TOYOTA ANNOUNCES PRICES FOR NEW 2009 VENZA

TORRANCE, Calif., Nov. 3, 2008 - - Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the 2009 Toyota Venza. MSRPs will range from $25,975 for the four-cylinder with front-wheel-drive (FWD) model to $29,250 for the V6 with all-wheel-drive (AWD). Venza V6 models will start hitting dealerships in early December, with full production and sales of both engines in January.

Venza represents a new direction in passenger cars for Toyota. It combines excellent fuel economy, innovative design, outstanding utility and excellent value. Venza will use a single grade strategy with simplified packages and stand-alone options that will include an impressive list of comfort and utility features.

Venza is available in nine colors with a choice of two engines, a four-cylinder and a V6, each offered in FWD and AWD. Both engines are mated to a six-speed sequential-shift electronically-controlled automatic transmission. MSRPs for Venza models are:

- Four-cylinder FWD $25,975
- Four-cylinder AWD $27,425
- V6 FWD $27,800
- V6 AWD $29,250

The new Venza prices include the following **standard** features on all models:

Electronic Power Steering	Rear spoiler
Cruise control	Integrated fog lamps
Privacy glass	HomeLink®
Six-disc CD changer with roof-mounted XM® satellite radio antenna	Dual-zone automatic climate control with air filter and second row seat vents
A tilt/telescopic adjustable steering wheel with integrated audio controls	Six-speed transmission with sequential shift
Vanity mirror	Rear windshield wiper
20-inch wheels on V6; 19-inch wheels on four-cylinder	Electrochromic rearview mirror with compass
Power windows with auto up/down function and jam protection on all four doors	Cargo area one-touch forward-fold seat levers
Tonneau cover	Seven airbags
Rear personal overhead lamps	Hill-Start Assist Control (HAC)
Dual exhaust on V6	Front active headrests
14-degree rear seat recline	

Venza is the first Toyota passenger car to offer the Star Safety System™ as standard equipment for all models which includes enhanced Vehicle Stability Control (VSC) and Traction Control (TRAC) Systems with a cutoff switch, Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist.

Venza also brings many new firsts as optional features to the Toyota lineup that are typically found on luxury vehicles. High intensity discharge headlamps with an automatic high beam feature that detects oncoming vehicles and automatically switches the headlamps from high- to low-beam; chrome-accented one-touch door handles on the front side doors that lock and unlock all four doors and rear hatch door; panoramic roof with power tilt/slide function and a

separate fixed glass panel over the rear seats; and wireless Bluetooth® streaming music from the navigation system.

Other first time Toyota options include a multi-information display that can be customized to adjust the font size and content. The navigation voice instructions are available in Spanish, French or English.

Additional options for Venza include Smart Key System with push button start; power rear door with jam protection; leather-trimmed seats; tow hitch; rear bumper protector; roof rack; carpeted floor mats; and a cargo mat. A full line of pet products such as a rear hatch pet ramp, booster seat with harness, pet buckles, rear seat zip line-style harnesses, pet carriers, bucket seat, bench seat and hammock-style waterproof seat covers are available at Toyota dealerships.

VENZA OPTION MSRP

FACTORY OPTIONS

• Panoramic glass roof with front power tilt/side moonroof	$1,050
• Voice-activated touch-screen DVD navigation system with JBL Synthesis® surround sound AM/FM 4-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, hands-free phone capability and music streaming via Bluetooth® wireless technology and 13-speakers	$2,590
• Rear-seat DVD entertainment system with JBL Synthesis® surround sound, 9-inch display and two wireless headphones and remote, 120V power outlet and RCA jacks	$1,680
• JBL Synthesis® surround sound AM/FM 6-disc in-dash CD changer with integrated satellite radio, MP3/WMA playback capability, hands-free phone capability via Bluetooth® wireless technology and 13-speakers	$1,090

PACKAGES

• Security Package – backup camera and anti-theft system	$570
• Convenience Package – Smart Key System with Push Button Start and power rear door with jam protection	$860
• Lighting Package - High Intensity Discharge (HID) headlamps with Automatic High Beam Headlamps	$815

• Leather Package – leather seating surfaces, 4-way power front passenger seat with lumbar support, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel and leather-wrapped shift knob with satin mahogany wood-grain-style inlay.	$1,600
• Comfort Package – leather seating surfaces, 4-way power front passenger seat with lumbar support, driver and front passenger seat multi-sate seat heaters, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel, leather-wrapped shift knob with satin mahogany wood-grain-style inlay, color-keyed, heated outside mirrors and windshield wiper de-icer.	$2,100
• Premium Package #1 – leather seating surfaces, 4-way power front passenger seat with lumbar support, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel, leather-wrapped shift knob with satin mahogany wood-grain-style inlay, High Intensity Discharge (HID) headlamps with Automatic High Beam feature, power rear door with jam protection, Smart Key System with Push Button Start, backup camera and anti-theft system	$3,845
• Premium Package #2 – leather seating surfaces, 4-way power front passenger seat with lumbar support, driver and front passenger seat multi-stage seat heaters, satin mahogany wood-grain-style interior trim, leather-wrapped steering wheel, leather-wrapped shift knob with satin mahogany wood-grain-style inlay, High Intensity Discharge (HID) headlamps with Automatic High Beam feature, power rear door with jam protection, Smart Key System with Push Button Start, backup camera, anti-theft system, color-keyed, heated outside mirrors and windshield wiper de-icer	$4,345
• Tow package – engine oil cooler, larger radiator fan & heavy-duty alternator	$220