



**2007 FJ CRUISER**

**PRODUCT  
REFERENCE**

**GUIDE**

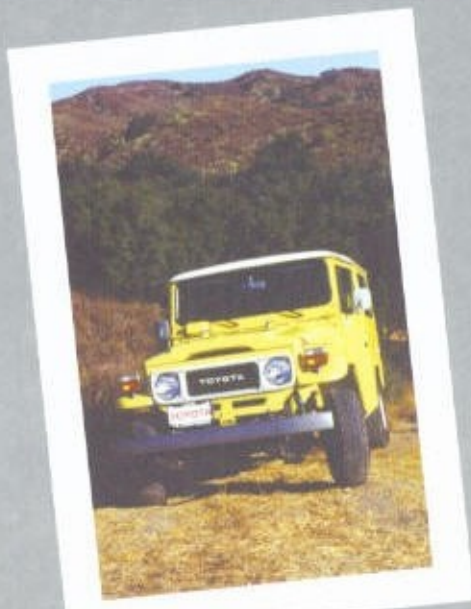
 **TOYOTA**

TOYOTA FJ CRUISER OVERVIEW  
FEATURES AND COMPONENTS  
ADVANTAGES AND SPECIFICATIONS

University  
of Toyota



THE STUFF OF WHICH LEGENDS ARE MADE



FOR MORE THAN 50 YEARS, the name "Land Cruiser" has been associated with the ultimate "go anywhere, do anything" off-road adventure. And time hasn't eroded its enormous appeal either. Eight years into its product cycle, the 2006 Land Cruiser beat out various newcomers to be named "Four Wheeler of the Year" at the SEMA show.

## 1958 TOYOTA **LAND CRUISER**

**105 HP**



**TOYOTA LAND CRUISER**

FJ40  
135 HP



WORLD'S TOUGHEST ALL PURPOSE 4-WHEEL DRIVE VEHICLE!



OF ALL THE LAND CRUISER MODELS EVER BUILT, the 1961-1965 FJ 40 series is undoubtedly the most iconic. Its simple, two-box hardtop with wraparound rear windows and dual swing-out doors is instantly recognizable. Yet, it is this classic model's durability that inspired

the legend. Today, there are more FJ 40-series models still running than any other off-road vehicle. It is this heritage on which the new 2007 FJ Cruiser was conceived and designed. The result: a highly capable vehicle with a distinctively modern flair all its own.



2007

FJ CRUISER

2007

TOYOTA **FJ CRUISER****PLEASE WELCOME THE ALL-NEW FJ CRUISER.**

Infused with the Land Cruiser's remarkable DNA, it offers young buyers an entrée into the realm of off-road driving. Authentic, affordable and exceptionally versatile, this new Toyota SUV is designed to capture buyers who are looking for real "can do" capabilities along with modern, rugged styling and features.

Strong, tough and built for durability, FJ Cruiser can comfortably transport driver and passengers to wherever their adventurous spirits may lead them—be it the urban jungle or places where less capable vehicles may fear to tread.

FJ Cruiser: Inspired by a legend, endowed with Toyota's innovative design and engineering, it's a new classic for today's SUV buyers.

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**2007 FJ CRUISER: A CLASSIC IS REBORN**



**MODERN, RUGGED, BUT WITH SUBTLE STYLING** reminiscent of the FJ 40 series, the new 2007 FJ Cruiser is equipped with everything required to engage in true off-road adventures.

**2007 FJ CRUISER**

Choice of 5-speed automatic or 6-speed manual transmissions



Outstanding audio selections



Unique access doors

Choice of 2- or 4-wheel-drive models

Available part-time 4WDemand shift-on-the-fly 4-wheel drive or full-time 4-wheel drive

Available Active Traction Control (A-TRAC)



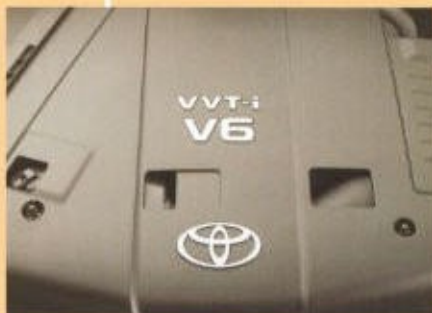
Water-repellent seat fabric



5-passenger seating



Versatile 60/40 split/double-folding rear seats (with removable bottom seat cushions)



239-horsepower V6 (same engine used in 4Runner, Tundra and Tacoma)



Rugged, modern design accented with classic FJ 40 styling cues

Superb ground clearance (up to 9.6 inches!)



Ample storage space





#### DID YOU KNOW?

FJ Cruiser was first unveiled as a concept vehicle at the 2004 North American International Automobile Show in Detroit.

2007

FJ CRUISER

NOTES

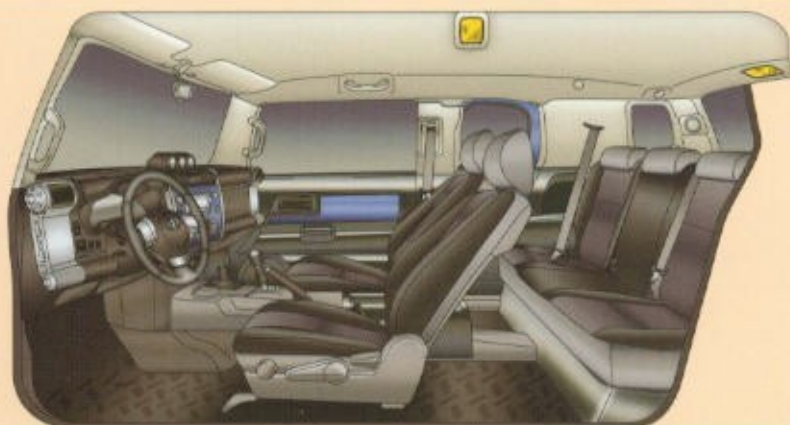
#### FJ CRUISER'S KEY PRODUCT STORIES

The following represent the key product strengths or stories that will draw customers to FJ Cruiser and help establish this new Toyota SUV as a leader in its segment:

- OFF-ROAD CAPABILITY
- BOLD AND FUNCTIONAL
- SAFETY
- COMPETITIVE ADVANTAGES

#### DESIGNED TO OPTIMIZE INTERIOR SPACE

FJ Cruiser's interior layout results in a generous front-seat area and enough cargo room with the seats folded to accommodate outdoor cargo or surfboards.



#### FJ CRUISER— STREET-WISE OR DIRT-SMART

FJ Cruiser offers customers a choice of three different drivetrain systems—all of which are housed in the same rugged, versatile design.



2WD

- 2-wheel-drive with 5-speed automatic transmission



PART-TIME 4WD

- Part-time 4WD demand shift-on-the-fly 4-wheel drive with 5-speed automatic transmission



FULL-TIME 4WD

- Full-time 4-wheel drive with 6-speed manual transmission



#### DID YOU KNOW?

FJ Cruiser was designed specifically for the American market by Toyota's Caltex Design Studios in Newport Beach, California.

WANT TO LEARN MORE?

Go to [www.VehicleFactsOnline.com](http://www.VehicleFactsOnline.com) and click on FJ Cruiser.



## FJ CRUISER OFF-ROAD CAPABILITY

You Really Can Get There from Here

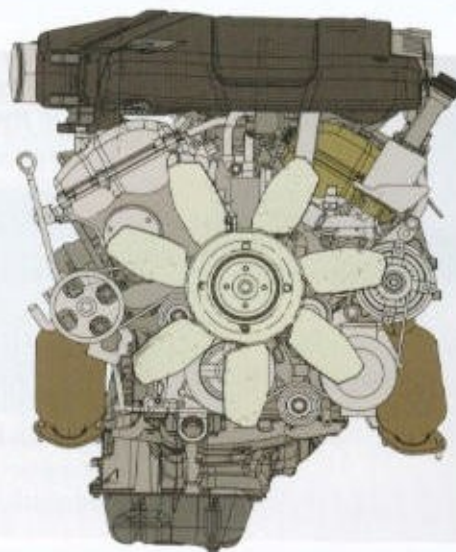
WHEN THE GOING GETS TOUGH, FJ CRUISER KEEPS YOU GOING with genuine, off-road capability that can tame the most rugged terrain. Sure, it has a fresh, new design; but underneath its skin you'll find the soul of the original FJ 40 Land Cruiser, alive and well and ready for adventure.



### ALL THE POWER YOU NEED

The same engine that propels Toyota 4Runner, Tundra and Tacoma, this lightweight, aluminum 4.0-liter 24-valve V6 with VVT-i provides a smooth delivery of power together with excellent fuel economy and emissions control.

- 239 horsepower @ 5,200 rpm; 278 lb.-ft. of torque @ 3,700 rpm<sup>1</sup>:
  - EPA-estimated 17/21 mpg city/highway<sup>2</sup> (4-wheel drive with 5-speed automatic transmission)
  - EPA-estimated 18/22 mpg city/highway<sup>2</sup> (2-wheel drive with 5-speed automatic transmission)
  - EPA-estimated 16/19 mpg city/highway<sup>2</sup> (4-wheel drive with 6-speed manual transmission)
- Low Emissions Vehicle II (LEV-II) status





## TRANSMISSIONS THAT ARE JUST YOUR SPEED

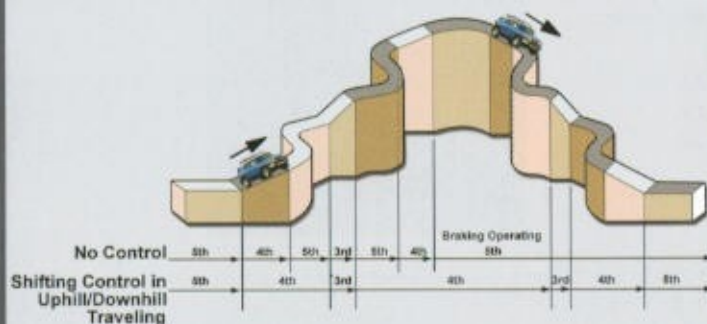


### 6-speed manual transmission

- Lightweight design assures ease of operation.
- Combines sporty driving experience with excellent fuel economy.
- Clutch start cancel switch provides some of the benefits of Hill-start Assist Control (HAC):
  - System allows the vehicle to be started in LO gear without depressing the clutch pedal.
  - Reduces vehicle roll-back when starting off on a grade.
- Paired with the full-time 4-wheel-drive system.

