

### FOR IMMEDIATE RELEASE TMS - - 065 - - 2011

# TOYOTA MOTOR SALES ANNOUNCES 2012 PRICES FOR COROLLA AND MATRIX COMPACT SEDANS, TUNDRA REGULAR CAB PICKUP TRUCK AND VENZA CROSSOVER

Price Increase on Select Toyota and Lexus Models

TORRANCE, Calif., Nov. 28, 2011 - - Toyota Motor Sales (TMS), USA, Inc., announced manufacturer's suggested retail prices (MSRP) today for the 2012 Corolla and Matrix compact sedans, Tundra Regular Cab full-size pickup truck and the Venza crossover. TMS also announced increases today for select 2012 Toyota and Lexus models. Price increases for 2012 Toyota models include the FJ Cruiser SUV, Highlander and Highlander Hybrid SUVs, and Tundra Double Cab and CrewMax models. Price increases for 2012 Lexus models include LS 460 and LS 600h L models and CT 200h.

#### **2012 Toyota Matrix**

The versatile and sporty Toyota Matrix, carries over unchanged for 2012, continuing with two model grades and two powertrain offerings and available all-wheel drive. Like all Toyota's the Matrix includes the Toyota Care complimentary maintenance plan, which covers the car for two years or 25,000 miles, whichever comes first.

The five-door Toyota Matrix deftly combines a fun-to-drive spirit with the utility of a small SUV and excellent fuel economy. The 2012 Matrix continues to feature the standard Toyota Star Safety System<sup>™</sup>, which includes Vehicle Stability Control (VSC), Traction Control (TRAC), an Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist. It also includes a Smart Stop Technology brake-override system.

The 2012 Matrix is available in two grades: base Matrix and the sporty S grade. Powertrain choices include 1.8-liter and 2.4-liter four-cylinder engines, a five-speed manual transmission, and either four- or five-speed automatic transmissions. The all-wheel-drive (AWD) Matrix S is equipped with the 2.4-liter four-cylinder engine and the ECT four-speed automatic transmission.

Matrix remains an excellent value as its pricing carries over unchanged from 2011. The base MSRP will continue to range from \$18,845 for the L grade with a five-speed manual transmission to \$21,715 for the S grade with all-wheel-drive and a four-speed automatic.

The prices for the 2012 Matrix go into effect with the start of production on December 5, 2011.

#### 2012 Toyota Venza

The Toyota Venza, which melds sport-sedan design with crossover versatility, debuts a new three-model grade strategy for 2012. Previously, the Venza had been available without grades, instead offering multiple option packages.

The 2012 Venza is available in LE, XLE and Limited grades, a model line change that aligns the Venza with other Toyota passenger vehicles, making it more convenient for customers. The LE and XLE models are available with all powertrain combinations: four-cylinder, V6, front-wheel drive (FWD) or all-wheel drive (AWD); the Venza Limited comes with the V6 engine only, in front-wheel drive or all-wheel drive configurations.

The LE comes well equipped with standard dual-zone automatic climate control with air filter and second row seat vents; eight-way power-adjustable driver's seat; 3.5-inch multi-information display; a tilt/telescopic adjustable steering wheel with integrated audio controls; an overhead console with map lights; rear-seat adjustable personal reading lamps and three 12-volt power outlets.

The LE grade's standard audio system includes an AM/FM six-disc, in-dash CD changer with integrated satellite radio, Bluetooth® hands-free phone capability with wireless music streaming via Bluetooth®, MP3/WMA playback capability, USB port with iPod connectivity, auxiliary audio jack, auto sound leveling, and six speakers.

The Venza XLE provides a major luxury and convenience upgrade to the vehicle and includes such features as leather seating surfaces, steering wheel and shift knob; four-way power passenger seat; multi-stage heated front seats; satin mahogany woodgrain-style interior trim; anti-theft system with alarm and engine immobilizer; Smart Key System with pushbutton start and illuminated entry; power rear liftgate and a back-up camera. Also standard on the XLE is a multi-information display that can be customized to adjust the font size and content, and navigation voice instructions available in Spanish, French or English (XM Traffic is only available in English).

The new V6-only, top-of-line Venza Limited adds a JBL Navigation system, panoramic glass roof with front power moonroof, and high-intensity discharge (HID) headlights with automatic high beams. The high beam feature detects oncoming vehicles and automatically switches the headlamps from high- to low-beam.

