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TOYOTA ANNOUNCES PRICES FOR 2011 COROLLA AND MATRIX Price Adjustments on 21 Other Toyota and Lexus Models

TORRANCE, Calif., December 3, 2010 - - Toyota Motor Sales (TMS), USA, Inc., announced manufacturer's suggested retail prices (MSRP) today for the 2011 Corolla and Matrix. MSRP adjustments were also announced on 13 current 2011 Toyota models including Yaris Liftback and Yaris Sedan, Camry and Camry Hybrid, Avalon, RAV4, Highlander and Highlander Hybrid, Venza, 4Runner, Sienna, Sequoia and Land Cruiser. MSRP adjustments were also announced on all 2011 Lexus models.

2011 Corolla

The sales leader in the subcompact segment, Corolla adds a combination of style, features, safety and value for the 2011 model year. Offered in three grades (Corolla, LE and S), the 2011 Corolla features new front and rear exterior styling and interior design changes, including a redesigned front grille, front and rear bumpers, new wheel designs, rear chrome garnish, rear combination lamps and trunk lid. The interior adds a metallic trim (LE and S grades), new fabrics and a sport tilt/telescopic steering wheel (S grade). Corolla also features two new colors, Nautical Blue Metallic and Sandy Beach Metallic.

Corolla upholds its 40-plus year heritage of providing outstanding value through an array of standard features. In addition to the new exterior and interior design features, all Corolla models receive a standard all-weather package that includes a heavy duty heater with a rear seat heater duct, anti-chip tape and heated outside mirrors (LE and S grade only). New standard features for the LE grade include cruise control, Remote Keyless Entry, two additional audio speakers, and variable intermittent windshield wipers with a mist cycle. The S grade adds standard cruise control, Remote Keyless Entry, 16-inch alloy wheels and a color-keyed rear deck spoiler.

The 2011 Corolla will continue to feature the Toyota Star Safety System as standard equipment. The Star Safety System includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology brake override system. All 2011 Corolla models will also include Toyota Care complimentary maintenance which covers all factory recommended maintenance services for two years/25,000 miles (whichever comes first).

The base MSRP for the 2011 Corolla will range from \$15,600 for the Corolla grade with a five-speed manual transmission, to \$18,300 for the Corolla S with a five-speed automatic transmission. The prices reflect an increase ranging from \$150 for Corolla grade models to \$950 for the S grade.

The 2011 Corolla will begin arriving at Toyota dealers in early January.

2011 Matrix

The base MSRP for the 2011 Matrix will range from \$18,545 for the base grade with a five-speed manual transmission to \$21,415 for the S grade all-wheel-drive with a four-speed automatic. The prices reflect an increase ranging from \$505 for the S grade 4x4 automatic to \$1,875 for the base grade automatic.

The Matrix will begin reaching Toyota dealers in the Spring of 2011. Further Matrix details will be available in early 2011.

2011 Toyota price adjustments

The price increases on 13 other Toyota models range from \$100 for the Camry and Camry Hybrid, RAV4, Sienna, Yaris Liftback and Yaris Sedan, to \$650 for the Land Cruiser. The model-by-model adjustments reflect individual percentage increases ranging from 0.3 to 1.1 percent. A complete list of model-by-model price adjustments is attached below.

The new prices for North American-produced vehicles will become effective from January 1, 2011. In addition, for models sourced from Japan, updated pricing will be effective with an original vessel estimated time of arrival date (ETA) on or after December 27, 2010. The price changes will not be adjusted if the actual vessel arrival date differs from the original vessel ETA date. Japan-sourced vehicles include 4Runner, Highlander Hybrid, Land Cruiser, RAV4, and Yaris Liftback and Yaris Sedan.

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 fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2011 Lexus Price Adjustments

Lexus announced price adjustments on all 2011 Lexus models. The MSRP's do not include a delivery, processing and handling fee of \$875. All 2011 Lexus gas models received a standard new Smart Stop Technology system as an additional measure of consumer confidence. The price increases range from \$100 or 0.2 percent for the GS 350 and GS 460 to \$1,350 or 1.2 percent for the LS 600h L. The new prices will become effective this month for all vehicles except North American-built RX units which will have pricing effective January 1, 2011. A complete list of model-by-model price adjustments is below.