### 5-speed automatic transmission with gated shifter

- Incorporates shift control that automatically alters shift pattern depending on driving conditions and driver input.
- Includes Uphill and Downhill Shift Logic for smooth shift performance when climbing or descending hills.
- Paired with the part-time 4WDemand shift-on-the-fly 4-wheel-drive system or 2-wheel-drive system.





## FJ CRUISER OFF-ROAD CAPABILITY

### FULL-TIME 4-WHEEL-DRIVE SYSTEM—MAXIMUM TRACTION ON OR OFF ROAD

**SYSTEM IS COMPLETELY AUTOMATIC** and sends power to all four wheels on a full-time basis.

**TRANSFER CASE LEVER ENABLES THE DRIVER TO SWITCH** between HI and LO gears with the vehicle stopped in neutral while locking the center differential.

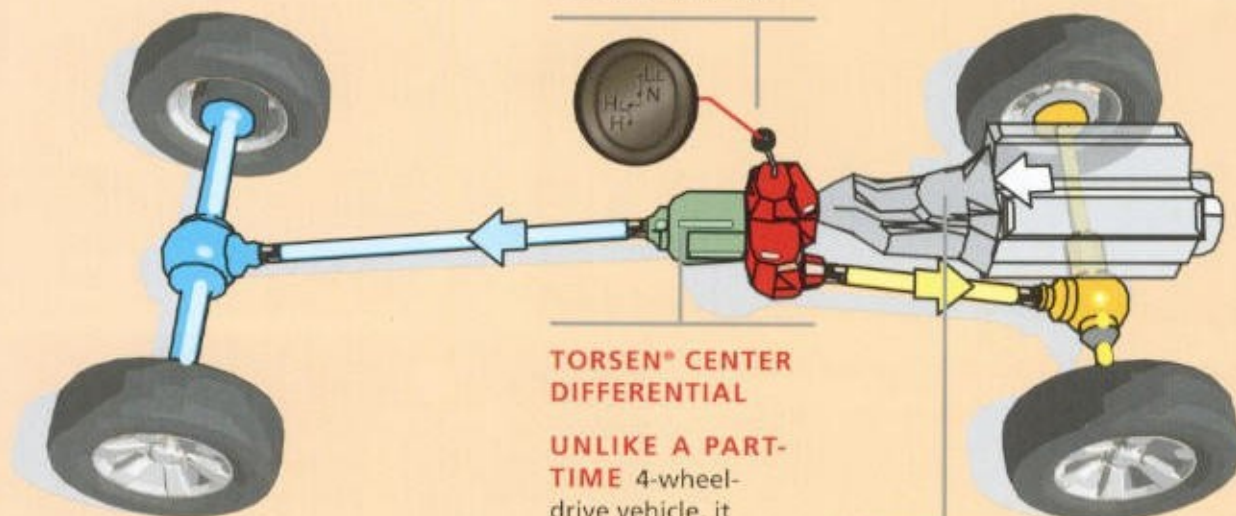
**TORSEN® CENTER DIFFERENTIAL**

**UNLIKE A PART-TIME** 4-wheel-drive vehicle, it can operate in a 4-wheel drive mode on dry pavement because it includes a center differential that transfers torque between the front and rear wheels to compensate for variations in wheel speed.

**PAIRED WITH 6-SPEED MANUAL TRANSMISSION.**



**SAME TYPE OF SYSTEM** is found on 4Runner V8.



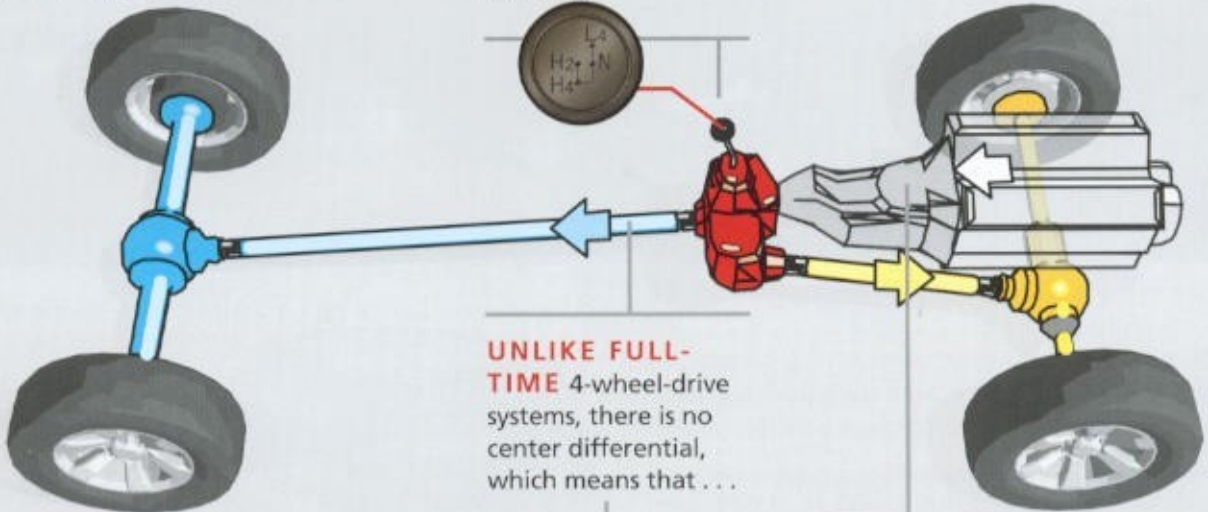


## PART-TIME 4WDEMAND SYSTEM—THERE WHEN YOU NEED IT



**HELPS PROMOTE GOOD FUEL ECONOMY** since 4-wheel drive mode can be engaged "as needed."

**ENGAGED VIA A SHIFT LEVER,** the system enables the driver to shift between 2- and 4-wheel drive on the fly for added traction on or off road.



**UNLIKE FULL-TIME** 4-wheel-drive systems, there is no center differential, which means that . . .

**PAIRED WITH 5-SPEED AUTOMATIC TRANSMISSION.**



**SAME TYPE OF SYSTEM** is found on Tacoma and Tundra



**. . . OPERATING IN THE 4-WHEEL DRIVE MODE**

on dry, hard surfaces lowers fuel economy and can cause drivetrain binding and damage to components.





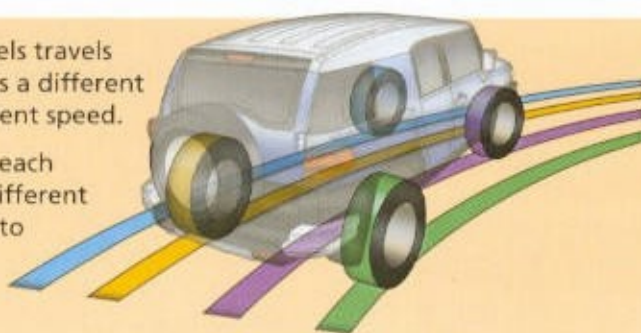
**WHEN YOU LEAVE THE BEATEN PATH,** you want to be sure you have a vehicle that can handle all kinds of slippery, uneven surfaces. In many instances, a specialized differential is the solution.



### WHAT DOES A DIFFERENTIAL DO?

When a vehicle is in a turn, each of its wheels travels along a different path. Because each path is a different length, each wheel has to rotate at a different speed.

When engine power is directed to an axle, each wheel has to have the ability to rotate at different speeds while still receiving power. In order to accomplish this, a type of gearbox within the axle called a differential is employed.



When a vehicle turns, each of its wheels rotates at a different speed.

Fastest Rotation

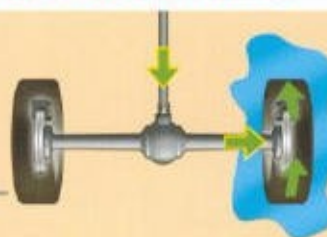


Slowest Rotation

### THE MOST COMMON TYPE OF DIFFERENTIAL IS AN OPEN DIFFERENTIAL

- It works well when both left and right wheels have good traction (i.e., dry pavement).
- However, an open differential is not a good solution on slippery surfaces. That's because engine power always chooses the path of least resistance; directing power to the wheel with the least amount of traction, causing it to spin and the vehicle to lose traction and become stuck.

Wheel with the most grip receives no power.



Available power is directed to the wheel that has the least amount of grip, causing it to spin.

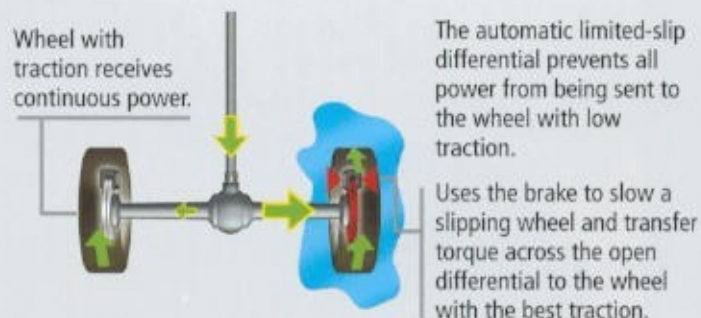
The open differential is found on most vehicles, but it is not always an ideal solution when it comes to traction on slippery surfaces.



**FORTUNATELY, THE NEW FJ CRUISER CAN HANDLE STICKY SITUATIONS** with one of these available\* traction-enhancing components.

