback capability, hands-free phone capability via Bluetooth® [4] wireless technology and 13 speakers

Security Package:

- Backup camera [11,20]
- Anti-theft system

Convenience Package:

- Smart Key System [12] with Push Button Start
- Power rear door with jam protection
- Chrome-accented door handles

Lighting Package [1]:

- High Intensity Discharge (HID) headlamps with Automatic High Beam feature [2]

Leather Package:

- Leather seating surfaces
- 4-way power front passenger seat with lumbar support
- Satin mahogany wood-grain-style interior trim
- Leather-wrapped steering wheel
- Leather-wrapped shift knob with satin mahogany wood-grain-style inlay

Comfort Package:

- Leather seating surfaces
- 4-way power front passenger seat with lumbar support
- Driver and front passenger seat multi-stage seat heaters
- Satin mahogany wood-grain-style interior trim
- Leather-wrapped steering wheel
- Leather-wrapped shift knob with satin mahogany wood-grain-style inlay
- Color-keyed foldable power heated outside mirrors
- Windshield wiper de-icer

Options*

2009 **VENZA**



Premium Package #1:

- Leather seating surfaces
- 4-way power front passenger seat with lumbar support
- Satin mahogany wood-grain-style interior trim
- Leather-wrapped steering wheel
- Leather-wrapped shift knob with satin mahogany wood-grain-style inlay
- High Intensity Discharge (HID) headlamps with Automatic High Beam feature [2]
- Smart Key System [12] with Push Button Start
- Power rear door with jam protection
- Chrome-accented door handles
- Backup camera [11]
- Anti-theft system

Premium Package #2:

- Leather seating surfaces
- 4-way power front passenger seat with lumbar support
- Driver and front passenger seat multi-stage seat heaters
- Satin mahogany wood-grain-style interior trim
- Leather-wrapped steering wheel
- Leather-wrapped shift knob with satin mahogany wood-grain-style inlay
- High Intensity Discharge (HID) headlamps with Automatic High Beam feature [2]
- Smart Key System [12] with Push Button Start
- Power rear door with jam protection
- Chrome-accented door handles
- Backup camera [11]
- Anti-theft system
- Color-keyed foldable power heated outside mirrors
- Windshield wiper de-icer

Tow Prep Package [21]:

- Engine oil cooler
- Larger radiator fan
- Heavy-duty alternator

Specifications



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MSRP**	\$25,975	\$27,800	\$27,425	\$29,250
Model Number	2810	2812	2820	2822
MECHANICAL/PERFORMANCE				
2.7-liter double overhead cam (DOHC) 16-valve dual independent VVT-i 4-cylinder; 182 hp @ 5800 rpm, 182 lb.-ft. @ 4200 rpm	Standard	NA	Standard	NA
3.5-liter double overhead cam (DOHC) 24-valve dual independent VVT-i V6; 268 hp @ 6200 rpm, 246 lb.-ft. @ 4700 rpm	NA	Standard	NA	Standard
Emission rating	Ultra Low Emission Vehicle II (ULEV-II)			
Ignition system	Electronic, with Toyota Direct Ignition (TDI)			
Transmission	6-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i) and sequential shift mode			
Body construction	Reinforced unitized body			
Drivetrain	Front engine front-wheel drive		Active Torque Control All-Wheel Drive	
Suspension	4-wheel independent MacPherson strut suspension with front and rear stabilizer bars			
Steering	Electric power steering (EPS) - rack-and-pinion with power-assist			
Turning circle diameter, curb to curb (ft.)	39.1			
Brakes	Power-assisted ventilated front/solid rear disc brakes with Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [15]			
EXTERIOR DIMENSIONS (IN.)				
Overall length	189			
Overall width	75			
Wheelbase	109.3			
Track (front/rear)	64.2/64.4		NA	
Track with AWD (front/rear)	NA		64.2/64.2	
INTERIOR DIMENSIONS, FRONT/REAR (IN.)				
Head room without panoramic roof	39.6/39.3			