Venza LE models will range in price from \$27,425 for the four-cylinder front-wheel-drive to \$29,775 for the V6 all-wheel-drive, an increase of \$240 on a comparably-equipped basis, or 0.8 percent.

The 2012 Venza XLE reflects an excellent value as MSRP's range from \$29,775 for the four-cylinder front-wheel-drive to \$33,050 for the V6 all-wheel-drive, a decrease in price of \$880 on a comparably-equipped basis, or 2.6 to 2.9 percent.

The Venza Limited also represents a great value as the base MSRP is \$36,465 for the V6 front-wheel-drive and \$37,915 for the V6 all-wheel-drive, a price decrease of \$460 on a comparably-equipped basis, or 1.2 percent.

The prices for the 2012 Venza take effect with the start of production on December 5, 2011.

#### 2012 Corolla

A standard bearer for value, quality and dependability for more than 40 years, the Toyota Corolla delivers even more value for 2012. The Corolla L grade model gains color-keyed power side mirrors, along with power windows with driver's auto-down, power door locks and remote keyless entry. The LE grade adds standard 16-inch wheels and steering wheel audio controls for 2012. The sporty S model adds a double-stitch accent to its seats.

The 2012 Corolla LE and S grades are equipped with a new standard audio system. The head unit combines an AM/FM/CD player (including MP3/WMA playback) A USB port enables iPod® connectivity, while an auxiliary input jack accommodates other music players. The system also features Bluetooth® hands-free phone capability and audio streaming. Auto-sound leveling adjusts volume in response to ambient noise. Both the LE and S grades feature steering wheel audio control switches, as well. Toyota's new Entune™ multi-media system is be offered on Corolla LE and S grades as an option.

The MSRP for the 2012 Corolla will range from \$16,130 for the L grade with a five-speed manual transmission to \$18, 820 for the S grade with a four-speed automatic. The MSRP's reflect increases ranging from \$220 to \$310 or 1.2 to 1.8 percent.

The prices for the 2012 Corolla take effect with the start of production on December 5, 2011.

#### 2012 Tundra Regular Cab

The Tundra Regular Cab full-size pickup truck adds new standard features for 2012 that include 18-inch styled steel wheels, heavy-duty battery (not available on V6) and starter, windshield wiper de-icer, daytime running lights, front and rear mudguards, and heated power outside mirrors. The base MSRP will range from \$24,435 for the 4.0-liter V6 with a five-speed automatic to \$29,960 for the long bed 5.7-liter V8 with a six-speed automatic, an increase of \$720, or a percentage increase ranging from 2.4 to 3.0 percent.

The prices for the 2012 Tundra Regular Cab take effect with the start of production on December 19, 2011.

#### 2012 Toyota Price Adjustments

The price increases on Toyota models range from \$125 for the FJ Cruiser to \$400 for the Highlander Hybrid. The model-by-model adjustments reflect individual percentage increases ranging from 0.40 to 1.1 percent. A complete list of model-by-model price adjustments is attached below.

The new prices for Tundra Double Cab and CrewMax, FJ Cruiser, and Highlander Hybrid will become effective with the start of December production. The new prices for Highlander gas models will become effective with the start of January 2012 production.

Toyota MSRPs do not include a delivery, processing and handling (DPH) fee of \$760 for Toyota passenger cars, \$810 for Toyota small/medium trucks, and \$975 for large trucks (Sequoia and Tundra only). The DPH for the Venza has been increased from \$760 to \$810 as it is certified in the small/medium truck category. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

#### **2012 Lexus Price Adjustments**

The Lexus price adjustments represent an increase of \$500 for the CT 200h Premium luxury hybrid, LS 460 models and LS 600h L flagship luxury sedans. The MSRP for the CT 200h model does not receive a price increase. The model-by-model adjustment reflects individual percentage increases ranging from 0.5 to 1.6 percent. A complete list of model-by-model price adjustments is attached below.

The new prices will become effective for vehicles with December 2011 production.

Lexus MSRPs do not include a delivery, processing and handling fee of \$875.