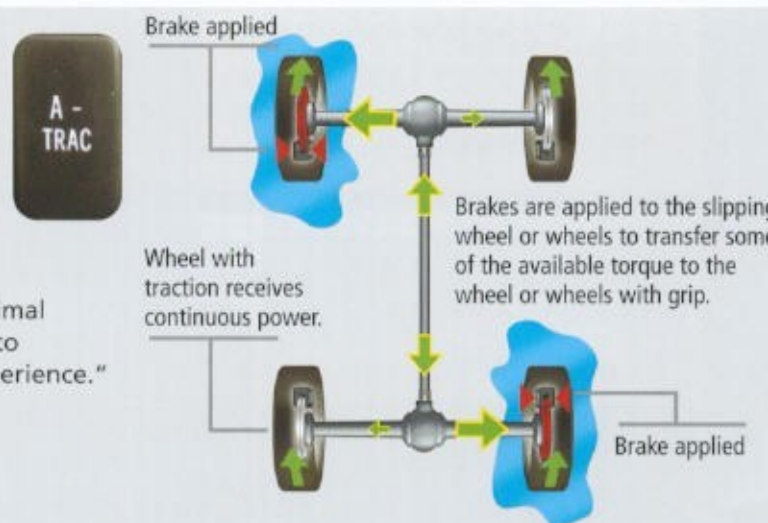
### AUTOMATIC LIMITED-SLIP DIFFERENTIAL (AUTO LSD)

- Automatic limited-slip differential (Auto LSD) operates via a dash-mounted switch.
- Enables the vehicle to overcome a low-traction situation without employing a special differential.
- System uses the TRAC system to simulate the operation of a limited-slip differential.
- Standard on 2-wheel-drive models (not available on 4WD)



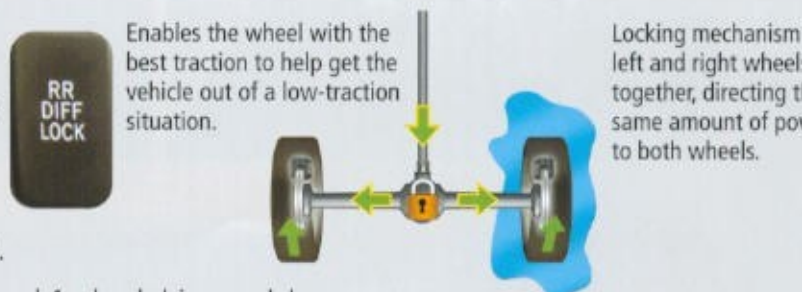
### AVAILABLE ACTIVE TRACTION CONTROL (A-TRAC)

- Operated via a dash-mounted switch.
- System uses the vehicle's standard Vehicle Stability Control (VSC) system to simulate the operation of front and rear limited-slip differentials.
- Brakes are applied to the slipping wheel or wheels to transfer some of the available torque to the wheel or wheels with the best traction.
- Ideal for starting off or traveling over less-than-optimal surfaces (such as moguls or slippery rocks); appeals to customers looking for an "easy off-road driving experience."
- Available on 4-wheel-drive models



### AVAILABLE LOCKING REAR DIFFERENTIAL

- Operated via a dash-mounted switch.
- Ideal for situations calling for maximum rear-wheel traction; appeals to customers looking for an "aggressive off-road driving experience."
- System locks both left and right rear wheels together, forcing them to rotate at the same speed, distributing torque equally to each wheel.
- Available on automatic models; standard on manual 4-wheel-drive models



\* Included with various optional FJ Cruiser packages (see page 34 for details).



## FJ CRUISER OFF-ROAD CAPABILITY

### FJ CRUISER CAN GET YOU IN, UP, OVER AND OUT

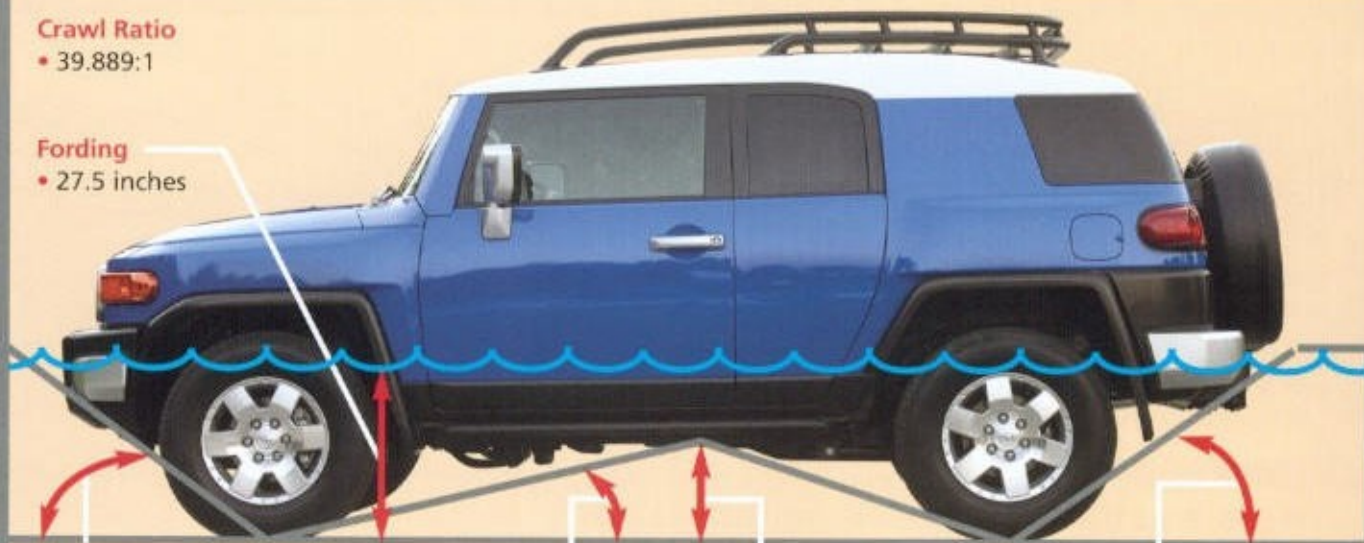
Like its legendary ancestor, Land Cruiser, FJ Cruiser is specially designed for venturing well off the beaten path.

#### Crawl Ratio

- 39.889:1

#### Fording

- 27.5 inches



#### Superb Approach Angles

- 34.0 degrees (4WD)
- 32.0 degrees (2WD)

#### Impressive Breakover Angles

- 27.4 degrees (4WD)

#### Outstanding Ground Clearance

- 9.6 inches (4WD)
- 8.7 inches (2WD)

#### Superb Departure Angles

- 30.0 degrees (4WD)
- 29.0 degrees (2WD)

### LARGE, 17-INCH TIRES ELEVATE FJ CRUISER'S OFF-ROAD CAPABILITY

Large, P265/70R17 tires (with 32-inch diameters) and wheels help raise vehicle height and contribute to good ground clearance.

- Available with 17-inch alloy wheels



- Mounted on standard 17-inch black steel wheels



#### DID YOU KNOW?

The 'FJ' portion of FJ Cruiser's name was adopted because it was the internal code name for the Land Cruiser and was also the name most hard-core off-road enthusiasts used to affectionately refer to Land Cruiser's original FJ 40 series.

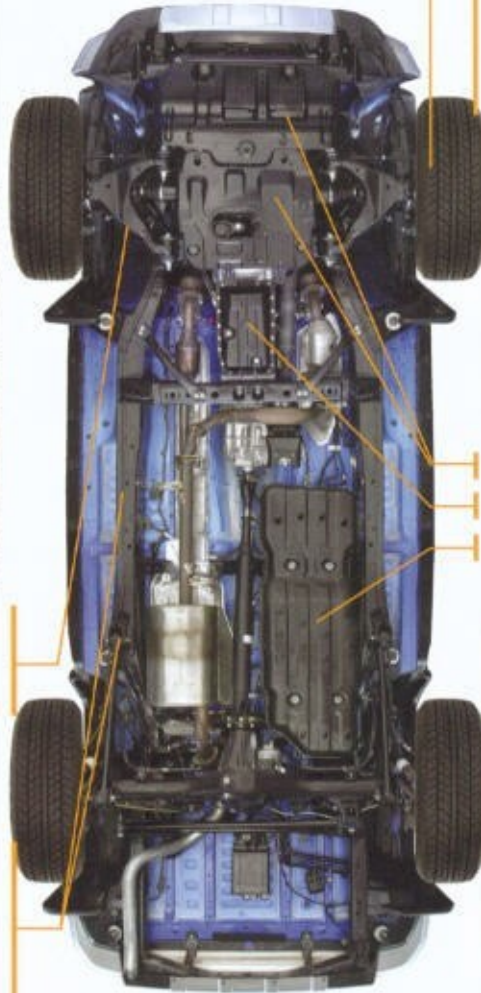


### FJ CRUISER FLIES IN THE FACE OF CONVENTION

"Old school" thinking has it that only front and rear solid axles are the way to go in designing a rugged, off-road vehicle. With FJ Cruiser, however, that notion has been solidly put to rest. Its suspension design delivers all the rugged durability you'd want in an off-road vehicle, but without requiring the usual trade-off in ride comfort and handling.



- High-mount, double-wishbone front suspension provides superior handling and stability with enhanced ride comfort.
- 4-link solid rear axle suspension contributes to stability and off-road capability.
- Both front and rear stabilizer bars are specially tuned to help deliver excellent articulation (i.e., wheel flexibility) and promote good off-road handling and performance.



### BRAKES AND STEERING ENHANCE PERFORMANCE, TOO

- 4-wheel disc brakes provide excellent braking performance and help reduce the risk of brake fade.
- Power rack-and-pinion steering enhances control and stability at high speeds while reducing steering effort at low speeds.

### PROTECTION FOR VITAL UNDERBODY COMPONENTS

FJ Cruiser 4-wheel-drive models are equipped with standard skid plates to help protect the:

- Engine and front suspension
- Transmission
- Fuel tank (plastic skid plate)



### FJ CRUISER 2WD WITH AUTO LSD IS PLENTY TOUGH, TOO

For those whose adventures are of a less demanding off-road nature, the FJ Cruiser 2-wheel-drive model presents an excellent choice. Handsomely rugged, it offers the same great list of standard features inside as well as excellent fuel economy:

- 239-horsepower V6 with 278 lb.-ft. of torque
- EPA-estimated 18/22 mpg city/highway
- 5-speed automatic transmission
- Equipped with an automatic limited-slip differential (Auto LSD) for excellent traction



WANT TO LEARN MORE?

Go to [www.VehicleFactsOnline.com](http://www.VehicleFactsOnline.com) and click on FJ Cruiser.



## FJ CRUISER BOLD AND FUNCTIONAL

Looks Like We're Ready for Some Real Adventure

**STRONG, TOUGH, RUGGED**—these are just some of the words that come readily to mind when describing the new FJ Cruiser. Yet, its persona is expressed in more than just its bold, modern styling. This new Toyota is equipped with dozens of features and components that make it the very epitome of functionality.



### MODERN, RUGGED STYLING PAYS HOMAGE TO A GREAT HERITAGE

Strong, clean design elements distinguish the 2007 FJ Cruiser. From every angle it telegraphs a message of rugged capability and exceptional function.

