

2010 *LAND CRUISER*



In some parts of the world, it's an essential.

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Model Overview

2010 LAND CRUISER



2010 Land Cruiser shown in Sonora Gold Pearl with available Upgrade Package



Land Cruiser interior shown in Sand Beige



2010 Land Cruiser shown in Magnetic Gray Metallic with available Upgrade Package

MSRP**

MPG City/Highway***

Seating

4x4 V8 6-Speed Automatic

\$65,970

13/18

8

EXTERIOR COLORS*

Super White



Sonora Gold Pearl



Classic Silver Metallic



Amazon Green Metallic



Magnetic Gray Metallic



Pacific Blue Metallic



Black



Salsa Red Pearl



INTERIOR COLORS*

Dark Grey Leather trim



Sand Beige Leather trim



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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas 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 Toyotas 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.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **LAND CRUISER**



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

4x4 V8 6-Speed Automatic

MSRP**	\$65,970
Model Number	6156
EXTERIOR	
Aerodynamic multi-reflector halogen headlamps with Daytime Running Lights (DRL) and auto on/off feature	S
Integrated fog lamps	S
Full-time 4WD system with Torsen® [1] limited-slip center differential with locking feature	S
18-in. high-gloss 5-spoke alloy wheels with P285/60R18 tires	S
Color-keyed front and rear bumpers	S
Front and rear frame-mounted towing hooks	S
Front and rear heavy-duty mudguards	S
Dual color-keyed power foldable, electrochromic, heated outside mirrors with memory function	S
Privacy glass on 2nd-row doors, rear quarter windows and rear hatch window	S
Color-keyed rear spoiler	O P
INTERIOR	
Power tilt/telescopic leather-wrapped steering wheel with integrated audio and Multi-Information Display controls	S
Power tilt and telescopic leather-wrapped steering wheel with wood-grain-style trim inserts, integrated audio, Multi-Information Display, voice-activated navigation [2] and Bluetooth® [3] controls	P
Leather-wrapped shift lever with painted insert	S
Leather-wrapped shift lever with wood-grain-style trim insert	P
Tilt/slide power glass moonroof with sunshade and one-touch open/close operation with jam protection	S
Auto-dimming electrochromic rearview mirror	S

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Standard Features and Options*

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4x4 V8 6-Speed Automatic

Driver and front passenger dual sun visors with illuminated vanity mirrors	S
Overhead console with HomeLink® [4] universal transceiver and Safety Connect™ [5]	S
Dual maplights for front- and second-row seats	S
Smart Key System [6] with Push Button Start and remote illuminated entry	S
Variable intermittent front and intermittent rear wipers	S
Rain-sensing washer-linked variable-intermittent windshield wipers with raindrop-sensing windshield	P
Cruise control	S
JBL Synthesis® AM/FM/MP3 6-disc CD changer with 14 speakers including subwoofer, integrated satellite radio capability [7] with 3-month free subscription to XM Satellite Radio [7], auxiliary audio jack/USB [8] port with iPod® [9] connectivity and hands-free phone capability and music streaming via Bluetooth® [3] wireless technology	S
Voice-activated touch-screen DVD navigation system [10] with JBL Synthesis® AM/FM/MP3 6-disc CD/DVD changer and 14 speakers including subwoofer, integrated satellite radio and XM NavTraffic® capability [7] [10] with 3-month free subscription to XM Satellite Radio [7] and XM NavTraffic® [10], auxiliary audio jack/USB [8] port with iPod® [9] connectivity, hands-free phone capability and music streaming via Bluetooth® [3] wireless technology, and integrated backup camera [11]	O P
Front and rear door and front seatback storage pockets	S
12 cup and bottle holders	S
Center-console storage area	S
Center-console cooler box [12]	P
10-way driver and 8-way front passenger power-adjustable heated leather-trimmed seats with armrests and adjustable headrests	S
Leather-trimmed 40/20/40 split, reclining, sliding, and folding second-row seating with center armrest and adjustable headrests	S
Leather-trimmed 50/50 split fold-flat-into-floor third-row seating with headrests and 3-point seatbelts	S
CFC-free automatic climate control with four independent temperature zones and separate second-row control panel	S
Power door locks and windows	S
Airbags, seatbelts, low-fuel level, door-ajar, Direct Tire Pressure Monitor System (TPMS) [13] and rear tailgate warning lights	S
Two auxiliary power outlets center instrument cluster (12V), and rear cargo area (115V AC)	S

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Standard Features and Options*