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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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2011 TOYOTA AND LEXUS PRICES 4-4-4-4

TOYOTA VEHICLE	MY	MODEL CODE	DESCRIPTION	MSRP INCREASE	NEW 2011MY MSRP	PERCENTAGE INCREASE
COROLLA						
	2011	1831	COROLLA GRADE MANUAL	\$150	\$15,600	1.0%
	2011	1832	COROLLA GRADE AUTOMATIC	\$150	\$16,400	1.0%
	2011	1838	LE AUTOMATIC	\$450	\$17,300	2.7%
	2011	1833	S GRADE MANUAL	\$950	\$17,470	5.8%
	2011	1834	S GRADE AUTOMATIC	\$950	\$18,300	5.5%
MATRIX						
	2011	1931	BASE MANUAL	\$1,845	\$18,545	11.0%
	2011	1932	BASE AUTOMATIC	\$1,875	\$19,385	10.7%
	2011	1933	S GRADE MANUAL	\$655	\$19,265	3.5%
	2011	1934	S GRADE 4X2 5-SPEED AUTOMATIC	\$655	\$20,455	3.3%
	2011	1938	S GRADE 4X4 4-SPEED AUTOMATIC	\$505	\$21,415	2.4%

TOYOTA VEHICLE	MY	MODEL	DESCRIPTION	MSRP INCREASE	NEW 2011MY MSRP	PERCENTA GE INCREASE
4RUNNER						
	2011	8670	4WD 4-DOOR (V6)	\$150	\$35,955	0.4%
	2011	8668	4WD 4-DOOR (V6)	\$150	\$39,835	0.4%
	2011	8664	4WD 4-DOOR (V6)	\$150	\$31,415	0.5%
	2011	8648	2WD 4-DOOR (V6)	\$150	\$ 37,800	0.4%
	2011	8642	2WD 4-DOOR (V6)	\$150	\$ 29,675	0.5%
AVALON						
	2011	3554	4-DR SEDAN	\$150	\$35,835	0.4%
	2011	3544	4-DR SEDAN	\$150	\$32,595	0.5%
CAMRY						
	2011	2560	4-DOOR SEDAN (HYBRID)	\$100	\$26,675	0.4%
	2011	2554	4-DOOR SEDAN (V6)	\$100	\$29,470	0.3%
	2011	2552	4-DOOR SEDAN (V6)	\$100	\$24,990	0.4%
	2011	2550	4-DOOR SEDAN (V6)	\$100	\$26,265	0.4%
	2011	2546	4-DOOR SEDAN (L4)	\$100	\$ 23,590	0.4%
	2011	2545	4-DOOR SEDAN (L4)	\$100	\$22,590	0.4%
	2011	2540	4-DOOR SEDAN (L4)	\$100	\$26,350	0.4%
	2011	2532	4-DOOR SEDAN (L4)	\$100	\$22,235	0.4%
	2011	2531	4-DOOR SEDAN (L4)	\$100	\$21,275	0.5%
	2011	2514	4-DOOR SEDAN (L4)	\$100	\$20,870	0.5%
	2011	2513	4-DOOR SEDAN (L4)	\$100	\$19,820	0.5%

2011 TOYOTA AND LEXUS PRICES 5-5-5-5

TOYOTA VEHICLE	MY	MODEL	DESCRIPTION	MSRP INCREASE	NEW 2011MY MSRP	PERCENTAGE INCREASE
HIGHLANDER						
	2011	6956	Limited 4X4 V6	\$150	\$36,495	0.4%
	2011	6954	Limited 4X2 V6	\$150	\$35,045	0.4%
	2011	6953	SE 4X4 V6	\$150	\$34,750	0.4%
	2011	6951	SE 4X2 V6	\$150	\$33,300	0.5%
	2011	6948	Base 4X4 V6	\$150	\$30,145	0.5%
	2011	6946	Base 4X2 V6	\$150	\$28,695	0.5%
	2011	6943	SE 4X2 L4	\$150	\$32,145	0.5%
	2011	6942	Base 4x2 L4	\$150	\$27,540	0.5%
	2011	6966	4X4 V6 LTD with 3rd row	\$200	\$43,145	0.5%
	2011	6964	4X4 V6 with 3rd row	\$200	\$37,490	0.5%
LAND CRUISER						
	2011	6156	4X4 WAGON (V8)	\$650	\$68,020	1.0%
RAV4						
	2011	4453	4X4 LIMITED V6	\$100	\$28,335	0.4%
	2011	4452	4X4 LIMITED	\$100	\$26,405	0.4%
	2011	4451	4X2 LIMITED V6	\$100	\$26,935	0.4%
	2011	4450	4X2 LMITED	\$100	\$25,015	0.4%
	2011	4443	4X4 SPORT V6	\$100	\$27,055	0.4%
	2011	4442	4X4 SPORT	\$100	\$25,125	0.4%
	2011	4441	4X2 SPORT V6	\$100	\$25,655	0.4%
	2011	4440	4X2 SPORT	\$100	\$23,725	0.4%
	2011	4433	4X4 BASE V6	\$100	\$25,460	0.4%
	2011	4432	4X4 BASE	\$100	\$23,425	0.4%
	2011	4431	4X2 BASE V6	\$100	\$24,060	0.4%
	2011	4430	4X2 BASE	\$100	\$22,025	0.5%
SEQUOIA						
	2011	7944	LV8 4x4 FFV	\$450	\$60,405	0.7%
	2011	7942	LV8 4x4 FFV	\$450	\$53,365	0.8%
	2011	7940	LV8 4x4 FFV	\$450	\$43,880	1.0%
	2011	7933	LV8 4x4	\$450	\$60,405	0.7%
	2011	7931	LV8 4x2	\$450	\$57,180	0.8%
	2011	7929	LV8 4x4	\$450	\$53,365	0.8%
	2011	7927	LV8 4x2	\$450	\$50,140	0.9%
	2011	7919	LV8 4x4	\$450	\$43,880	1.0%
	2011	7918	SV8 4x4	\$450	\$43,255	1.0%
	2011	7917	LV8 4x2	\$450	\$40,655	1.1%
	2011	7916	SV8 4x2	\$450	\$40,030	1.1%