Reminiscent of the original FJ 40 design, its circular headlamps are tied into the front grille area for a touch of classic styling.



A 2-tone exterior with a white roof emphasizes the strength and individuality of the vehicle.

A massive body and wide, low cabin convey an image of strength and ruggedness.

A wide, upright windshield provides excellent visibility—maintained, in part, by FJ Cruiser's three, wide-sweeping wipers.

Fender-mounted circular taillamps underscore the vehicle's rugged look.

Black bumpers (front and rear) include decorative silver accents.



Quarter windows that wrap around the backside of the vehicle and an off-center license plate evoke the tradition of the FJ 40 signature design.

An optional retractable rear wiper promotes good visibility and allows the glass hatch to open and close without opening the rear door.



Tall, door-mounted side mirrors contribute to the vehicle's rugged good looks.

A distinctive silhouette is the result of combining a tall lower body with a slim cabin design.

Air intake position contributes to excellent fording capability (more than two feet!).

The sweeping roofline and short front and rear overhangs create a sense of motion and result in excellent approach and departure angles.



### THERE'S AN EASY WAY IN

Access to the rear cargo area is easy in FJ Cruiser.



- Rear door opens 90 degrees for convenience; includes push-rod prop that will keep door in the open position for added convenience when loading and unloading.

- Glass hatch can open and close independently of the door to accommodate extra-long items like surfboards or lumber, or provide quick access into the rear cabin.

### SEE HOW IT ALL FITS

Along with numerous storage compartments, FJ Cruiser offers ample cargo space for hauling sporting equipment, camping gear, groceries, etc.



- 27.9 cubic feet<sup>3</sup> of cargo space with the 2nd-row seats upright



- 66.8 cubic feet<sup>3</sup> of cargo space with the 2nd-row seats folded





The new FJ Cruiser's ability to combine function with durability is readily evident in its fabric and floor covering selections.

#### **WATER-REPELLENT SEAT FABRIC**

- Durable seat fabric allows for easy removal of dirt and excess water:
  - “Breathable” urethane film underneath the fabric helps prevent water from soaking in.
  - Special seat cover stitching is treated with a water-repellent sealing to help prevent water from penetrating through the seams.



#### **RUBBER-LIKE FLOOR AND CARGO COVERING**

- Helps prevent water damage and is resilient to heavy-duty use:
  - Floor covering is attached with hooks on the cross member, eliminating the need to mount fasteners through the floor panel where water can collect and cause problems:
  - Diamond-cut pattern contributes to durability, cargo grip and ease of maintenance.
  - Cargo area has sloped surface to facilitate cleaning and a ramp section for easier loading over folded seats.



## COMFORT AND FUNCTION MAKE A NICE PAIR



Front seats provide long-riding comfort and include multiple manual adjustments for added convenience:

- 8-way manually adjustable driver's seat with adjustable armrest
- 4-way manually adjustable front passenger's seat

NOTES

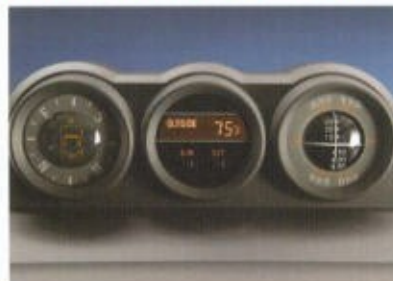
## VERSATILE 60/40 SPLIT/DOUBLE-FOLDING REAR SEAT

FJ Cruiser's rear seat design makes it easy to accommodate extra passengers or transport long or bulky items:

- Fold-down seatbacks include tumble/removable seat cushions:
  - Seat cushion bottoms can be easily removed and/or reinstalled using a special tool included as standard equipment.



## AVAILABLE MULTI-INFORMATION DISPLAY



- Digital outside temperature gauge provides Celsius or Fahrenheit at a glance.
- Inclinator and compass meters emphasize FJ Cruiser's rugged image.
- Display is mounted on the top center of the dash for quick and convenient reference.



**FJ CRUISER'S STANDARD AIR CONDITIONING SYSTEM** includes large switches and controls for ease of use and operability—even when gloves are worn. It also incorporates a number of special features that add to driving comfort and/or promote good visibility.

#### **MAX A/C MODE**

- Once the compressor is activated in this mode, the air conditioning system automatically switches to the re-circulated air mode to promote maximum cooling efficiency.
- When engaged, this mode eliminates the need to frequently adjust the controls.
- Helps maximize flow of cool air even when the vehicle is operating under heavy load conditions.



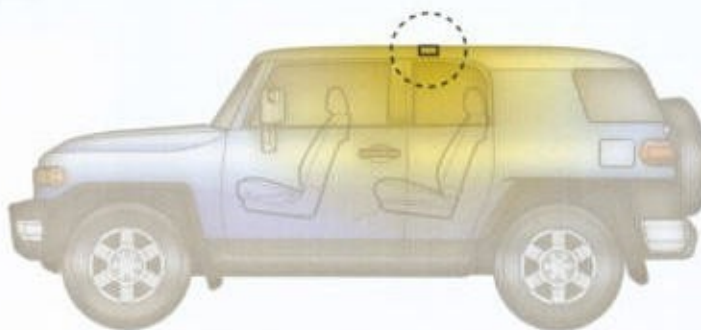
#### **AUDIOPHILES WILL LOVE THE SOUND OF FJ CRUISER**

Audio quality is important to many customers in this segment. FJ Cruiser responds with a selection of excellent audio systems and innovative features.



#### **STANDARD AM/FM CD WITH SIX SPEAKERS**

- Speakers are located in the dash (two), front door (two) and ceiling (two).
- Innovative ceiling speakers—an industry first—use the headliner as a “diaphragm” to help disperse the sound more evenly throughout the entire listening environment, creating a “sound shower”:
  - 52% thinner than conventional speakers, these ceiling speakers are positioned between the headliner and the ceiling for a flat, clean profile.





### AVAILABLE FJAMMER™ AM/FM 6-DISC IN-DASH CD CHANGER WITH EIGHT SPEAKERS

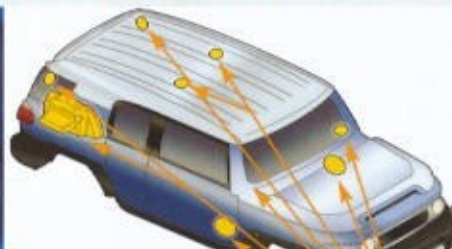


- Specially designed head unit includes an over-sized power/volume knob for easy, convenient operation.

- Speakers are located in the A pillar (two), front door (two), ceiling (two) and D pillars (two).

- Includes 115-volt/100-400-watt auxiliary power outlet.

### AVAILABLE FJAMMER™ AM/FM 6-DISC IN-DASH CD CHANGER WITH NINE SPEAKERS



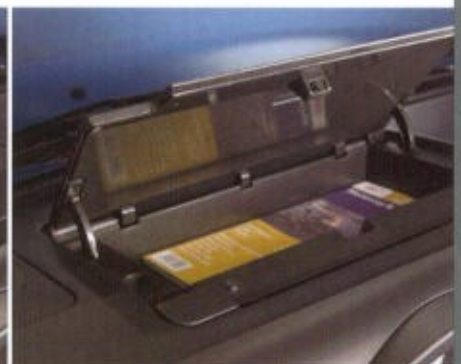
- Specially designed head unit includes an over-sized power/volume knob for easy, convenient operation.

- Speakers are located in the dash (two), front door (two), ceiling (two), D pillars (two) and rear cargo area (subwoofer).

- 8-inch subwoofer features a dash-mounted On/Off switch to allow for low-frequency cut-off.
- Includes 115-volt/100-400-watt auxiliary power outlet.

### A GLOVE BOX FOR THE DRIVER, TOO

FJ Cruiser drivers will appreciate the added convenience of a push-button glove box located above the instrument panel. The interior has been pre-wired to accept the portable Garmin Quest 2 GPS navigation system<sup>a</sup> with docking station—available as an accessory that replaces the driver glove box. (See page 35.)





## FJ CRUISER BOLD AND FUNCTIONAL

### IT'S A TRUE MULTI-TASKER

FJ Cruiser's center console is a treasure trove of convenient features:

- Dual cup holders include inserts that allow cup holders to accommodate smaller containers.
- Console box provides easy-to-access storage area (2-wheel-drive models include a small tray).
- Removable rubber mat inside the console box can double as a partition or as a rear-seat cup holder.



### TOYOTA'S NEWEST SUV HAS A LOT OF PULL

FJ Cruiser's rugged body design enables it tow up to 5,000 pounds when properly equipped.



### MILES AHEAD OF KEY COMPETITORS

FJ Cruiser's 239-horsepower V6 is not only powerful—it's also efficient. To see how these estimated fuel economy ratings stack up against the competition, see pages 22–29.

	2-wheel drive	Part-time 4-wheel drive 5-speed automatic	Full-time 4-wheel drive 6-speed manual
City* (mpg) <sup>2</sup>	18	17	16
Highway* (mpg) <sup>2</sup>	22	21	19

\* EPA-estimated fuel economy ratings



## ADDITIONAL CONVENIENCE FEATURES

Here are just some of FJ Cruiser's standard convenience features. For a complete list, please see page 33.

- Power windows and door locks
- Digital clock
- Day/night rearview mirror
- Tilt steering column
- Center console switch panel (for key systems and aftermarket additions)
- 12-volt auxiliary power outlet
- Auxiliary audio input jack
- Dual sun visors
- Map pockets/bottle holder in each door
- Driver- and passenger-side glove boxes
- Small storage box and tray on right side rear quarter trim (not available with optional subwoofer)
- Access doors
- Pop-open glass hatch in the rear door
- Full-size spare tire



## OPTIONAL EQUIPMENT AND FEATURES ARE BIG IN THIS SEGMENT

Customers can also "customize" their new FJ Cruiser with a variety of options and accessories. For a complete list, please refer to pages 34–35.

?

### DID YOU KNOW?

Toyota expects to sell 46,000 FJ Cruiser models in calendar year 2006—and nearly 93% of them are expected to be 4-wheel-drive models!

NOTES



JUST THE SIGHT OF FJ CRUISER'S RUGGED BODY inspires a sense of confidence and security. It's a feeling supported by an array of active and passive safety features.