2010 **LAND CRUISER**



4x4 V8 6-Speed Automatic

- not available
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- O** optional
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Instrumentation: speedometer, tachometer, coolant temperature, fuel level, oil pressure and voltmeter gauges and digital odometer	S
Multi-Information Display with odometer, tripmeter, shift position, cruising range, fuel consumption, current fuel consumption, warning, average speed, clearance sonar and driving support functions including maintenance information	S
SAFETY	
Safety Connect™ [5] - includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification	S
Star Safety System™- includes Vehicle Stability Control (VSC) [14] + Active Traction Control (A-TRAC), Multi-Terrain 4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [15]	S
Kinetic Dynamic Suspension System (KDSS)	S
Crawl Control	S
Hill Start Assist Control (HAC) [16]	S
Direct Tire Pressure Monitor System (TPMS) [13]	S
Driver and front passenger airbags [17]	S
Driver and front passenger seat-mounted side airbags [17]	S
Second-row outboard seat mounted side airbags [17]	S
Three-row roll-sensing side curtain airbags (RSCA) with cutoff switch [17]	S
Driver and front passenger knee airbags [17]	S
Driver and front passenger Active Headrests [18]	S
3-point Automatic/Emergency Locking Retractor (ALR/ELR) seatbelts in all seating positions	S
Anti-theft system with engine immobilizer [19]	S
Energy-absorbing soft upper trim	S
Adjustable front- and second-row outboard seatbelt anchors	S
Driver and front passenger seatbelt pretensioners with force limiters	S
Driver and front passenger pre-crash active seatbelt pretensioning system	P
Driver and front passenger seatbelt warning with buzzer	S

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Standard Features and Options*

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- not available
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4x4 V8 6-Speed Automatic

Full-time 4WD system with Torsen® limited-slip center differential with locking function	S
Side-impact door beams	S
Child-protector rear door locks	S
Daytime Running Lights (DRL) with auto on/off system	S
Center High-Mount Stop Lamp (CHMSL)	S
Child Restraint System (CRS) top tether anchors and ISO-FIX lower anchor points	S

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**Land Cruiser Packages and Options**

Navigation System: Includes - Voice-activated touch-screen DVD navigation system [10] with JBL Synthesis® AM/FM/MP3 6-disc CD/DVD changer and 14 speakers including subwoofer, integrated satellite radio and XM NavTraffic® capability [7] [10] with 3-month free subscription to XM Satellite Radio [7] and XM NavTraffic® [10], auxiliary audio jack/USB [8] port with iPod® [9] connectivity, hands-free phone capability and music streaming via Bluetooth® [3] wireless technology, and integrated backup camera [11]

Upgrade Package: Includes - Voice-activated touch-screen DVD navigation system [10] with JBL Synthesis® AM/FM/MP3 6-disc CD/DVD changer and 14 speakers including subwoofer, integrated satellite radio and XM NavTraffic® capability [7] [10] with 3-month free subscription to XM Satellite Radio [7] and XM NavTraffic® [10], auxiliary audio jack/USB [8] port with iPod® [9] connectivity, hands-free phone capability and music streaming via Bluetooth® [3] wireless technology, integrated backup camera [11], rear-seat DVD entertainment system with 9-inch display and two wireless headphones, color-keyed rear spoiler, rain-sensing windshield wipers, center-console cooler box, headlamp washers, power tilt/telescopic leather-wrapped steering wheel with wood-grain-style trim inserts, integrated audio, Multi-Information Display, voice-activated navigation and Bluetooth® controls, leather-wrapped shift lever with wood-grain-style insert, driver and front passenger active seatbelt pretensioning system and second-row multi-stage seat heaters

Color-keyed rear spoiler

Specifications

2010 LAND CRUISER



	4x4 V8 6-Speed Automatic
MSRP**	\$65,970
Model Number	6156
MECHANICAL/PERFORMANCE	
Engine	5.7-liter DOHC 32-valve EFI V8 with dual VVT-i; 381 hp @ 5600 rpm; 401 lb.-ft. @ 3600 rpm
Emission rating	ULEV-II
Ignition	Electronic, with Toyota Direct Ignition (TDI)
Transmission	6-speed Electronically Controlled automatic Transmission with intelligence (ECT-i), sequential shift mode and uphill/downhill logic
Body construction	Unitized steel body on 10-member high tensile steel ladder frame
Drivetrain	Full-time 4-wheel-drive system with Torsen® [1] center differential with locking feature
Suspension	Independent double-wishbone front suspension with coil springs and stabilizer bar; 4-link rear suspension with coil springs, stabilizer bar and semi-floating axle
Steering	Engine speed-sensing power-assisted rack-and-pinion
Turning circle diameter, curb to curb (ft.)	38.7
Brakes	Power-assisted 4-piston front/2-piston rear ventilated disc brakes with hydraulic brake booster with Multi-Terrain Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [15]; ABS operates in high and low ranges
Active Traction Control (A-TRAC)	Standard
Vehicle Stability Control (VSC) [14]	Standard
Kinetic Dynamic Suspension System (KDSS)	Standard
Crawl Control	Standard
EXTERIOR DIMENSIONS (IN.)	
Overall height	74.0
Overall width	77.6
Overall length	194.9
Wheelbase	112.2