2011 TOYOTA AND LEXUS PRICES 6-6-6-6

TOYOTA VEHICLE	MY	MODEL CODE	DESCRIPTION	MSRP INCREASE	NEW 2011 MSRP	PERCENTAGE INCREASE
SIENNA						
	2011	5386	7 PASSENGER VAN (V6)	\$100	\$40,070	0.2%
	2011	5376	7 PASSENGER VAN (V6)	\$100	\$34,815	0.3%
	2011	5366	7 PASSENGER VAN (V6)	\$100	\$31,430	0.3%
	2011	5356	7 PASSENGER VAN (V6)	\$100	\$38,800	0.3%
	2011	5348	8 PASSENGER VAN (V6)	\$100	\$32,475	0.3%
	2011	5347	7 PASSENGER VAN (V6) (MOBILITY)	\$100	\$33,980	0.3%
	2011	5345	7 PASSENGER VAN (V6) (AUTO ACCESS SEAT)	\$100	\$39,745	0.3%
	2011	5342	8 PASSENGER VAN (V6)	\$100	\$30,850	0.3%
	2011	5338	8 PASSENGER VAN (V6)	\$100	\$29,200	0.3%
	2011	5337	7 PASSENGER VAN (V6) (MOBILITY)	\$100	\$29,250	0.3%
	2011	5335	7 PASSENGER VAN (V6) (AUTO ACCESS SEAT)	\$100	\$35,435	0.3%
	2011	5328	7 PASSENGER VAN (V6)	\$100	\$25,800	0.4%
	2011	5314	8 PASSENGER VAN (L4)	\$100	\$25,645	0.4%
	2011	5312	7 PASSENGER VAN (L4)	\$100	\$24,560	0.4%
	2011	5302	CARGO VAN (V6)	\$100	\$24,020	0.4%
VENZA						
	2011	2822	4X4 V6	\$150	\$29,900	0.5%
	2011	2820	4X4 L4	\$150	\$28,075	0.5%
	2011	2812	4X2 V6	\$150	\$28,450	0.5%
	2011	2810	4X2 L4	\$150	\$26,625	0.6%
YARIS						
	2011	1462	5DR 4ECT	\$100	\$14,055	0.7%
	2011	1461	5DR 5M	\$100	\$13,255	0.8%
	2011	1422	3DR 4ECT	\$100	\$13,755	0.7%
	2011	1421	3DR 5M	\$100	\$12,955	0.8%
	2011	1442	4DR 4ECT	\$100	\$14,515	0.7%
	2011	1441	4DR 5M	\$100	\$13,715	0.7%

2011 TOYOTA AND LEXUS PRICES 7-7-7-7

LEXUS MODELS	MSRP	NEW 2011 MY	PERCENTAGE
	INCREASE	MSRP	INCREASE
IS 250 M/T	\$500	\$32,645	1.6%
IS 250 A/T	\$500	\$33,815	1.5%
IS 250 AWD	\$500	\$36,275	1.4%
IS 350	\$500	\$39,070	1.3%
IS 350 AWD	\$500	\$41,530	1.2%
IS 250C M/T	\$500	\$40,390	1.3%
IS 250C A/T	\$500	\$41,560	1.2%
IS 350C	\$500	\$45,840	1.1%
IS F	\$750	\$59,760	1.3%
HS 250h	\$500	\$35,600	1.4%
HS 250h PREMIUM	\$500	\$38,370	1.3%
ES 350	\$500	\$36,025	1.4%
GS 350	\$100	\$46,100	0.2%
GS 350 AWD	\$100	\$48,050	0.2%
GS 460	\$100	\$54,570	0.2%
GS 450h	\$100	\$58,050	0.2%
LS 460	\$850	\$66,230	1.3%
LS 460 AWD	\$850	\$68,535	1.3%
LS 460 L	\$850	\$71,775	1.2%
LS 460 L AWD	\$850	\$74,080	1.2%
LS 600h L	\$1,350	\$111,350	1.2%
RX 350 FWD	\$400	\$38,375	1.1%
RX 350 AWD	\$400	\$39,775	1.0%
RX 450h FWD	\$700	\$43,935	1.6%
RX 450h AWD	\$700	\$45,525	1.6%
GX 460	\$100	\$52,445	0.2%
GX 460 PREMIUM	\$100	\$57,240	0.2%
LX 570	\$800	\$78,555	1.0%