**Active Safety** = Features that help *avoid* accidents.

**Passive Safety** = Features that help *protect* in the event of an accident.

### TOYOTA'S STAR SAFETY SYSTEM™ COMPONENTS AND FUNCTIONS

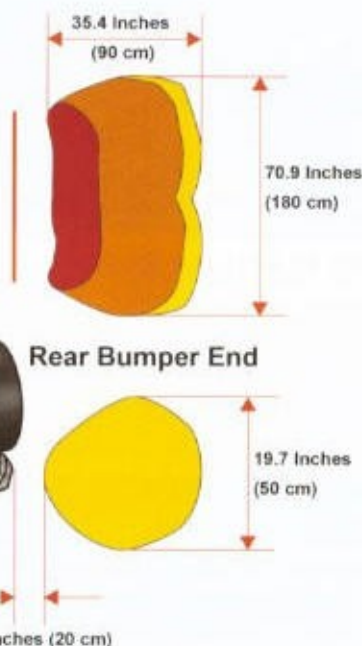


Like all Toyota SUV models, the new FJ Cruiser comes standard with Toyota's renowned Star Safety System™.

<b>Anti-Lock Brake System (ABS)</b>	Helps prevent wheel "lockup" and delivers improved steering control during hard braking.
<b>Electronic Brake-Force Distribution (EBD)</b>	Proportions brake force among all four wheels, depending on wheel load as well as braking conditions, for improved brake performance.
<b>Brake Assist (BA)<sup>5</sup></b>	Senses an emergency stop situation and immediately applies maximum braking force until the driver reduces brake pedal pressure.
<b>Traction Control (TRAC)</b>	Improves traction and control by helping to reduce wheel spin when starting or accelerating on slippery surfaces.
<b>Vehicle Stability Control (VSC)<sup>6</sup></b>	Helps maintain better steering control and directional stability when cornering or during evasive maneuvers.

### AVAILABLE BACK-UP SONAR

An available Back-up Sonar parking system uses ultrasonic sensors to detect objects behind the vehicle. When an object is detected, the system emits an alarm that changes frequency as the distance between the vehicle and the object is reduced.



### 3-POINT SEATBELTS AND HEADRESTS FOR ALL

Every FJ Cruiser seat is equipped with a headrest and 3-point seatbelt for occupant protection in the event of a collision. Rear seats have L-shaped headrests that enhance rearward visibility when retracted and not in use.







#### DID YOU KNOW?

FJ Cruiser's rear access door opening eliminates the B pillar. However, structural strength is optimized through a reinforced rear access door.

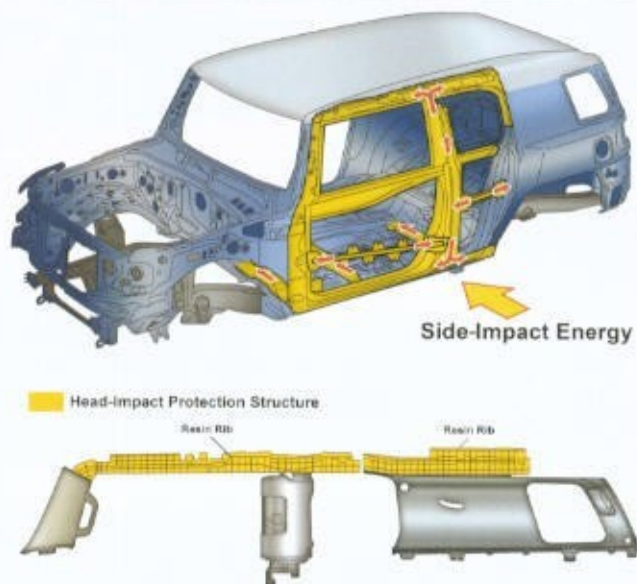
2007

FJ CRUISER

### STRONG ON PASSIVE SAFETY DESIGN

In the event of a collision, FJ Cruiser is designed to absorb the force of an impact and help disperse energy around the cabin before it can reach the interior and the occupants.

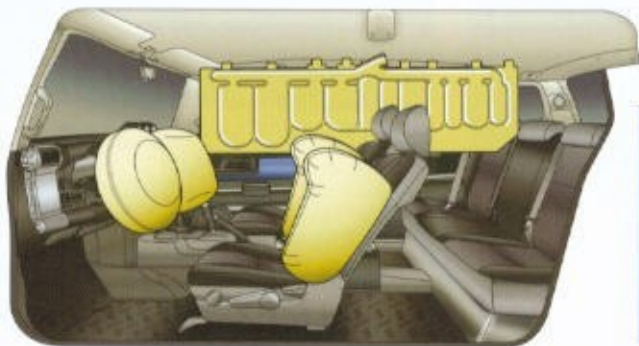
- Reinforced body:
  - Various components, including pillars, roof and cross members have all been reinforced to help disperse the energy generated by a side impact.
- Reinforced access door openings:
  - Made of high tensile-strength sheet steel, the front portion of the access door has a strength level comparable to a B pillar.
- Head-impact structures:
  - Impact-dissipating upper trim is used in the interior help reduce the risk of head injuries.



### FJ CRUISER'S AIRBAG SYSTEM HELPS PROTECT OCCUPANTS FROM HARM

The new FJ Cruiser is available with up to six airbags for added protection in the event of a collision.

- Standard advanced dual-stage driver and front-passenger airbags:
  - In the event of a frontal collision of sufficient severity, they deploy at varying speeds depending on factors such as crash severity and feedback from sensors in the seats.
  - Include a front-passenger Occupant Classification System that reduces or prevents airbag deployment if the seat is occupied by a child or small adult.
- Available seat-mounted side airbags and side curtain airbags:
  - In the event of certain side collisions, seat-mounted side airbags provide added protection for front-seat occupants' torsos and upper arms.
  - In the event of certain side collisions, side curtain airbags help provide occupants with added protection for the head as well as from flying glass.
  - Seat-mounted and side curtain airbags are packaged and sold together.



#### NOTES



## 2006 JEEP WRANGLER



**WHEN JEEP INTRODUCED THE WRANGLER** model in 1987, it was positioned as the most rugged off-road vehicle available that was still practical for regular street driving. The smallest of four SUVs in the 2006 Jeep lineup, the Wrangler is now marketed to the younger outdoorsy/adventurer set as a primary vehicle or as a second vehicle for couples or small families who want to enjoy off-road driving. Although Jeep has gradually added more comfort and convenience features to meet market demands, Wrangler's strengths lie in its off-road capabilities and not in its comfort during the daily commute. Last redesigned as a 1997 model, Wrangler is scheduled for a complete redesign for the 2007 model year.

### GENERAL INFORMATION

- Carryover model
- Introduced in 1987 model year
- Engines:
  - 2.4-liter inline 4-cylinder engine with 147 horsepower and 165 lb.-ft. of torque (Wrangler SE model only)
  - 4.0-liter inline 6-cylinder with 190 horsepower and 235 lb.-ft. of torque (all other models)
- Transmissions: 6-speed manual (all models); 4-speed automatic (available)
- Drivetrain: 4-wheel drive only
- Key standard features on all models:
  - AM/FM stereo with CD player and four speakers
  - High-back reclining bucket seats, tip-and-slide feature on passenger side
  - Fold-and-tumble rear bench
  - Sport bar padding, sun visors
  - Skid plates
  - Gas-charged shock absorbers
  - Soft top
- Key standard features of Wrangler Rubicon include all features above, plus:
  - Heavy-duty, part-time 4-wheel drive with low range
  - Locking differentials (front and rear)
  - Heavy-duty front and rear axles
  - 4-wheel disc brakes
  - 16-inch aluminum wheels with matching full-size spare tire
- Seating capacity: 4
- Cargo volume (manufacturer/maximum):
  - SE, X, Sport and Rubicon: 11.9/47.1 cu. ft.
  - Unlimited and Unlimited Rubicon: 28.5/66.7 cu. ft.
- Trim Levels:
  - SE, X, Sport, Unlimited, Rubicon, Unlimited Rubicon
- Towing capacity: (standard/maximum):
  - SE: 1,000/1,000 pounds
  - X, Sport and Rubicon: 2,000/2,000 pounds
  - Unlimited and Unlimited Rubicon: 3,500/3,500 pounds
- EPA fuel economy ratings (city/highway):
  - Inline 4-cylinder: 18/21 mpg
  - Inline 6-cylinder: 15/19 mpg
- MSRP range: \$18,070–28,465



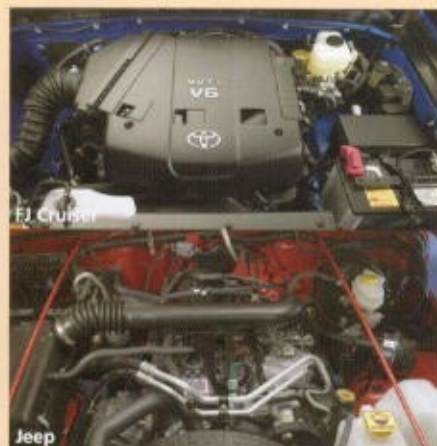


### FJ CRUISER VS. WRANGLER RUBICON/UNLIMITED RUBICON



#### FJ Cruiser Pros

- Substantially more powerful (51 more horsepower; 44 more lb.-ft. of torque<sup>1</sup>)



- 5-speed automatic transmission with gated shifter available (4-speed automatic available on Wrangler).
- Automatic transmission is adaptive on FJ (not on Wrangler).
- Better EPA city/highway fuel economy ratings<sup>2</sup>:
  - Manual: 16/19 mpg vs. 15/19 Rubicon and Unlimited Rubicon
  - Automatic: 17/21 mpg vs. 14/18 Rubicon and Unlimited Rubicon
- FJ offers a 2-wheel-drive model (not available on Wrangler).
- Power windows and mirrors (not available on Wrangler)



- More sophisticated standard and available audio systems



- 5-passenger seating (4 on Wrangler)
- Front-seat passengers have more leg room (1.0 inch), hip room (3.6 inches) and shoulder room (8.6 inches) *Note: dimension differences refer to Rubicon; Unlimited Rubicon dimensions are slightly different, but FJ still has advantage.*
- Easy ingress/egress for front-seat passengers (Wrangler has a high step-in)



- Driver's seat has more adjustments.