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Head room with panoramic roof (sunshade open/closed)	41.0/40.1 (38.7/39.0)			
Shoulder room (front/rear)	60.0/59.0			
Hip room (front/rear)	56.0/56.5			
Leg room (front/rear)	40.2/39.1			
Seating capacity	5			
WEIGHTS AND CAPACITIES				
Curb weight (lbs.)	3760	3870	3945	4045
Gross Vehicle Weight Rating - GVWR (lbs.)	4960	5095	5160	5270
Towing capacity (with Tow Prep Package)(lbs.) [21]	1000 (2500)	1000 (3500)	1000 (2500)	1000 (3500)
Passenger volume (cu. ft.)	108.0			
Cargo volume (cu. ft.) [22] behind front/rear seats (with panoramic roof)	70.1/30.7 (68.6/30.1)			
Fuel capacity (gal.)	17.7			
TIRES				
Size	P245/55R19	P245/50R20	P245/55R19	P245/50R20
Type	All-Season steel-belted radials			
MPG				
Mileage Estimates (mpg city/highway) [23]	21/29	19/26	20/28	18/25

Accessories

EXTERIOR ACCESSORIES



Rear Bumper Protector
\$85.00 Installed MSRP*



Roof Rack
\$485.00 Installed MSRP*



Ski/Snowboard Attachment w/ Adapter
\$194.00 Parts Only MSRP**



Wheel Locks
\$81.00 Installed MSRP*

These exterior accessories are also available:

- Bike Attachment w/ Adapter

INTERIOR ACCESSORIES



Ashtray Cup
\$17.00 Parts Only MSRP**



All Weather Floor Mats 5pc. set Includes Cargo Mat
\$189.00 Installed MSRP*



Cargo Net
\$49.00 Installed MSRP*



Cargo/Trunk Mats
\$178.00 Parts Only MSRP**



Carpet Floor Mats 5pc. set Includes Cargo Mat
\$269.00 Installed MSRP*



Emergency Assistance Kit
\$70.00 Installed MSRP*



First Aid Kit
\$29.00 Installed MSRP*



Remote Engine Start
\$529.00 Installed MSRP*



VIP-Glass Breakage Sensor
\$205.00 Installed MSRP*

* Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2009 **VENZA**



INTERIOR ACCESSORIES

These interior accessories are also available:

- All Weather Cargo Mat
- Cargo Tote

Warranties / Disclaimers



WARRANTIES

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

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

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

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

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customer (non-dealer)-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A. vehicles only.

[1] Requires Convenience Package.

[2] The automatic high beam system can help improve vision at night. However, conditions such as a dirty windshield, rapidly changing light conditions or hilly terrain will limit effectiveness so the driver may need to manually change the high beams from on to off. See Owner's Manual for details.

[3] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[4] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[5] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[6] Requires JBL® audio.

[7] Not available with panoramic roof.

[8] Headphones are for passenger use only. Do not use while operating vehicle.

[9] Requires Security Package, Premium Package #1 or Premium Package #2.

[10] The backup camera uses the navigation system display on vehicles so equipped.

[11] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[12] The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system.

[13] HomeLink® is a registered trademark of Johnson Controls, Inc.

[14] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[15] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[16] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[17] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[18] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[19] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to replace your key or perform high-security key services at www.aloa.org

[20] Includes TFT screen.

[21] 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 the total weight of any cargo, occupants and available equipment.

[22] Cargo and load capacity limited by weight and distribution.

[23] 2009 EPA-estimated mileage. Actual mileage will vary.

Helpful Links

2009 **VENZA**



BUYER TOOLS:

Find Local Specials

www.buyatoyota.com

Request a Quote

www.buyatoyota.com

Locate a Dealer

<http://www.toyota.com/dealers>

Competitive Comparison

<http://www.toyota.com/compare>

Toyota Financial Services

www.toyotafinancial.com

Payment Estimator

<http://www.toyotafinancial.com/estimator>

Apply for Credit

<http://www.toyotafinancial.com/apply>

Certified Used Vehicles

<http://www.toyota.com/tcuv>

Warranty Info.

www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources

www.toyotaownersonline.com

Vehicle Reference Guides

<http://prg.toyotapartsandservice.com/>

Maintenance Guides

<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service

<http://www.toyotaownersonline.com/service>

Car Care Tips

<http://www.toyotaownersonline.com/carcare>

Driver Tips

<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts

<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help

<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News

<http://www.toyota.com/news>

Toyota Motorsports

<http://www.toyota.com/motorsports>

Toyota NASCAR Racing

<http://www.toyota.com/pitpass>

Toyota Community

<http://toyota.edmunds.com/community>

Toyota Events

<http://www.toyota.com/events>

Future Concept Vehicles

<http://www.toyota.com/future>

Community Care

<http://www.toyota.com/community>

QUESTIONS:

FAQs

<http://www.toyota.com/FAQ>

Contact Toyota

<http://www.toyota.com/contact>