

FOR IMMEDIATE RELEASE TMS - - 044 - - 2011

TOYOTA ANNOUNCES 2012 PRICES FOR YARIS, SEQUOIA, TUNDRA AND SIENNA

Yaris All-New for 2012

TORRANCE, Calif., August 8, 2011 - - Toyota Motor Sales (TMS), U.S.A., Inc. today announced manufacturer's suggested retail prices (MSRP) for the all-new 2012 next-generation Yaris subcompact. Also announced were MSRPs for the 2012 Tundra full-size pickup truck, Sequoia large sport utility vehicle (SUV) and Sienna van.

The Yaris liftback enters its second-generation with an all-new redesign. The new Yaris will again offer the Toyota Star Safety System as standard equipment and an array of enhancements including a new SE model with an enhanced tuned suspension. Complete details for the new Yaris will be announced in the near future.

Yaris will continue to be an excellent value with more than \$1,000 of additional standard equipment. Pricing for the all-new 2012 Yaris will be comparable to a Convenience Package-equipped current generation Yaris. The base MSRP will range from \$14,115 for the L grade three-door liftback with a five-speed manual transmission to \$17,200 for the SE grade five-door liftback with a four-speed automatic transmission. The prices for the 2012 Yaris will go into effect with the start of production on August 31.

The 2012 Sequoia adds an extra measure of towing safety with the addition of a Trailer Sway Control system as standard equipment. In addition, a new Blind Spot Monitor is standard on the Sequoia Platinum grade. The interior of all Sequoia models will include a black upper instrumentation panel and black carpet, regardless of exterior and interior colors. One new exterior color, Sizzling Crimson Mica, replaces Cassis Pearl.

Pricing on most Sequoia models remain unchanged. The MSRP for the 2012 Sequoia ranges from \$40,930 for the 4x2 SR5 with a 4.6-liter V8 to \$61,805 for the 4x4 Platinum grade equipped with the 5.7-liter V8, reflecting an increase of \$239, 0r 0.4 percent. Prices for the 2012 Sequoia will go into effect beginning with its start of production on August 29.

Like the Sequoia, the 2012 Tundra full-size pickup will also include a black upper instrumentation panel and black carpet, regardless of exterior and interior colors. Styled steel wheels are now standard equipment on all Tundra models. Other features that are now standard equipment include a Cold Area Package, daytime running lights and heated mirrors. A backup camera is now standard on Limited grades and Super White exterior color is available on the Limited grade.

Pricing for the 2012 Tundra ranges from \$27,115 for the 4x2 Tundra Grade
Double Cab V6 with a five-speed automatic transmission to \$43,345 for the 4x4
CrewMax Limited with a 5.7-liter V8 and 6-speed automatic, reflecting an increase of \$348, or 1.1 percent. Prices for the 2012 Tundra will go into effect beginning with start of production on September 1.

All-new in 2011 model year, the Sienna van carries over virtually unchanged. Pricing for the Sienna will range from \$24,520 for the front-wheel-drive Base grade to \$40,570 for the all-wheel-drive Limited, reflecting an overall increase of \$174 or 0.5 percent. Prices for the 2012 Sienna will go into effect beginning with the start of production on September 6.

The MSRPs for the 2012 Yaris, Sequoia, Tundra and Sienna do not include the delivery, processing and handling (DPH) fee. The DPH for the Yaris is \$760, Sienna \$810, and Sequoia and Tundra at \$985. 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.toyotanewsroom.com.