- 2nd-row passengers have more head room (0.6 inches) and hip room (8.3 inches) *Note: On Unlimited Rubicon, head room is equal to FJ Cruiser and hip room is 10 inches less than on FJ.*
- All 2nd-row passengers have a head restraint (no 2nd-row head restraints on Wrangler)



- Access door provides easy ingress/egress for 2nd-row passengers (difficult 2nd-row ingress/egress on Wrangler).



- GVWR is higher (5,570 pounds vs. 4,600)
- Towing capacity<sup>8</sup> (standard and maximum) is greater (FJ: 5,000 pounds vs. Rubicon: 2,000; FJ: 5,000 pounds vs. Unlimited Rubicon: 3,500).
- More cargo capacity<sup>3</sup> (27.9 cu. ft. FJ minimum vs. 11.9 for Rubicon maximum)



- Stability control is standard<sup>4</sup> (not offered on Wrangler).
- More safety features offered: Front-passenger Occupant Classification System, front side airbags and side curtain airbags<sup>7</sup> are all available on FJ (not offered on Wrangler).
- More technologically advanced rack-and-pinion steering (Wrangler has recirculating-ball)
- Rubber-like floor covering is standard (not offered on Wrangler).
- Bottle holders in doors (not available on Wrangler).
- Back-up Sonar is available (not offered on Wrangler).
- Optional navigation system
- Optional keyless entry (not available on Wrangler)





## FJ CRUISER COMPETITIVE ADVANTAGES

INTRODUCED IN 1999, THE NISSAN XTERRA was marketed to the young and adventurous. The low-maintenance, super-durable interior was designed to be used to carry items like mountain bikes and snowboards inside while still allowing for easy clean-up. Today, the Xterra is Nissan's most agile option for off-road driving and it continues to be marketed with an emphasis on the "utility" in the SUV moniker with the slogan "everything you need, nothing you don't." Nissan introduced the second-generation Xterra in 2005. A new entry-level version, the X, was introduced for the 2006 model year, bringing the base MSRP down to just under \$20,000.

### 2006 NISSAN XTERRA



Xterra

#### GENERAL INFORMATION

- Carryover; redesigned in 2005 (second generation)
- Introduced in 1999 model year
- Engine: 4.0-liter V6 with 265 horsepower and 284 lb.-ft. of torque
- Transmissions: 6-speed manual; 5-speed automatic (available)
- Drivetrains: 2- and 4-wheel drive
- Key standard features on all models:
  - Cruise control
  - Power door locks, windows, mirrors
  - Keyless entry
  - 60/40 split-folding stadium-style rear seat
  - 10 cargo utility hooks in a track system
  - Tire pressure monitoring system
- Key standard features on all off-road models:
  - Body side moldings
  - Fog lamps
  - Dual power outside mirrors
- Seating capacity: 5
- Cargo volume (manufacturer/maximum):
  - 35.2/65.7 cu. ft.
- Towing capacity (standard/maximum):
  - 5,000/5,000 pounds
- EPA fuel economy ratings (city/highway):
  - Manual: 17/22 mpg
  - Automatic: 16/22 mpg
- Trim levels:
  - X, S, Off Road, SE
- MSRP range: \$19,950–28,255





### FJ CRUISER VS. X TERRA OFF-ROAD



#### FJ Cruiser Pros

- Better EPA city/highway fuel economy ratings<sup>2</sup> (2WD): 18/22 mpg vs. 17/22
- Front-seat passengers have more head room (2.4 inches).
- Front-seat passengers have more head room (1.4 inches).
- Adjustable front seat armrest (Xterra's doesn't adjust)



FJ Cruiser



Xterra

- 2nd-row passengers have more head room (1.0 inch).
- 2nd-row seats have three adjustable head restraints (Xterra offers this protection only to its outboard passengers).



FJ Cruiser



Xterra

- GVWR is greater (2WD: 5,330 pounds vs. 5,200; 4WD: 5,570 pounds vs. 5,200)
- Outside temperature gauge and inclinometer available (not offered on Xterra).
- Tailgate window opens to facilitate extra long cargo (Xterra's tailgate window does not open).



FJ Cruiser

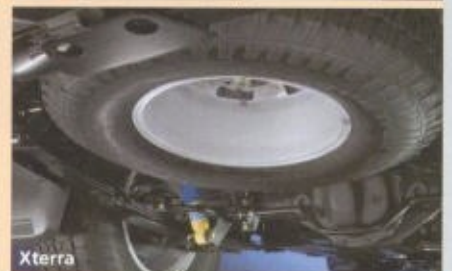


Xterra

- Tailgate-mounted spare tire (Xterra's spare is mounted underbody, where it is susceptible to off-road damage)



FJ Cruiser



Xterra

- Maintenance interval indicator is standard (not offered on Xterra).
- Back-up Sonar is available (not offered on Xterra).
- Automatic transmission is adaptive on FJ (not on Xterra).
- Higher ground clearance
- Optional navigation system<sup>4</sup>



Xterra



## 2006 HUMMER H3

ONE OF THE NEWEST **CONTENDERS** to the segment is the new HUMMER H3. Introduced as a 2006 model, the H3 draws from the design lineage and off-road prowess of its larger siblings, H1 and H2. Underneath this rugged exterior, however, is an upscale interior with seating capacity for five. With its "good things come in small packages" marketing campaign, HUMMER is hoping to attract outdoorsy and adventurous types to the H3 and its HUMMER driving academies and national club.



HUMMER

### GENERAL INFORMATION

- All-new model (first generation)
- Engine: 3.5-liter inline 5-cylinder engine with 220 horsepower and 225 lb.-ft. of torque
- Transmissions: 5-speed manual; 4-speed automatic (available)
- Drivetrain: 4-wheel drive only
- Key standard features on all models:
  - Keyless entry
  - Fold-down 60/40 split rear seat
- Security system
- Anti-lock brakes
- Traction control
- Cruise control
- AM/FM stereo with CD
- OnStar®
- Tire pressure monitor system
- Seating capacity: 5
- Cargo volume (mfr./maximum):
  - 29.5/55.7 cu. ft.
- Towing capacity: (standard/maximum):
  - Auto: 4,500/4,500 pounds
  - Manual: 3,000/3,000 pounds
- EPA fuel economy ratings (city/highway):
  - Automatic: 16/19 mpg
  - Manual: 16/20 mpg
- Trim levels:
  - Base, Adventure, Luxury
- MSRP range: \$29,500–37,000



### FJ CRUISER VS. HUMMER H3

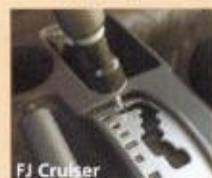


#### FJ Cruiser Pros

- Substantially more powerful (19 more horsepower; 53 more lb.-ft. of torque)

- Available 5-speed automatic transmission with gated shifter (H3 only offers an available 4-speed automatic transmission with a conventional shifter)

- Better EPA-estimated city/highway fuel economy ratings<sup>2</sup> on automatic transmission model (17/21 mpg vs. 16/19)
- Higher ground clearance (9.6 inches vs. 8.5)
- Front-seat passengers have more head room (0.7 inches), hip room (1.5 inches) and shoulder room (4.0 inches).





## FJ Cruiser Pros (Continued)

- Adjustable front-seat armrest (H3's is non-adjustable)



- 2nd-row passengers have more head room (0.4 inches) and shoulder room (0.4 inches).
- 2nd-row seats have three adjustable head restraints for better inboard passenger safety and better rear visibility. (HUMMER offers only two non-adjustable 2nd-row head restraints).



- Towing capacity is greater<sup>8</sup> (5,000 pounds vs. 4,500 for automatic transmission/3,000 for manual).
- More maximum cargo volume<sup>3</sup> (66.8 cu. ft. vs. 55.7)
- Tailgate window opens to facilitate extra long cargo (H3 tailgate window does not open).



- Hand brake is preferred by serious off-roaders (H3 has a foot-operated parking brake).



- Stability control<sup>6</sup> is standard (available only on H3 with automatic transmission).
- Electronic parking aid is available (not offered on H3).



- Navigation system<sup>4</sup> is optional (not offered on H3).
- Bottle holders in doors (not available on H3)



- Auxiliary audio input jack (not available on H3)





## FJ CRUISER COMPETITIVE ADVANTAGES

THE JEEP LIBERTY was introduced in 2002 as a replacement for the Cherokee. Still in its first generation design, the 2006 Jeep Liberty is a carryover model. Changes for 2006 include the addition of the Electronic Stability Program (ESP) as standard equipment and the discontinuation of the 4-cylinder engine. Jeep markets Liberty to those that are adventurous, but less involved in serious off-roading than the Wrangler target market. Liberty is the only vehicle in the segment to offer a diesel engine.



### 2006 JEEP LIBERTY



#### GENERAL INFORMATION

- Carryover for 2006
- Introduced in 2002
- Engines:
  - Gasoline: 3.7-liter V6 with 210 horsepower and 235 lb.-ft. of torque
  - Diesel: 2.8-liter Turbo DI-CR with 160 horsepower and 295 lb.-ft. of torque
- Transmissions:
  - Gasoline: 6-speed manual; 4-speed automatic
  - Diesel: 5-speed automatic
- Drivetrains:
  - Rear-wheel drive
  - Part-time 4-wheel drive (called Command-Trac)
  - Full-time 4-wheel drive (called Select-Trac)
- Key standard features:
  - Tilt steering column
  - ABS and brake assist
  - Electronic Stability Control
  - Electronic Roll Mitigation
  - Traction Control
  - AM/FM with 6-disc CD changer and six speakers
- Seating capacity: 5
- Cargo capacity: 29.0 cubic feet. (69.0 maximum)
- Towing capacity\*:
  - Manual transmission: 3,500 pounds
  - Automatic transmission: 5,000 pounds
  - Diesel: 5,000 pounds
- EPA fuel economy ratings (city/highway)\*:
  - Manual: 18/22 mpg
  - Automatic: 17/22 mpg
  - Diesel: 21/26 mpg
- Available trim levels:
  - Sport
  - Renegade (off-road equipped version)
  - Sport Special Edition
  - Limited
- MSRP range: \$20,970–25,920

\*Numbers are the same for both 2- and 4-wheel-drive models.