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

#### CONTACTS:

**Toyota Division Communications** 

Greg Thome (310) 468-3279 or greg\_thome@toyota.com
Sam Butto (310) 468-7728 or sam\_butto@toyota.com
Moe Durand (310) 468-1601 or Maurice\_durand@toyota.com

Lexus Public Relations

Nancy Hubbell 310.468.7633 or nancy\_hubbell@lexus.com
Bill Kwong 310.468.3764 or bill\_kwong@lexus.com

Media Web site: http://www.tovotanewsroom.com

Public Web site: http://www.toyota.com or www.lexus.com or www.scion.com

## 2012 Matrix Pricing

Model	Grade	Transmission	11MY	12MY	MSRP	MSRP %
			MSRP	MSRP	\$ Increase	Increase
1931	L	5MT	\$18,845	\$18,845	\$0	0%
1932	L	4AT	\$19,685	\$19,685	\$0	0%
1933	S	5MT	\$19,565	\$19,565	\$0	0%
1934	S	5AT	\$20,755	\$20,755	\$0	0%
1938	S AWD	4AT	\$21,715	\$21,715	\$0	0%

2012 Venza Pricing

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Model	Grade	Engine	Drivetrain	11MY MSRP Comparably Equipped	12MY MSRP	MSRP Difference	MSRP % Difference
2810	LE	L4	FWD	\$27,185	\$27,425	\$240	0.9%
2812	LE	V6	FWD	\$29,010	\$29,250	\$240	0.8%
2820	LE	L4	AWD	\$28,635	\$28,875	\$240	0.8%
2822	LE	V6	AWD	\$30,460	\$30,700	\$240	0.8%
2830	XLE	L4	FWD	\$30,655	\$29,775	(\$880)	-2.9%
2832	XLE	V6	FWD	\$32,480	\$31,600	(\$880)	-2.7%
2834	XLE	L4	AWD	\$32,105	\$31,225	(\$880)	-2.7%
2836	XLE	V6	AWD	\$33,930	\$33,050	(\$880)	-2.6%
2842	Limited	V6	FWD	\$36,925	\$36,465	(\$460)	-1.2%
2846	Limited	V6	AWD	\$38,375	\$37,915	(\$460)	-1.2%

## 2012 Corolla Pricing

Model Grade	Crada	Transmission	11MY	12MY	MSRP	MSRP %
	1141151111551011	MSRP	MSRP	\$ Increase	Increase	
1831	L	5MT	\$15,900	\$16,130	\$230	1.4%
1832	L	4AT	\$16,700	\$16,960	\$260	1.6%
1838	LE	4AT	\$17,600	\$17,910	\$310	1.8%
1833	S	5MT	\$17,770	\$17,990	\$220	1.2%
1834	S	4AT	\$18,600	\$18,820	\$220	1.2%

## 2012 Tundra Regular Cab Pricing

Model	Description	Transmission	11MY	12MY	MSRP	MSRP %
	Description		MSRP	MSRP	\$ Increase	Increase
8202	4x2 4.0L V6	5ECT	\$24,435	\$25,155	\$720	3.0%
8204	4x2 4.0L V6 L/B	5ECT	\$24,765	\$25,485	\$720	2.9%
8222	4x2 4.6L V8	6ECTi	\$25,635	\$26,355	\$720	2.8%
8228	4x2 5.7L V8 L/B	6ECTi	\$26,910	\$27,630	\$720	2.7%
8323	4x4 5.7L V8 FFV	6ECTi	\$29,630	\$30,350	\$720	2.4%
8324	4x4 5.7L V8	6ECTi	\$29,630	\$30,350	\$720	2.4%
8327	4x4 5.7L V8 L/B FFV	6ECTi	\$29,960	\$30,680	\$720	2.4%
8328	4x4 5.7L V8 L/B	6ECTi	\$29,960	\$30,680	\$720	2.4%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee

## 2012 Toyota Model-By-Model MSRP Change

	Model		Grade Description	Trans.	2012		MSRP	MSRP
Series	Code	Grade			MSRP	New MSRP	Increase \$	Increase
	Code				IVIOITI			%
FJ Cruiser	4702	STD	4x2 SUV	5ECT	\$25,990	\$26,115	\$125	0.5%
FJ Cruiser	4703	STD	4x4 SUV	6MT	\$27,170	\$27,295	\$125	0.5%
FJ Cruiser	4704	STD	4x4 SUV	5ECT	\$27,580	\$27,705	\$125	0.5%
Highlander	6942	STD	4x2 SUV	6ECTi	\$28,090	\$28,240	\$150	0.5%
Highlander	6943	SE	4x2 SUV	6ECTi	\$32,695	\$32,845	\$150	0.5%
Highlander	6946	STD	4x2 SUV	5ECT	\$29,245	\$29,395	\$150	0.5%
Highlander	6951	SE	4x2 SUV	5ECT	\$33,850	\$34,000	\$150	0.4%
Highlander	6954	LTD	4x2 SUV	5ECT	\$35,595	\$35,745	\$150	0.4%
Highlander	6948	STD	4x4 SUV	5ECT	\$30,695	\$30,845	\$150	0.5%
Highlander	6953	SE	4x4 SUV	5ECT	\$35,300	\$35,450	\$150	0.4%
Highlander	6956	LTD	4x4 SUV	5ECT	\$37,045	\$37,195	\$150	0.4%
Highlander HV	6964	STD	Hybrid 4WD-I V6 SUV	CVT-E	\$38,140	\$38,540	\$400	1.1%
Highlander HV	6966	LTD	Hybrid 4WD-I V6 SUV	CVT-E	\$43,795	\$44,195	\$400	0.9%
Tundra	8215	STD	4x2 DBL Cab 4.0L V6	5ECT	\$27,115	\$27,365	\$250	0.9%
Tundra	8239	STD	4x2 DBL Cab 4.6L V8	6ECTi	\$27,260	\$27,510	\$250	0.9%
Tundra	8241	STD	4x2 DBL Cab 5.7L V8	6ECTi	\$28,505	\$28,755	\$250	0.9%
Tundra	8245	STD	4x2 DBL Cab 5.7L V8 L/B	6ECTi	\$29,495	\$29,745	\$250	0.9%
Tundra	8252	LTD	4x2 DBL Cab 5.7L V8	6ECTi	\$37,750	\$38,000	\$250	0.7%
Tundra	8259	STD	4x2 CrewMax 4.6L V8	6ECTi	\$30,085	\$30,335	\$250	0.8%
Tundra	8261	STD	4x2 CrewMax 5.7L V8	6ECTi	\$31,330	\$31,580	\$250	0.8%
Tundra	8272	LTD	4x2 CrewMax 5.7L V8	6ECTi	\$40,285	\$40,535	\$250	0.6%
Tundra	8331	STD	4x4 DBL Cab 5.7L V8 FFV	6ECTi	\$31,555	\$31,805	\$250	0.8%
Tundra	8335	STD	4x4 DBL Cab 5.7L V8 L/B FFV	6ECTi	\$32,545	\$32,795	\$250	0.8%
Tundra	8339	STD	4x4 DBL Cab 4.6L V8	6ECTi	\$30,310	\$30,560	\$250	0.8%
Tundra	8341	STD	4x4 DBL Cab 5.7L V8	6ECTi	\$31,555	\$31,805	\$250	0.8%
Tundra	8345	STD	4x4 DBL Cab 5.7L V8 L/B	6ECTi	\$32,545	\$32,795	\$250	0.8%
Tundra	8352	LTD	4x4 DBL Cab 5.7L V8	6ECTi	\$40,810	\$41,060	\$250	0.6%
Tundra	8354	LTD	4x4 DBL Cab 5.7L V8 FFV	6ECTi	\$40,810	\$41,060	\$250	0.6%
Tundra	8359	STD	4x4 CrewMax 4.6L V8	6ECTi	\$33,135	\$33,385	\$250	0.8%
Tundra	8361	STD	4x4 CrewMax 5.7L V8	6ECTi	\$34,380	\$34,630	\$250	0.7%
Tundra	8363	STD	4x4 CrewMax 5.7L V8 FFV	6ECTi	\$34,380	\$34,630	\$250	0.7%
Tundra	8372	LTD	4x4 CrewMax 5.7L V8	6ECTi	\$43,345	\$43,595	\$250	0.6%
Tundra	8374	LTD	4x4 CrewMax 5.7L V8 FFV	6ECTi	\$43,345	\$43,595	\$250	0.6%
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All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee

## 2012 Lexus Model-By-Model MSRP Change

Model	Model	Model Name	MSRP	New	Price	Price
Year	Code	iviodei name	IVIORP	MSRP	Increase \$	Increase %
2012	9100	LS 460	\$67,130	\$67,630	\$500	0.7%
2012	9106	LS 460 AWD	\$69,435	\$69,935	\$500	0.7%
2012	9120	LS 460 L	\$72,675	\$73,175	\$500	0.7%
2012	9126	LS 460 L AWD	\$74,980	\$75,480	\$500	0.7%
2012	9140	LS 600h L	\$112,250	\$112,750	\$500	0.5%
2012	9900	CT 200h Premium	\$31,250	\$31,750	\$500	1.6%
2012	9907	CT 200h	\$29,120	\$29,120	\$0	0.0%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee