

Toyota Announces 2017 Prices on Select Models

July 29, 2016

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TORRANCE, Calif., July 29, 2016 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer’s suggested retail prices (MSRP) for the 2017 Prius Liftback, Yaris and Yaris iA, RAV4 and RAV4 Hybrid, Sienna minivan, and Tundra full-size pickup truck.

Prius Liftback

The 2017 Prius Liftback features Toyota Safety Sense™ P (TSS-P) as standard on all grades, reflecting an excellent value. TSS-P includes four active safety technologies, including Pre-Collision System (PCS) with Pedestrian Detection, Automatic High Beams (AHB), Lane Departure Alert (LDA) with Steering Assist, and Full Speed Dynamic Radar Cruise Control (DRCC).

The MSRP for the 2017 Prius Liftback will range from \$24,685 for the Prius Two grade, to \$30,015 for the Prius Four Touring. The MSRP's reflect an average overall increase of \$374, or 1.4 percent.

Yaris

Value is enhanced for the 2017 Yaris with the addition of Toyota Safety Sense™ C (TSS-C) as standard equipment on all grades. TSS-C includes Pre-Collision System (PCS), Automatic High Beams (AHB), and Lane Departure Alert (LDA).

The MSRP for the Yaris ranges from \$15,250 for the L grade with a manual transmission to \$18,000 for the sporty SE grade with an automatic transmission. The MSRP's reflect an average overall increase of \$355, or 2.2 percent.

Yaris iA

The Scion iA joins the Toyota family as the Yaris iA for the 2017 model year. Updates to the iA include Toyota interior and exterior badging. Like all Toyota models, iA will include Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

The Yaris iA will remain monospec for 2017 model year. Key features include: choice of six-speed manual or six-speed automatic transmissions, 16-inch alloy wheels, 7-inch touchscreen display audio plus a remote interface commander in the center console, Remote keyless entry with push-button start, and backup camera. One exterior color, Sterling Silver, will be replaced by a new silver, Chromium.

The Yaris iA base MSRP will increase \$250, reflecting an increase of 1.5 percent. Prices will range from \$15,950 for the iA with a manual transmission and \$17,050 for the automatic.

RAV4/RAV4 Hybrid

The 2017 RAV4 and RAV4 Hybrid will feature Toyota Safety Sense™ P (TSS-P) as standard on all grades. TSS-P includes Pre-Collision System (PCS) with Pedestrian Detection, Automatic High Beams (AHB), Lane Departure Alert (LDA) with Steering Assist, and Dynamic Radar Cruise Control (DRCC).

One new grade, Platinum, joins the RAV4 gas lineup. The RAV4 Platinum will offer a premium option to customers seeking the highest level of style, technology and luxury from a small SUV. Standard features on the Platinum Grade will include:

- Full Body Color – Lower plastic cladding, color-keyed to top body color
- Entune Premium Audio with Navigation and JBL
- Foot-well ambient Lighting
- Heated steering wheel
- Five-door Smart Key
- Floor-activated, height-adjustable power back door
- Bird's Eye View Camera
- Plush floor mats

- Door sill protectors (Platinum Badged)
- Interior ornamentation (five pieces)
- Platinum badging

One new exterior color, Galactic Aqua Mica, replaces Hot Lava and will be available on both gas and hybrid models.

The base MSRP for RAV4 gas models will range from \$24,910 for the 4×2 LE to \$36,150 for the 4×4 Platinum grade. The MSRP's reflect an average overall increase of \$540, or 1.9 percent. Prices do not include the new SE grade for both RAV4 gas and RAV4 Hybrid grades, which will be announced at a later date.

The base MSRP for the RAV4 Hybrid will range from \$29,030 for the RAV4 Hybrid XLE, to \$34,030 for the premium RAV4 Hybrid Limited. The prices reflect an overall average increase of \$353, or 1.2 percent.

Sienna

Standard across all Sienna models is a new 3.5-liter Direct Injection V6 engine and Direct Shift 8-speed automatic transmission. The combination of this new powertrain will result in improved fuel economy and best-in-class horsepower and torque. Horsepower will increase from 266 to 296 while torque will improve from 245 to 263.

The base MSRP for the 2017 Sienna will range from \$29,750 for the Sienna L seven-passenger 4×2, to \$47,310 for the Sienna Limited Premium seven-passenger all-wheel-drive. The prices reflect an overall average price increase of \$900, or 2.6 percent.

Tundra

The Toyota Tundra, recognized for its value and dependability, offers detail changes for 2017, enhancing value and comfort in a hard-working, hard-playing full-size pickup truck.

A tow hitch receiver is added to the 4.6-liter V8, making this feature standard on all Tundra models. Tundra Limited models will now include power front bucket seating as standard, including a four-way front passenger seat.

Exterior color additions include Barcelona Red Metallic, Super White, and Black on SR grades. Inferno has been discontinued on the TRD Pro grade but added to SR5 and Limited models. The SR5 and Limited also now offer Quicksand. The ultra-rugged Tundra TRD Pro adds two colors, Cement, Barcelona Red Metallic, joining Super White.

The base MSRP for the 2017 Tundra will range from \$30,020 for the 2WD Extended Cab SR with a Standard Bed, 4.6-liter V8 and six-speed automatic transmission to \$50,030 for the 4WD CrewMax 1794 Edition and Platinum grade, each with a short bed, 5.7-liter V8, and six-speed automatic. The MSRP's reflect an average overall increase of \$535, or 1.4 percent.

Toyota MSRPs do not include a delivery, processing and handling of \$865 for Toyota passenger cars, \$940 for small/medium SUV's, van and small pickup, \$1,095 for large SUVs, and \$1,195 for large pickup truck. All DPH fees became effective on July 27. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2017 TOYOTA PRICES

Series	Model #	Grade	Current MSRP	New MSRP	MSRP Chg (\$)	MSRP C
Prius Liftback	1223	Prius Two	\$ 24,200	\$ 24,685	\$ 485	2.0%

	1224	Prius Two Eco	\$ 24,700	\$ 25,165	\$ 465	1.9%
	1225	Prius Three	\$ 26,250	\$ 26,735	\$ 485	1.8%
	1226	Prius Three Touring	\$ 28,100	\$ 28,115	\$ 15	0.1%
	1227	Prius Four	\$ 28,650	\$ 29,135	\$ 485	1.7%
	1228	Prius Four Touring	\$ 30,000	\$ 30,015	\$ 15	0.1%
RAV4 Gas	4432	RAV4 4×4 LE	\$ 25,750	\$ 26,310	\$ 560	2.2%
	4442	RAV4 4×4 XLE	\$ 27,670	\$ 28,230	\$ 560	2.0%
	4452	RAV4 4×4 LTD	\$ 32,910	\$ 33,230	\$ 320	1.0%
	4476	RAV4 4×4 Platinum (New)		\$ 36,150		
	4430	RAV4 4×2 LE	\$ 24,350	\$ 24,910	\$ 560	2.3%
	4440	RAV4 4×2 XLE	\$ 26,270	\$ 26,830	\$ 560	2.1%
	4450	RAV4 4×2 LTD	\$ 31,510	\$ 31,830	\$ 320	1.0%
	4474	RAV4 4×2 Platinum (New)		\$ 34,750		
	4444	RAV4 HV XLE	\$ 28,370	\$ 29,030	\$ 660	2.3%
RAV4 HV	4454	RAV4 HV LTD	\$ 33,610	\$ 34,030	\$ 420	1.2%
Sienna	5328	SIENNA L 7PASS 4×2	\$ 28,850	\$ 29,750	\$ 900	3.1%
	5338	SIENNA LE 8PASS 4×2	\$ 31,640	\$ 32,540	\$ 900	2.8%
	5348	SIENNA XLE 8PASS 4×2	\$ 35,410	\$ 36,310	\$ 900	2.5%
	5342	SIENNA SE 8PASS 4×2	\$ 35,210	\$ 36,110	\$ 900	2.6%
	5366	SIENNA LE 7PASS 4×4	\$ 34,180	\$ 35,080	\$ 900	2.6%
	5376	SIENNA XLE 7PASS 4×4	\$ 37,620	\$ 38,520	\$ 900	2.4%
	5356	SIENNA Limited 7PASS 4×2	\$ 41,900	\$ 42,800	\$ 900	2.1%
	5357	SIENNA LTD PREM 7PASS 4×2	\$ 45,270	\$ 46,170	\$ 900	2.0%
	5343	SIENNA SE PREM 8PASS 4X2	\$ 39,930	\$ 40,830	\$ 900	2.3%
	5349	SIENNA XLE PREM 8PASS 4X2	\$ 38,605	\$ 39,505	\$ 900	2.3%
	5386	SIENNA LTD 7PASS 4X4	\$ 43,040	\$ 43,940	\$ 900	2.1%
	5387	SIENNA LTD PREM 7PASS 4X4	\$ 46,410	\$ 47,310	\$ 900	1.9%
	5377	SIENNA XLE PREM 7PASS 4X4	\$ 40,815	\$ 41,715	\$ 900	2.2%
	5335	SIENNA LE 7PASS 4×2 Auto Access	\$ 37,655	\$ 38,555	\$ 900	2.4%
	5345	SIENNA XLE 7PASS 4×2 Auto Access	\$ 41,245	\$ 42,145	\$ 900	2.2%
	5337	SIENNA LE 7PASS 4×2 Mobility	\$ 31,840	\$ 32,740	\$ 900	2.8%
Yaris	1421	Yaris 3dr L MT	\$ 14,895	\$ 15,250	\$ 355	2.4%
	1422	Yaris 3dr L AT	\$ 15,620	\$ 16,000	\$ 380	2.4%
	1462	Yaris 5dr L AT	\$ 15,995	\$ 16,375	\$ 380	2.4%
	1424	Yaris 3dr LE AT	\$ 16,555	\$ 16,910	\$ 355	2.1%
	1466	Yaris 5dr LE AT	\$ 16,930	\$ 17,285	\$ 355	2.1%
	1463	Yaris 5dr SE MT	\$ 16,870	\$ 17,200	\$ 330	2.0%
	1464	Yaris 5dr SE AT	\$ 17,670	\$ 18,000	\$ 330	1.9%
Yaris iA	6263	Yaris iA MT	\$ 15,700	\$ 15,950	\$ 250	1.6%
	6262	Yaris iA AT	\$ 16,800	\$ 17,050	\$ 250	1.5%

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

2017 TOYOTA PRICES

Series	Model #	Grade	Current MSRP	New MSRP	MS
Tundra	8239	Tundra 2WD Extended SR Standard Bed V8 6AT	\$ 29,140	\$ 30,020	\$
	8240	Tundra 2WD Extended SR5 Standard Bed V8 6AT	\$ 30,950	\$ 31,830	\$
	8259	Tundra 2WD Crew Max SR5 Short Bed V8 6AT	\$ 33,270	\$ 34,150	\$
	8339	Tundra 4WD Extended SR Standard Bed V8 6AT	\$ 32,190	\$ 33,070	\$
	8340	Tundra 4WD Extended SR5 Standard Bed V8 6AT	\$ 34,000	\$ 34,880	\$
	8359	Tundra 4WD Crew Max SR5 Short Bed V8 6AT	\$ 36,320	\$ 37,200	\$
	8254	Tundra 2WD Extended LIMITED Standard Bed Large V8 6AT FFV	\$ 38,670	\$ 39,280	\$
	8252	Tundra 2WD Extended LIMITED Standard Bed Large V8 6AT	\$ 38,670	\$ 39,280	\$
	8232	Tundra 2WD Extended SR Standard Bed Large V8 6AT FFV	\$ 30,840	\$ 31,290	\$
	8231	Tundra 2WD Extended SR5 Standard Bed Large V8 6AT FFV	\$ 32,650	\$ 33,100	\$
	8242	Tundra 2WD Extended SR Standard Bed Large V8 6AT	\$ 30,840	\$ 31,290	\$
	8241	Tundra 2WD Extended SR5 Standard Bed Large V8 6AT	\$ 32,650	\$ 33,100	\$
	8274	Tundra 2WD Crew Max LIMITED Short Bed Large V8 6AT FFV	\$ 40,535	\$ 41,145	\$
	8272	Tundra 2WD Crew Max LIMITED Short Bed Large V8 6AT	\$ 40,535	\$ 41,145	\$
	8263	Tundra 2WD Crew Max SR5 Short Bed Large V8 6AT FFV	\$ 34,970	\$ 35,420	\$
	8261	Tundra 2WD Crew Max SR5 Short Bed Large V8 6AT	\$ 34,970	\$ 35,420	\$
	8277	Tundra 2WD Crew Max PLATINUM Short Bed Large V8 6AT FFV	\$ 46,530	\$ 46,980	\$
	8278	Tundra 2WD Crew Max 1794 Short Bed Large V8 6AT FFV	\$ 46,530	\$ 46,980	\$
	8275	Tundra 2WD Crew Max PLATINUM Short Bed Large V8 6AT	\$ 46,530	\$ 46,980	\$
	8276	Tundra 2WD Crew Max 1794 Short Bed Large V8 6AT	\$ 46,530	\$ 46,980	\$
	8229	Tundra 2WD Regular Cab SR Long Bed Large V8 6AT FFV	\$ 29,950	\$ 30,400	\$
	8228	Tundra 2WD Regular Cab SR Long Bed Large V8 6AT	\$ 29,950	\$ 30,400	\$
	8235	Tundra 2WD Extended SR Long Bed Large V8 6AT FFV	\$ 31,170	\$ 31,620	\$
	8236	Tundra 2WD Extended SR5 Long Bed Large V8 6AT FFV	\$ 32,980	\$ 33,430	\$
	8245	Tundra 2WD Extended SR Long Bed Large V8 6AT	\$ 31,170	\$ 31,620	\$
	8246	Tundra 2WD Extended SR5 Long Bed Large V8 6AT	\$ 32,980	\$ 33,430	\$
	8354	Tundra 4WD Extended LIMITED Standard Bed Large V8 6AT FFV	\$ 41,720	\$ 42,330	\$
	8352	Tundra 4WD Extended LIMITED Standard Bed Large V8 6AT	\$ 41,720	\$ 42,330	\$
	8332	Tundra 4WD Extended SR Standard Bed Large V8 6AT FFV	\$ 33,890	\$ 34,340	\$
	8331	Tundra 4WD Extended SR5 Standard Bed Large V8 6AT FFV	\$ 35,700	\$ 36,150	\$
	8321	Tundra 4WD Extended TRD PRO Standard Bed Large V8 6AT FFV	\$ 42,945	\$ 43,395	\$
	8342	Tundra 4WD Extended SR Standard Bed Large V8 6AT	\$ 33,890.	\$ 34,340	\$
	8341	Tundra 4WD Extended SR5 Standard Bed Large V8 6AT	\$ 35,700	\$ 36,150	\$
	8351	Tundra 4WD Extended TRD PRO Standard Bed Large V8 6AT	\$ 42,945	\$ 43,395	\$
	8374	Tundra 4WD Crew Max LIMITED Short Bed Large V8 6AT FFV	\$ 43,585	\$ 44,195	\$
	8372	Tundra 4WD Crew Max LIMITED Short Bed Large V8 6AT	\$ 43,585	\$ 44,195	\$

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

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Series	Model #	Grade	Current MSRP	New MSRP	MS
	8363	Tundra 4WD Crew Max SR5 Short Bed Large V8 6AT	\$ 38,020	\$ 38,470	\$

8373	Tundra 4WD Crew Max TRD PRO Short Bed Large V8 6AT FFV	\$ 46,010	\$ 4501.09		
8361	Tundra 4WD Crew Max SR5 Short Bed Large V8 6AT	\$ 38,470	\$ 4501.29		
8371	Tundra 4WD Crew Max TRD PRO Short Bed Large V8 6AT	\$ 46,010	\$ 4501.09		
8377	Tundra 4WD Crew Max PLATINUM Short Bed Large V8 6AT FFV	\$ 50,030	\$ 4500.99		
Tundra	8378	Tundra 4WD Crew Max 1794 Short Bed Large V8 6AT FFV	\$ 49,580	\$ 50,030	\$
	8375	Tundra 4WD Crew Max PLATINUM Short Bed Large V8 6AT	\$ 49,580	\$ 50,030	\$
	8376	Tundra 4WD Crew Max 1794 Short Bed Large V8 6AT	\$ 49,580	\$ 50,030	\$
	8327	Tundra 4WD Regular Cab SR Long Bed Large V8 6AT FFV	\$ 33,000	\$ 33,450	\$
	8328	Tundra 4WD Regular Cab SR Long Bed Large V8 6AT	\$ 33,000	\$ 33,450	\$
	8335	Tundra 4WD Extended SR Long Bed Large V8 6AT FFV	\$ 34,220	\$ 34,670	\$
	8336	Tundra 4WD Extended SR5 Long Bed Large V8 6AT FFV	\$ 36,030	\$ 36,480	\$
	8345	Tundra 4WD Extended SR Long Bed Large V8 6AT	\$ 34,220	\$ 34,670	\$
8346	Tundra 4WD Extended SR5 Long Bed Large V8 6AT	\$ 36,030	\$ 36,480	\$	

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