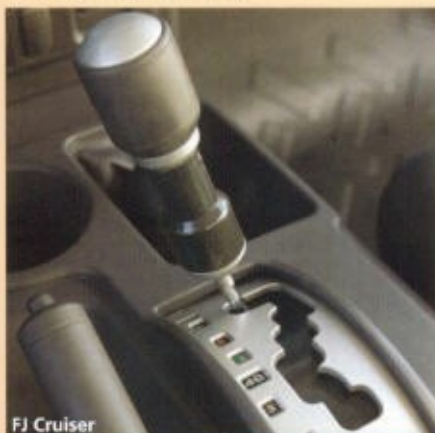


## TOYOTA FJ CRUISER VS. JEEP LIBERTY



### FJ Cruiser Pros

- More powerful (29 more horsepower, 43 lb.-ft. of torque<sup>1</sup>)
- Available 5-speed automatic with gated shifter (Liberty offers only a 4-speed automatic with conventional shifter)



FJ Cruiser



Jeep

- More front-seat head room (0.6 inches), shoulder room (1.9 inches) and leg room (1.1 inches)
- Auxiliary audio input jack (not available on Liberty)



FJ Cruiser

- 2nd-row seats have three adjustable head restraints (Liberty offers this protection only to its outboard passengers).



FJ Cruiser



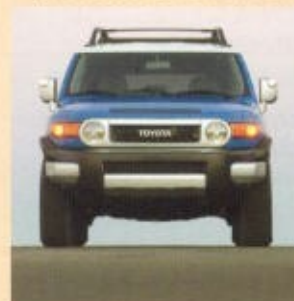
Jeep

- More rear-seat hip room (3.6 inches)
- Higher manual transmission towing capacity<sup>3</sup> (5,000 pounds vs. 3,500)
- Back-up Sonar is available (not offered on Liberty).



FJ Cruiser

- Higher ground clearance (9.6 inches vs. 9.4 on Limited)



- More sophisticated standard and available audio systems



FJ Cruiser



Jeep





**ACTIVITY #1: SELLING FJ CRUISER AGAINST THE COMPETITION**

Each of the following customers is cross-shopping the new FJ Cruiser against a specific competitor. Based on the following profiles, select key competitive advantages that are most likely to sell your target customers on the new FJ Cruiser.

**CUSTOMER #1:  
FJ CRUISER VS.  
NISSAN XTERRA**

- A man, late 20s
- Single
- Professional, white-collar job; on weekends he likes to windsurf (summer) and ski/snowboard with friends (winter).

FJ Cruiser features most likely to appeal to customer #1:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**CUSTOMER #2:  
FJ CRUISER VS.  
JEEP LIBERTY**

- A woman, early 30s
- Married with two young kids
- Her family like to camp and is contemplating buying a small power boat.

FJ Cruiser features most likely to appeal to customer #2:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**CUSTOMER #3:  
FJ CRUISER VS.  
JEEP WRANGLER**

- A man, around 40
- Divorced, but in a serious relationship, no kids
- He and his girlfriend like to take adventure trips on weekends. They will choose a route just because it "looks interesting" and prefer destinations where there are breathtaking scenery and few people.

FJ Cruiser features most likely to appeal to customer #3:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**CUSTOMER #4:  
FJ CRUISER VS.  
HUMMER H3**

- A man, late 40s
- Married with two teenage sons
- Dad is considering both FJ Cruiser and H3 because the kids think the vehicles are cool and want their dad to buy one.

FJ Cruiser features most likely to appeal to customer #4:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



## ACTIVITY #2: PRESENTING THE NEW FJ CRUISER

You will be assigned one of the following areas of the vehicle. Your task is to come up with at least two features—*along with their functions and benefits*—that relate to that area of the vehicle. Feature #1 should be a major feature that all customers would like to know. Feature #2 should be an “unexpected” feature or hidden detail that your customers would love to know. Once you’ve selected your features, you and your teammates will present them to the group. Remember to include functions and benefits.

## PASSENGER'S SIDE

Major feature: \_\_\_\_\_

Unexpected feature: \_\_\_\_\_

Additional features/functions/benefits: \_\_\_\_\_

FJ Cruiser advantages: \_\_\_\_\_

## TAILGATE

Major feature: \_\_\_\_\_

Unexpected feature: \_\_\_\_\_

Additional features/functions/benefits: \_\_\_\_\_

FJ Cruiser advantages: \_\_\_\_\_

## DRIVER'S SIDE

Major feature: \_\_\_\_\_

Unexpected feature: \_\_\_\_\_

Additional features/functions/benefits: \_\_\_\_\_

FJ Cruiser advantages: \_\_\_\_\_

RECORD YOUR  
IMPRESSIONS OF  
EACH TEAM'S  
PRESENTATION.

What did you like about the presentation? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What would you change? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



In the event you have an opportunity to test-drive the new FJ Cruiser and compare it to the competition, use this area to record your impressions. Pay special attention to those features and qualities that give FJ Cruiser an advantage over its key competitors.

Performance:	1000000	100000	10000	1000	100	10	1
1000000							
100000							
10000							
1000							
100							
10							
1							

Handling: \_\_\_\_\_

Instruments/controls:

Driver's seat:

Interior function/convenience:

2nd-row seat operation:

What impressed you most about FJ Cruiser?

## Performance: \_\_\_\_\_

**Handling:**

Instruments/controls:

Driver's seat:

Interior function/convenience:

2nd-row seat operation:

HUMMER H3 pros:

HUMMER H3 cons:

F) Cruiser advantages:

### Performance:

Handling: \_\_\_\_\_

Instruments/controls:

Driver's seat:

Interior function/convenience:

2nd-row seat operation:

Liberty pros:

Liberty cons:

FJ Cruiser advantages:

Performance:

Instruments/controls:

Driver's seat: \_\_\_\_\_

Interior function/convenience:

2nd-row seat operation:

**Wrangler pros:**

Wrangler cons:

### F) Cruiser advantages:

Performance:

Instruments/controls:

Driver's seat:

Interior function/convenience:

2nd-row seat operation:

**Xterra pros:**

**Xterra cons:**

FJ Cruiser advantages:

[illegible]



## THE ALL-NEW FJ CRUISER

Is loaded with features that will satisfy your customers if they know how to use them. Use this checklist as a guide to make sure you've covered everything that's important to your customers. Items shown in **red** are particularly important and may easily be misunderstood.

## EXTERIOR

Paint care—Toyota clearcoat finishes  
 Roof rack (optional)  
 Upright windshield with 3-wiper configuration  
 Payload capacity—1, 325 pounds  
 Towing capacities and requirements:  
 • 5,000-pound towing capacity  
 • 500-pound tongue load  
 Fuel cap removal, replacement, tank capacity  
 Required fuel type<sup>1</sup>—premium fuel (91 octane)  
 Tires:  
 • Spare tire location, pressure, lock, cover (optional)  
 • Tire pressures—location of recommended pressures, schedule  
 Location of:  
 • Engine oil dip stick  
 • Air cleaner  
 • Oil filter  
 Keyless entry operations (optional):  
 • 2-stage unlocking  
 • Automatic relocking  
 • Security system operation  
 Back door and glass hatch operation:  
 • Push-rod prop  
 2-turn power side door locks  
 Access door operation

## INTERIOR

Front seats:  
 • Manual adjustments  
 • Head restraint adjustment  
 • Occupant Classification System (passenger side)  
 • Seatbelt operation and shoulder adjustment  
 • ALR/ELR functions (Driver's side ELR only)  
 Mirrors:  
 • Manual/power outside mirror adjustments  
 • Interior mirror day/night operation  
 Power window operation:  
 • Auto-down  
 • Passenger window lock-out button  
 Dome light (on/off door)  
 Tilt steering column adjustments  
 Wiper operation:  
 • Mist cycle  
 • Fixed or variable intermittent cycle  
 • Windshield washer  
 • Rear window wiper/washer (optional)  
 Headlamp operation:  
 • Auto-off  
 • Daytime Running Lights (optional)  
 Cruise control (optional):  
 • Light in instrument panel  
 • One-touch acceleration/deceleration  
 • Cancel feature  
 • Auto-cancel  
 Warning lights:  
 • Low fuel  
 • Battery  
 • Check engine  
 • High beam  
 • VSC  
 Odometer—trip A/B and reset  
 Multi-information display (optional):  
 • Inclinometer/compass/outside temperature  
 Digital clock  
 Manual air conditioning:  
 • Temperature and vent setting  
 • Fresh air/recirculate mode  
 • "Max A/C" operation  
 Sound system functions:  
 • Pre-set stations  
 • Load/eject CDs  
 • Set audio quality  
 • MP3/Windows Media playback  
 • Auxiliary audio input jack  
 • Subwoofer operation (optional)  
 • Steering wheel controls (optional)  
 Center switch panel:  
 • Front accessory power outlet  
 • Auxiliary audio input jack  
 • Subwoofer operation (optional)  
 • Back-up Sonar parking system (optional)  
 • Locking rear differential (optional)  
 Automatic limited-slip differential (4x2 models only):  
 • Light in instrument panel  
 A-TRAC (optional on 4x4 models):  
 • Light in instrument panel  
 Emergency brake operation

## Transmission:

• Automatic—shift lever operation and gear selector position display  
 • Manual transmission—shift gate and reverse  
 Transfer case operation on 4x4 models:  
 • Part-time system (AT)  
 • Full-time system (MT)  
 2nd-row seat operation:  
 • 60/40 split fold-down  
 • Bottom seat cushion tumble/removal  
 • Head restraint adjustment  
 • Seatbelt operation  
 • Seatbelt ALR/ELR functions  
 Cargo area features:  
 • 60/40 split fold-down  
 • Utility net (optional)  
 • Rear door nets (optional)  
 • Rubber floor and cargo covering  
 • Power outlet location and operation (optional)  
 Remote fuel door release  
 Floor mats and driver side hook  
 Storage:  
 • Driver and passenger glove boxes  
 • Cup and bottle holders  
 • Map pockets  
 • Center console storage  
 • Rear cabin storage area (not available with subwoofer)  
 • Rear-seat net  
 Location of tire changing tools, seat tool and spare tire lock key  
 ISO-FIX—lower anchors for child seats



**EXTERIOR**

- 2-tone exterior with white roof
- Black bumpers with metallic silver accents and silver-toned skid plate accents
- Upright windshield with three wipers
- Silver-tone side mirrors
- Two full doors and two access doors
- Silver-tone door handles
- Overfenders with integrated mud flaps
- P265/70R17 tires mounted on black steel wheels
- Fixed rear quarter window
- Circular headlamps and taillamps
- Swing-type rear door with 90-degree opening
- Flip-up rear glass hatch
- Off-set license plate holder
- Flat dash panel

**INTERIOR**

- Flat dash panels with silver accents
- Body-colored center instrument panel
- 3-spoke tilt steering wheel
- Black and white analog instruments
- Day/night rearview mirror
- Dual sun visors
- Four assist grips (two A pillar; two above front door)
- Four cup holders (center console) and two bottle holders (access doors)
- Power windows and door locks
- 8-way adjustable driver's seat
- 4-way adjustable front passenger's seat
- 60/40 split-folding rear seats with rumble/removable bottom cushion and fold-down seatback
- Rubber-like floor and cargo area covering
- Passenger-side glove box
- Driver-side glove box

- Four map pockets (one per door)
- AM/FM/CD with six speakers
- Air conditioning with manual controls
- Small storage box and tray on the right side of quarter trim (not available with optional subwoofer)
- Digital clock
- Water-repellent seat fabric
- Headrests for all five seats
- Hand lever-type emergency brake

**2007 FJ CRUISER OPTIONAL PACKAGES**

**CUSTOMERS IN THIS SEGMENT LIKE TO FINE-TUNE AND CUSTOMIZE THEIR VEHICLES.** The new FJ Cruiser accommodates them with a variety of attractive optional packages and "standalone" items.