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TOYOTA 2012 MY	MODEL CODE	SERIES	DESCRIPTION	MSRP	INCREASE (\$)	INCREASE (%)	NEW MSRP
2012	1421	YARIS	L 3-DOOR LIFTBACK 5MT	\$14,115(1)	(Ψ)	0	\$14,115
2012	1422	YARIS	L 3-DOOR LIFTBACK 4AT	\$14,840(1)	0	0	\$14,840
2012	1462	YARIS	L 5-DOOR LIFTBACK 4AT	\$15,140(1)	0	0	\$15,140
2012	1424	YARIS	LE 3-DOOR LIFTBACK 4AT	\$15,480(2)	145	0.9	\$15,625
2012	1466	YARIS	LE 5-DOOR LIFTBACK 4AT	\$15,960(2)	\$140	0.9	\$16,100
2012	1463	YARIS	SE 5-DOOR LIFTBACK 5MT	\$16,300(3)	\$100	0.6	\$16,400
2012	1464	YARIS	SE 5-DOOR LIFTBACK 4AT	\$17,100(3)	\$100	0.6	\$17,200
2012	5302	SIENNA	2WD CARGO VAN V6	\$24,520	0	0.0	\$24,520
2012	5312	SIENNA	2WD 7 PASSENGER 4-CYL.	\$25,060	0	0	\$25,060
2012	5314	SIENNA	2WD 8 PASSENGER 4-CYL	\$26,145	0	0	\$26,145
2012	5328	SIENNA	2WD CE 7 PASSENGER V6	\$26,300	0	0	\$26,300
2012	5335	SIENNA	2WD LE 7 PASSENGERV6 auto access seat	\$35,935	0	0	\$35,935
2012	5337	SIENNA	2WD 7 PASSENGER LE V6 (MOBILITY)	\$29,750	150	0.5	\$29,900
2012	5338	SIENNA	2WD 8 PASSENGER LE V6	\$29,700	0	0.5	\$29,700
2012	5342	SIENNA	2WD SE 7 PASSENGER V6	\$31,350	2.090	6.7	\$33,440
2012	5345	SIENNA	2WD XLE V6 7 PASSENGER auto access seat	\$40,245	230	0.6	\$40,475
2012	5347	SIENNA	2WD XLE 7 PASSENGER V6 (MOBILITY)	\$34,480	230	0.0	\$34.710
2012	5348	SIENNA	2WD XLE V6 8 PASSENGER	\$32,975	230	0.7	\$33,205
2012	5356	SIENNA	2WD LIMITED V6 7 PASSENGER	\$39,300	0	0.7	\$39,300
2012	5366	SIENNA	4WD LE V6 7 PASSENGER	\$39,300	0	0	\$39,300
2012	5376	SIENNA	4WD XLE V6 7 PASSENGER	\$35,315	230	0.7	\$35,545
2012	5386	SIENNA	4WD LIMITED V6 7 PASSENGER	\$40,570	0	0.7	\$40,570
2012	8215	TUNDRA	4X2 DOUBLE CAB V6 5AT	\$26,775	340	1.3	\$27,115
2012	8239	TUNDRA	4X2 DOUBLE CAB 4.6L V8 6AT	\$26,773	340	1.3	\$27,113
2012	8241	TUNDRA	4X2 DOUBLE CAB 5.7L V8 6AT	\$28,165	340	1.2	\$28,505
2012	8245	TUNDRA	4X2 DOUBLE CAB L/B 5.7L V8 6AT	\$29,155	340	1.2	\$29,495
2012	8252	TUNDRA	4X2 DOUBLE CAB LIMITED 5.7L V8 6AT	\$37,360	390	1.0	\$37,750
2012	8259	TUNDRA	4X2 CREWMAX 4.6L V8 6AT	\$29,745	340	1.1	\$30,085
2012	8261	TUNDRA	4X2 CREWMAX 5.7L V8 6AT	\$30,990	340	1.1	\$30,083
2012	8272	TUNDRA	4X2 CREWMAX LIMITED 5.7L V8 6AT	\$39,895	390	1.0	\$40,285
2012	8331	TUNDRA	4X4 DOUBLE CAB 5.7L V8 6AT FFV	\$31,215	340	1.1	\$31,555
2012	8335	TUNDRA	4X4 DOUBLE CAB L/B 5.7L V8 6AT FFV	\$32,205	340	1.1	\$32,545
2012	8339	TUNDRA	4X4 DOUBLE CAB 4.6L V8 6AT	\$29,970	340	1.1	\$30,310
2012	8341	TUNDRA	4X4 DOUBLE CAB 5.7L V8 6AT	\$31,215	340	1.1	\$30,510
2012	8345	TUNDRA	4X4 DOUBLE CAB J./E VO GAT	\$32,205	340	1.1	\$32,545
2012	8352	TUNDRA	4X4 DOUBLE CAB LIMITED 5.7L V8 6AT	\$40,420	390	1.0	\$40,810
2012	8354	TUNDRA	4X4 DOUBLE CAB LIMITED 5.7L V8 6AT FFV	\$40,420	390	1.0	\$40,810
2012	8359	TUNDRA	4X4 CREWMAX 4.6L V8 6AT	\$32,795	340	1.0	\$33,135
2012	8361	TUNDRA	4X4 CREWMAX 4.0L V8 6AT	\$34,040	340	1.0	\$34,380
2012	8363	TUNDRA	4X4 CREWMAX 5.7L V8 6AT FFV	\$34,040	340	1.0	\$34,380
2012	8372	TUNDRA	4X4 CREWMAX 5.7L V8 6AT FFV 4X4 CREWMAX LIMITED 5.7L V8 6AT	\$42,955	390	0.9	\$43,345
2012		TUNDRA	4X4 CREWMAX LIMITED 5.7L V8 6AT FFV		390	0.9	
2012	8374		4X4 CREWMAX LIMITED 5.7L V8 6AT FFV Rased on equivalent 2011 model equipped v	\$42,955		0.9	\$43,345

[1] Based on equivalent 2011 model equipped with convenience package.
[2] Based on equivalent 2011 model equipped with power package.
[3] Based on equivalent 2011 model equipped with sport package.
All prices listed above exclude Delivery, Processing and Handling (DPH) fee.

TOYOTA 2011 MY	MODEL CODE	SERIES	DESCRIPTION	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	NEW MSRP
2012	7916	SEQUOIA	4X2 WAGON SR5 4.6L V8 6AT	\$40,930	0	0	\$40,930
2012	7917	SEQUOIA	4X2 WAGON SR5 5.7L V8 6AT	\$41,555	0	0	\$41,555
2012	7918	SEQUOIA	4X4 WAGON SR5 4.6L V8 6AT	\$44,155	0	0	\$44,155
2012	7919	SEQUOIA	4X4 WAGON SR5 5.7L V8 6AT	\$44,780	0	0	\$44,780
2012	7927	SEQUOIA	4X2 WAGON LIMITED 5.7L V8 6AT	\$51,040	0	0	\$51,040
2012	7929	SEQUOIA	4X4 WAGON LIMITED 5.7L V8 6AT	\$54,265	0	0	\$54,265
2012	7931	SEQUOIA	4X2 WAGON PLATINUM 5.7L V8 6AT	\$58,080	500	0.9	\$58,580
2012	7933	SEQUOIA	4X4 WAGON PLATINUM 5.7L V8 6AT	\$61,305	500	0.8	\$61,805
2012	7940	SEQUOIA	4X4 WAGON SR5 5.7L V8 6AT	\$44,780	0	0	\$44,780
2012	7942	SEQUOIA	4X4 WAGON LIMITED 5.7L V8 6AT FFV	\$54,265	0	0	\$54,265
2012	7944	SEQUOIA	4X4 WAGON PLATINUM 5.7L V8 6AT FFV	\$61,305	500	0.8	\$61,805

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