

TOYOTA ANNOUNCES PRICES FOR NEW HIGHLANDER SPECIAL EDITION
Price Adjustments on 12 Other Toyota and Scion Models

TORRANCE, Calif., Nov. 30, 2009 - - Toyota Motor Sales (TMS), USA, Inc., announced manufacturer's suggested retail prices (MSRP) today for the new 2010 Highlander V6 Special Edition (SE). MSRP adjustments were also announced on 12 current 2010 Toyota and Scion models including Corolla, Matrix, Highlander and Highlander Hybrid, RAV4, Yaris, Sequoia, FJ Cruiser, Tundra, and Scion tC, xB and xD.

2010 Highlander SE

The Highlander SE is the latest model to join Toyota's popular Highlander mid-size utility vehicle lineup, replacing the current Sport grade. The Highlander SE is a mono-spec vehicle with a wide array of standard features, creating an excellent value.

All Highlander SE models will be equipped with the 3.5-liter V6 engine with dual Variable Valve Timing with intelligence (VVT-i) and a five-speed automatic transmission. The powerplant will generate 270 horsepower @ 6,200 rpm and 248 lb.-ft of torque @ 4,700 rpm while providing EPA-estimated fuel efficiency ratings of 18 mpg city and 24 mpg highway on 4x2 models, and 17 mpg city and 23 mpg highway on the 4x4.

Among the standard features on the SE are leather-trim seats, heated front seats, Tri-Zone automatic front and rear air conditioning, power tilt/slide moonroof, AM/FM audio system with a six-disc CD changer, 17-inch aluminum alloy wheels, Homelink® universal transceiver, heated outside mirrors, Daytime Running Lights, and a tow package.

The Highlander SE 4x2 will carry a base MSRP of \$32,480 while the 4x4 model will carry a base price of \$33,930.

The new Highlander SE will begin arriving at Toyota dealers in the beginning of January, 2010.

2010 TOYOTA/SCION PRICE ADJUSTMENT 2-2-2-2

The price increases on 12 other Toyota and Scion models range from \$100 for the Corolla, Scion xD, xB and tC, to \$500 for the Sequoia and FJ Cruiser. A complete list of model-by-model price adjustments is attached below.

The new prices for North American-produced vehicles will become effective with vehicles produced on January 4, 2010. North American-produced models include Highlander (gas only), Corolla, Matrix, RAV4, Tundra and Sequoia. Prices for Japan-sourced vehicles will become effective with vehicles arriving on vessels on or after December 17, 2009. Japan-sourced vehicles include Highlander and Highlander Hybrid, RAV4, Yaris, FJ Cruiser, Scion xD, xB and tC.

Toyota and Scion MSRPs do not include a delivery, processing and handling (DPH) fee of \$750 for Toyota passenger cars, \$800 for Toyota small/medium trucks, and \$950 for large trucks (Sequoia and Tundra only). The DPH fee for Scion vehicles is \$670. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotaneewsroom.com>.

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Vehicle MSRP Change Summary (Toyota)

Vehicle/ Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	New MSRP	MSRP % Increase	MY
YARIS								
1421	Base	3	Liftback	5MT	\$ 250	\$ 12,605	2.0%	10MY
1422	Base	3	Liftback	4AT	\$ 250	\$ 13,405	1.9%	10MY
1461	Base	5	Liftback	5MT	\$ 250	\$ 12,905	2.0%	10MY
1462	Base	5	Liftback	4AT	\$ 250	\$ 13,705	1.9%	10MY
1441	Base	4	Sedan	5MT	\$ 250	\$ 13,365	1.9%	10MY
1442	Base	4	Sedan	4AT	\$ 250	\$ 14,165	1.8%	10MY
COROLLA								
1831	Base	4	Sedan	5MT	\$ 100	\$ 15,450	0.7%	10MY
1832	Base	4	Sedan	4AT	\$ 100	\$ 16,250	0.6%	10MY
1833	S	4	Sedan	5MT	\$ 100	\$ 16,520	0.6%	10MY
1834	S	4	Sedan	4AT	\$ 100	\$ 17,350	0.6%	10MY
1838	LE	4	Sedan	4AT	\$ 100	\$ 16,850	0.6%	10MY
1835	XRS	4	Sedan	5MT	\$ 100	\$ 18,960	0.5%	10MY
1836	XRS	4	Sedan	5AT	\$ 100	\$ 20,150	0.5%	10MY
1840	XLE	4	Sedan	4AT	\$ 100	\$ 17,750	0.6%	10MY
MATRIX								
1931	Base	5	Sedan	5MT	\$ 150	\$ 16,700	0.9%	10MY
1932	Base	5	Sedan	4AT	\$ 150	\$ 17,510	0.9%	10MY
1933	S	5	Sedan	5MT	\$ 150	\$ 18,610	0.8%	10MY
1934	S	5	Sedan	5AT	\$ 150	\$ 19,800	0.8%	10MY
1935	XRS	5	Sedan	5MT	\$ 150	\$ 20,920	0.7%	10MY
1936	XRS	5	Sedan	5AT	\$ 150	\$ 22,110	0.7%	10MY
1938	S AWD	5	Sedan	4AT	\$ 150	\$ 20,910	0.7%	10MY
RAV4								
4430	Base 2WD	4	SUV	4AT	\$ 175	\$ 21,675	0.8%	10MY
4431	Base V6 2WD	4	SUV	5AT	\$ 175	\$ 23,710	0.7%	10MY
4440	Sport 2WD	4	SUV	4AT	\$ 175	\$ 23,375	0.8%	10MY
4441	Sport V6 2WD	4	SUV	5AT	\$ 175	\$ 25,305	0.7%	10MY
4450	Limited 2WD	4	SUV	4AT	\$ 175	\$ 24,665	0.7%	10MY
4451	Limited V6 2WD	4	SUV	5AT	\$ 175	\$ 26,585	0.7%	10MY
4432	Base 4WD	4	SUV	4AT	\$ 175	\$ 23,075	0.8%	10MY
4433	Base V6 4WD	4	SUV	5AT	\$ 175	\$ 25,110	0.7%	10MY
4442	Sport 4WD	4	SUV	4AT	\$ 175	\$ 24,775	0.7%	10MY
4443	Sport V6 4WD	4	SUV	5AT	\$ 175	\$ 26,705	0.7%	10MY
4452	Limited 4WD	4	SUV	4AT	\$ 175	\$ 26,055	0.7%	10MY
4453	Limited V6 4WD	4	SUV	5AT	\$ 175	\$ 27,985	0.6%	10MY

All prices listed exclude the Delivery, Processing and Handling Fee (DPH).

Vehicle MSRP Change Summary (Toyota - continued)

Vehicle/ Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	New MSRP	MSRP % Increase	MY
FJ CRUISER								
4702	2WD	5	SUV	5AT	\$ 500	\$ 24,180	2.1%	10MY
4703	4WD	5	SUV	6MT	\$ 500	\$ 25,360	2.0%	10MY
4704	4WD	5	SUV	5AT	\$ 500	\$ 25,770	2.0%	10MY
HIGHLANDER								
6942	Base L4 2WD	4	SUV	6AT	\$ 150	\$ 25,855	0.6%	10MY
6946	Base V6 2WD	4	SUV	5AT	\$ 150	\$ 27,750	0.5%	10MY
6951	SE V6 2WD	4	SUV	5AT		\$ 32,480		10MY
6954	Limited V6 2WD	4	SUV	5AT	\$ 150	\$ 33,220	0.5%	10MY
6948	Base V6 4WD	4	SUV	5AT	\$ 150	\$ 29,200	0.5%	10MY
6953	SE V6 4WD	4	SUV	5AT		\$ 33,930		10MY
6956	Limited V6 4WD	4	SUV	5AT	\$ 150	\$ 34,670	0.4%	10MY
HIGHLANDER HYBRID								
6964	Base 4WD-i	4	SUV	CVT	\$ 200	\$ 34,900	0.6%	10MY
6966	Limited 4WD-i	4	SUV	CVT	\$ 200	\$ 41,220	0.5%	10MY
SEQUOIA								
7916	SR5 4.6 2WD	5	SUV	6AT	\$ 500	\$ 39,030	1.3%	10MY
7917	SR5 5.7 2WD	5	SUV	6AT	\$ 500	\$ 39,655	1.3%	10MY
7927	Limited 5.7 2WD	5	SUV	6AT	\$ 500	\$ 49,140	1.0%	10MY
7931	Platinum 5.7 2WD	5	SUV	6AT	\$ 500	\$ 56,180	0.9%	10MY
7918	SR5 4.6 4WD	5	SUV	6AT	\$ 500	\$ 42,255	1.2%	10MY
7919	SR5 5.7 4WD	5	SUV	6AT	\$ 500	\$ 42,880	1.2%	10MY
7929	Limited 5.7 4WD	5	SUV	6AT	\$ 500	\$ 52,365	1.0%	10MY
7933	Platinum 5.7 4WD	5	SUV	6AT	\$ 500	\$ 59,405	0.8%	10MY
7940	SR5 5.7 FFV 4WD	5	SUV	6AT	\$ 500	\$ 42,880	1.2%	10MY
7942	Limited 5.7 FFV 4WD	5	SUV	6AT	\$ 500	\$ 52,365	1.0%	10MY
7944	Platinum 5.7 FFV 4WD	5	SUV	6AT	\$ 500	\$ 59,405	0.8%	10MY

All prices listed exclude the Delivery, Processing and Handling Fee (DPH).

Vehicle MSRP Change Summary (Toyota - continued)

Vehicle/ Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	New MSRP	MSRP % Increase	MY
TUNDRA 4x2								
8202	V6	2	Reg Cab	5AT	\$ 300	\$ 23,455	1.3%	10MY
8204	V6	2	Reg Cab LB	5AT	\$ 300	\$ 23,785	1.3%	10MY
8222	V8 4.6	2	Reg Cab	6AT	\$ 300	\$ 24,655	1.2%	10MY
8224	V8 5.7	2	Reg Cab	6AT	\$ 300	\$ 25,655	1.2%	10MY
8226	V8 4.6	2	Reg Cab LB	6AT	\$ 300	\$ 24,985	1.2%	10MY
8228	V8 5.7	2	Reg Cab LB	6AT	\$ 300	\$ 25,985	1.2%	10MY
8215	Tundra grade V6	4	Double Cab	5AT	\$ 300	\$ 25,795	1.2%	10MY
8239	Tundra grade V8 4.6	4	Double Cab	6AT	\$ 300	\$ 25,940	1.2%	10MY
8241	Tundra grade V8 5.7	4	Double Cab	6AT	\$ 300	\$ 27,240	1.1%	10MY
8243	Tundra grade V8 4.6	4	Double Cab LB	6AT	\$ 300	\$ 26,870	1.1%	10MY
8245	Tundra grade V8 5.7	4	Double Cab LB	6AT	\$ 300	\$ 28,230	1.1%	10MY
8250	Limited 4.6	4	Double Cab	6AT	\$ 300	\$ 35,570	0.9%	10MY
8252	Limited 5.7	4	Double Cab	6AT	\$ 300	\$ 36,860	0.8%	10MY
8259	Tundra grade V8 4.6	4	CrewMax	6AT	\$ 300	\$ 28,765	1.1%	10MY
8261	Tundra grade V8 5.7	4	CrewMax	6AT	\$ 300	\$ 30,065	1.0%	10MY
8270	Limited V8 4.6	4	CrewMax	6AT	\$ 300	\$ 38,105	0.8%	10MY
8272	Limited V8 5.7	4	CrewMax	6AT	\$ 300	\$ 39,395	0.8%	10MY
TUNDRA 4x4								
8322	V8 4.6	2	Reg Cab	6AT	\$ 300	\$ 27,705	1.1%	10MY
8323	V8 5.7 FFV	2	Reg Cab	6AT	\$ 300	\$ 28,705	1.1%	10MY
8324	V8 5.7	2	Reg Cab	6AT	\$ 300	\$ 28,705	1.1%	10MY
8326	V8 4.6	2	Reg Cab LB	6AT	\$ 300	\$ 28,035	1.1%	10MY
8327	V8 5.7 FFV	2	Reg Cab LB	6AT	\$ 300	\$ 29,035	1.0%	10MY
8328	V8 5.7	2	Reg Cab LB	6AT	\$ 300	\$ 29,035	1.0%	10MY
8331	Tundra grade V8 5.7 FFV	4	Double Cab	6AT	\$ 300	\$ 30,290	1.0%	10MY
8335	Tundra grade V8 5.7 FFV	4	Double Cab LB	6AT	\$ 300	\$ 31,280	1.0%	10MY
8339	Tundra grade V8 4.6	4	Double Cab	6AT	\$ 300	\$ 28,990	1.0%	10MY
8341	Tundra grade V8 5.7	4	Double Cab	6AT	\$ 300	\$ 30,290	1.0%	10MY
8343	Tundra grade V8 4.6	4	Double Cab LB	6AT	\$ 300	\$ 29,920	1.0%	10MY
8345	Tundra grade V8 5.7	4	Double Cab LB	6AT	\$ 300	\$ 31,280	1.0%	10MY
8350	Limited V8 4.6	4	Double Cab	6AT	\$ 300	\$ 38,620	0.8%	10MY
8352	Limited V8 5.7	4	Double Cab	6AT	\$ 300	\$ 39,920	0.8%	10MY
8354	Limited V8 5.7 FFV	4	Double Cab	6AT	\$ 300	\$ 39,920	0.8%	10MY
8359	Tundra grade V8 4.6	4	CrewMax	6AT	\$ 300	\$ 31,815	1.0%	10MY
8361	Tundra grade V8 5.7	4	CrewMax	6AT	\$ 300	\$ 33,115	0.9%	10MY
8363	Tundra grade V8 5.7 FFV	4	CrewMax	6AT	\$ 300	\$ 33,115	0.9%	10MY
8370	Limited V8 4.6	4	CrewMax	6AT	\$ 300	\$ 41,155	0.7%	10MY
8372	Limited V8 5.7	4	CrewMax	6AT	\$ 300	\$ 42,455	0.7%	10MY
8374	Limited V8 5.7 FFV	4	CrewMax	6AT	\$ 300	\$ 42,455	0.7%	10MY

All prices listed exclude the Delivery, Processing and Handling Fee (DPH).

Vehicle MSRP Change Summary (Scion)

Vehicle/ Model Number	Grade	Doors	Body Style	Trans	MSRP Increase	New MSRP	MSRP % Increase	MY
xD								
6233		5	Hatchback	5MT	\$ 100	\$ 14,900	0.7%	10MY
6232		5	Hatchback	4AT	\$ 100	\$ 15,700	0.6%	10MY
xB								
6203		5	Hatchback	5MT	\$ 100	\$ 15,850	0.6%	10MY
6202		5	Hatchback	4AT	\$ 100	\$ 16,800	0.6%	10MY
tC								
6221		3	Liftback	5MT	\$ 100	\$ 17,100	0.6%	10MY
6220		3	Liftback	4AT	\$ 100	\$ 17,900	0.6%	10MY

All prices listed exclude the Delivery, Processing and Handling Fee (DPH).