**CONVENIENCE PACKAGE**

- Remote keyless entry
  - Cruise control
  - Power side mirrors with image light
  - Privacy glass (access door, quarter window and rear door)
  - Rear wiper
  - Back-up Sonar
  - Daytime Running Lights (DRL)
- Note: The optional Convenience Package is a prerequisite for ordering any of other optional package.*

**UPGRADE PACKAGE #1**

- P265/70R17 (32-inch diameter) all-season tires on alloy wheels
- A-TRAC (4-wheel-drive models)
- Locking rear differential (standard on manual 4-wheel-drive models)
- AM/FM/6-disc in-dash CD changer with eight speakers (includes 115-volt/400-watt power outlet)
- Body-colored door inserts

- Multi-information display (include inclinometer, compass and outside temperature gauge)
- Leather-wrapped steering wheel with audio controls
- Metallic silver shift lever and bezel

**UPGRADE PACKAGE #2**

Includes all of the above items and:

- AM/FM/6-disc in-dash CD changer with nine speakers, including an 8-inch rear subwoofer (includes 115-volt/400-watt power outlet)

**2007 FJ CRUISER STANDALONE OPTIONS**

- Running boards
- Locking rear differential
- Seat-mounted side airbags and side curtain airbags
- P265/70R17 tires mounted on 5-spoke alloy wheels



## 2007 FJ CRUISER AVAILABLE ACCESSORIES

- 16-inch 6-spoke TRD alloy wheels with BFGoodrich T265/75R16 all-season tires
- Alloy fuel door
- All-weather floor mats
- Passenger-side armrest
- Ash tray
- Auxiliary lights (mount on front bumper or brush guard)
- Cargo cover
- Cargo mat
- Cargo net
- Cargo tote
- Carpeted floor mats



- Door sill protectors
- Emergency assistance kit
- Exhaust system (TRD)
- First aid kit



- Front skid plate



- Brush guard
- Hood protector
- License plate frame



- Portable Garmin Quest 2 GPS navigation system<sup>4</sup> with docking station

- Off-road lights with air dam (mount on roof rack)
- Off-road TRD shocks



- Rear door storage



- Rock rails
- Roof rack



- Roof-mounted ski/snowboard attachments
- Roof-mounted bicycle carrier
- Running boards
- Satellite radio (XM<sup>®</sup> or Sirius)



- Spare tire cover ("hybrid style")
- Sport pedal covers
- Sport shift knob
- Stainless-steel exhaust tip
- Taillamp protectors
- Touch-up paint
- Towing accessories
- Towing receiver hitch with wire harness
- Vehicle Intrusion Protection (VIP) with radar sensor
- Wheel locks



**ENGINE**

Type	4.0-liter 6-cylinder 24-valve DOHC with VVT-i, EFI, aluminum alloy block with aluminum alloy head	
Bore and Stroke (in.)	3.70 x 3.74	
Displacement (cc)	3,956	
Compression Ratio	10.0:1	
Valvetrain	4 valves per cylinder	
Horsepower (SAE Net) (@ rpm)	239 @ 5,200 <sup>1</sup>	
Torque (lb.-ft. @ rpm)	278 @ 3,700 <sup>1</sup>	
Ignition System	Toyota Direct Ignition System (TDIS)	
Fuel System	SFI	
Required Fuel	Unleaded 91 octane	
Emissions Control	LEV II (Tier2 Bin5)	

**POWERTRAIN**

Drive System Type	Rear-wheel 2WD or part-time 4WD for automatic transmission models or full-time 4WD for manual transmission models	
Ratios	5-speed ECT AT	6-speed MT
1st	3.520	4.171
2nd	2.042	2.190
3rd	1.400	1.488
4th	1.000	1.193
5th	0.716	1.000
6th	—	0.799
Reverse	3.224	3.607
Differential	3.721:1	3.909:1
Transfer Case	1.000/2.566 (high/low)	

**EPA-ESTIMATED FUEL ECONOMY**

2WD—City/Highway (mpg)	18/22 <sup>2</sup>
4WD MT—City/Highway (mpg)	16/19 <sup>2</sup>
4WD AT—City/Highway (mpg)	17/21 <sup>2</sup>

**SUSPENSION**

Front	High-mounted, double-wishbone suspension and stabilizer bar
Rear	4-link suspension with lateral rod with coil springs and stabilizer bar
Stabilizer Bar Diameter	
2WD—Front/Rear (in.)	1.18/0.79
4WD—Front/Rear (in.)	1.14/0.67

**BRAKES**

Front	Ventilated disc
Front Diameter (in.)	12.6
Front Swept Area (sq. in.)	65.5
Rear	Ventilated disc
Rear Diameter (in.)	12.3
Rear Swept Area (sq. in.)	49.5
Parking	Center hand brake

**STEERING**

Type	Power-assisted rack-and-pinion
Ratio	17.1:1
Turns—Lock to Lock	3.0
Turning Circle (ft.)	41.8

**TIRES AND WHEELS**

Wheel Size (in.)	7.5 x 17
Type and (available) Material	Steel (standard), aluminum alloy
Tire Size	P265/70R17
Tire Type	Mud-and-snow-rated steel-belted radial blackwall
Spare	Full-size

**ANGLE OF APPROACH/DEPARTURE**

2WD (deg.)	32/29
4WD (deg.)	34/30

**CAPACITIES**

Engine Oil (qt.)	6.4
Fuel Tank (gal.)	19.0
Cooling System (qt.)	10.4 (AT)/9.9 (MT)



**EXTERIOR DIMENSIONS**

Wheelbase (in.)	105.9
Overall Length (in.)	183.9
Overall Width (in.)	74.6
Overall Height—2WD/4WD (in.)	70.9/71.6
Tread Width—Front/Rear (in.)	63.2/63.2
Minimum Ground Clearance—2WD/4WD (in.)	8.7/9.6
Coefficient of Drag (cd)	0.40

**INTERIOR DIMENSIONS**

Head Room—Front/Rear (in.)	41.3/40.3
Leg Room—Front/Rear (in.)	41.9/31.3
Shoulder Room—Front/Rear (in.)	58.4/53.9
Hip Room—Front/Rear (in.)	55.4/51.0
EPA Cargo Volume (cu.ft.)	With rear seats folded: 66.8 Behind rear seat: 27.9
Seating Capacity	5

**TOWING AND VEHICLE MASS**

Curb Weight—		
2WD (lb.)	4,050	
4WD (lb.)	4,290 (MT)	4,295 (AT)
GVWR—2WD/4WD (lb.)	5,330/5,570	
Payload (lb.)	1,325 <sup>9</sup>	
Maximum Trailer Weight (lb.)	5,000 <sup>8</sup>	
Maximum Tongue Weight (lb.)	500	
Gross Combined Weight Rating—2WD/4WD (lb.)	9,200/9,500	

**BASIC LIMITED WARRANTY COVERAGE**

Comprehensive (yr./mi.)	3/36,000 <sup>10</sup>
Powertrain (yr./mi.)	5/60,000 <sup>10</sup>
Corrosion Perforation (yr./mi.)	5/unlimited <sup>10</sup>

**SAFETY FEATURES**

Dual-stage driver and front-passenger airbags; available front and rear-row side curtain airbags<sup>7</sup>

Driver and front-passenger seatbelt pretensioners and force limiters

3-point ALR/ELR seatbelts in all outboard and rear center seating positions (driver's belt ELR only)

Adjustable front- and rear outboard seatbelt anchors

Star Safety System™ includes 4-wheel Anti-lock Brake System with Brake Assist<sup>5</sup>, Electronic Brake-force Distribution and Traction Control (Auto LSD) (standard on 2WD only), Active Traction Control (A-TRAC) (4-wheel drive available) plus Vehicle Skid Control (VSC)<sup>6</sup>

Side-impact door beams

CRS top tether anchors and ISO-FIX lower anchor points

Daytime Running Lights

Back-up Sonar (two sensors) (available)



1. Ratings achieved using the required premium unleaded gasoline with an octane rating of 91 or higher. If premium fuel is not used, performance will decrease.
2. Any EPA fuel economy figures included in this publication are estimates to be compared with "estimated mpg" of other vehicles. Drivers may get different mileage depending on the speed they drive, weather conditions, trip length, condition of the vehicle and vehicle equipment. Mileage in actual driving will probably be less than EPA-estimated fuel economy for highway driving.
3. Cargo and load capacity limited by weight and distribution.
4. The Garmin 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. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether to follow a specified route. Detailed coverage not available in every city. See your navigation system owner's manual and your Toyota dealer for further details.
5. 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.
6. 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.
7. The Toyota driver and front-passenger airbags are Supplemental Restraint Systems (SRS). The driver and front-passenger airbags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seatbelts and sit upright in the middle of the seat as far back as possible from the airbag modules. Do not put objects in front of an airbag. Do not use rearward-facing child seats in any front-passenger seat without switching off the passenger-side airbag. The force of a deploying airbag SRS may cause serious injury or death. Please see your *Owner's Manual* for further instructions.
8. 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.
9. Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.
10. See your Toyota dealer for details.