

# Toyota Model Lineup

## What's New '10 MY

- New coefficient of drag reduced to .25 (previous model was .26); acceleration 0-60mph improved to 9.8 seconds.

### Safety:

- Star Safety System™: Regenerative Anti-Lock Brake System (ABS) with Brake Assist (BA), and Electronic Brake-Force Distribution (EBD), Vehicle Stability Control (VSC) & Traction Control (TRAC).
- Active front seat head rests will come standard as will 4 wheel disc-brakes (New for 2010).
- New Safety Connect (to be offered on certain Prius models beginning fall '09).

### Comfort & Convenience:

- New Eco/Power/EV drive modes standard for 2010.
- New Touch Tracer Display (steering wheel controls displaying digital duplicates on screen in front of driver).
- New and enhanced Multi-Information Display: power flow, time and trip MPG, hybrid system indicator (providing better driver feedback). New display location is within line of sight, and Navi screen is visible at the same time.
- New driver door Smart Key System standard now (3 Door Smart Key Available). Standard Push Button Start.
- New standard driver's seat vertical adjust and standard tilt/telescopic steering wheel (telescoping is New for 2010).
- New available driver's seat power lumbar support and heated front seats with leather models.
- New available technology for Prius: Tilt/Slide Moonroof with Solar Powered Ventilation System and Remote A/C System, Lane Keep Assist, Intelligent Parking Assist, Pre-Collision System, & Dynamic Radar Cruise Control.
- New front contoured seats for improved comfort and additional rear legroom.

### 2010 Venza (SOP: November '09)

- New DLX USB Audio standard in all models. Audio includes Bluetooth, integrated Satellite, single CD, iPod connectivity and music streaming capabilities

### 2010 Yaris (SOP: August '09)

#### Carry Over

- Standard VSC (vehicle stability control) and TRAC (traction control)

<b>SUV</b>
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### 2010 4Runner (SOP: August '09)

#### Major Change

- Enhanced Rugged Sporty exterior styling – returns to its roots
- Dimensions – OAH: +1.2", OAW: +.6", OAL: +1.6", Ground Clearance: +.9" 2WD, +.6" 4WD
- New 4.0L V6 engine with Dual VVT-i
  - +32 horsepower (236 → 268 hp)
  - + 7 lbs-ft torque (266 → 273 lbs-ft)
- New 2.7L L4 engine 161 hp / 184 lbs-ft torque
- Standard Tow Hitch
- Improved interior comfort with higher h-point and better headroom, improved IP and easier to use HVAC controls with available dual zone climate control
- 40:20:40 Split folding 2<sup>nd</sup> Row Seat with Recline
- Available 50:50 split, fold flat 3<sup>rd</sup> Row Seat
- New Off-Road options: Crawl Control, Multi-terrain Assist, KDSS (Kinetic Dynamic Suspension System), Active Traction Control
- Available Smart Key System
- Available Auto Dimming Mirror w/ Rear Camera Backup Display

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- Available 20" Wheel
- Available USB port with head unit iPod control & Satellite ready radio
- Available Safety Connect including Automatic Crash Notification, Stolen Vehicle Tracking, SOS Button, and Roadside Assistance (First Year Subscription included)
- Available Sliding Rear Cargo Deck that support 440 lbs.
- Rear Gate Speakers and a sound optimization mode for tailgate listening
- Star Safety System including 8 airbags

### 2010 FJ Cruiser (SOP: August '09)

- New color, Army Green replaces Voodoo Blue
- New 4.0L V6 engine with Dual VVT-i
  - +20 horsepower (239 → 259 hp)
  - – 8 lbs-ft torque (278 → 270 lbs-ft)
  - Improved EPA Estimated Fuel Economy
    - 4x2 AT: 16/20 → 17/22
    - 4x4 AT: 16/20 → 17/21
    - 4x4 MT: 15/18 → 15/19
  - Regular 87 octane unleaded (no longer requires premium 91 octane unleaded)
- Improved turning circle diameter 41.8 → 40.7 ft.
- Windshield washer tank increases from 4.5 → 4.8 liters
- Trail Team badged Special Edition (Sep-Jan Production)
  - Sandstorm exterior color (including the roof)
  - Exterior color matched fabric seat inserts, door trim inserts and IP
  - Hood blackout, blackout mirrors, bumper ends, rear tow hitch cover, door handles, grille
  - TRD Beadlock Style Alloy Wheels with BFGoodrich® All-Terrain P265/75R16 Tires
  - Trail equipment including Bilstein shocks, Cyclone air pre-cleaner, Multi-information display floating ball type (inclinometer, compass, temperature), Rock Rails, Front and Rear Skip Plates
  - Garmin PND w/ Trail Maps (Topographics)

### 2010 Highlander Base (SOP: September '09)

- Back-up Monitor with MID Optional

### 2010 Highlander Hybrid Base (SOP: September '09)

Carryover

### 2010 Land Cruiser (SOP: July '09)

- Safety Connect (Subscription-based)
  - Emergency Assistance
  - Stolen Vehicle Locator
  - Roadside Assistance
  - Automatic Collision Notification
- Rain Sensing Wipers added to Upgrade Package (UP)
- Rear Tint (grey) added to Factory Tint Package
- XM NavTraffic (Subscription-based)
  - Available with optional DVD Navigation System or Upgrade Package
  - Real-Time Traffic Information

### 2010 RAV4 (SOP: August '09)

Base:

- Back-up Monitor with Electrochromic Mirror Optional
- Tonneau Cover Without Pole Net System Optional