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Specifications

2010 **LAND CRUISER**



	4x4 V8 6-Speed Automatic
Track (front/rear)	64.6/64.4
INTERIOR DIMENSIONS, FRONT/MIDDLE/REAR (IN.)	
Head room	38.3/38.9/35.8
Shoulder room	61.0/61.1/62.3
Hip room	59.8/58.5/58.6
Leg room	42.9/34.4/28.3
Seating capacity	8
OFF HIGHWAY	
Skid plates on front suspension, fuel tank and transfer case	Standard
Angle of approach/departure/breakover (degrees)	30/20/21
Minimum running ground clearance (in.)	8.9
Rear axle ratio	3.909
Transfer case ratios - 2-speed (high/low)	1.0:1/2.618:1
WEIGHTS AND CAPACITIES	
Curb weight (lb.)	5688
Gross Vehicle Weight Rating (GVWR) (lb.)	7275
Cargo volume (cu. ft.) [20] behind front/middle/rear seats	81.7/43.0/16.1
Towing capacity (lb.) [21]	8500
Fuel tank (gal.)	24.6
TIRES	
Size	P285/60R18
Type	Mud-and-snow-rated steel-belted radial blackwall
Spare	Full-size with alloy wheel
MPG	
Mileage Estimates (mpg city/highway) [22]	13/18

Accessories

2010 LAND CRUISER



EXTERIOR ACCESSORIES



Alloy Wheel Locks
\$81 Installed MSRP*



Ball Mount & Trailer Ball
\$69 Parts Only MSRP**



Bike Attachment with Adapters
\$244 Parts Only MSRP**



Body Side Molding
\$375 Installed MSRP*

Image
Not Available



Hood Protector
\$155 Installed MSRP*



Paint Protection Film
\$395 Installed MSRP*

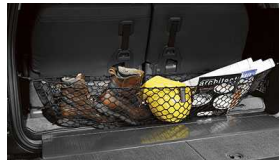


Ski Attachment with Adapters
\$225 Parts Only MSRP**

INTERIOR ACCESSORIES



Cargo Mat
\$95 Installed MSRP*



Cargo Net
\$59 Installed MSRP*



Cargo Tote
\$40 Installed MSRP*



Carpet Floor Mat/Cargo Mat
\$209 Installed MSRP*



Carpet Floor Mats (3-Piece)
\$109 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Glass Breakage Sensor (GBS)
\$205 Installed MSRP*



Wireless Headphones (pair)
\$82 Installed MSRP*

* Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the 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.



PERFORMANCE ACCESSORIES



TRD 17" Forged Off-road Alloy Wheels
\$3,199 Installed MSRP*



TRD Oil Cap
\$45 Parts Only MSRP**



TRD Oil Filter
\$13 Parts Only MSRP**

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Warranties / Disclaimers

2010 LAND CRUISER



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 for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

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 customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month 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.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

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[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Torsen® is a registered trademark of Zexel Torsen Inc.

[2] The navigation system is designed to assist in locating an address or point of interest. 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 updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[3] The phones on this site have been tested for Bluetooth® 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.

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

[5] Contact with the Safety Connect™ response center is dependent upon cellular connection availability and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Subscription Service Agreement required. One-year trial subscription available only with new vehicle purchase of Safety Connect-equipped vehicles. Additional subscription terms available; charges vary by subscription term selected.

[6] 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.

[7] Satellite radio requires an XM 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. Available only in the 48 contiguous United States.

[8] May not be compatible with all MP3/WMA players and like models.

[9] iPod® is a registered trademark of Apple, Inc.

[10] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and hardware, 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.

[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 cooler box replaces the center-console storage box on vehicles so equipped.

[13] 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.

[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] Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. Automatic Transmission models only.

[17] 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.

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

[19] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If

Warranties / Disclaimers

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you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

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

[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] 2010 EPA-estimated mileage. Actual mileage will vary.

[23] 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.

[24] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **LAND CRUISER**



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>

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>