

# Toyota Announces Pricing Changes for FJ Cruiser, Land Cruiser, Prius v, Sequoia, Sienna, Venza and Camry

August 02, 2013

**TORRANCE, Calif., August 2, 2013** – Toyota Motor Sales has announced product and price changes for a number of 2014 model year vehicles. Toyota products affected by these changes include:

- FJ Cruiser
- Land Cruiser
- Prius v
- Sequoia
- Sienna
- Venza
- Camry

The vehicle content changes and average percentage increase in price are summarized below:

- **FJ Cruiser increases an average of \$100 (0.4%)**
  - For 2014, FJ Cruiser will offer Cement Grey as a new color option, and Cavalry Blue will be discontinued
  - The truck's suspension has been improved with an available performance damper
  - A special edition version will be available in February 2014
- **Land Cruiser increases an average of \$200.00 (0.3%)**
  - For 2014, Land Cruiser is a carryover model with no changes from 2013.
- **Prius v increases an average of \$100 (0.4%)**
  - For 2014, Prius v is equipped with standard Daytime Running Lights (DRL) for all trim levels. In addition, the Panoramic View Moonroof (currently available as part of the Advanced Technology package on Prius v Five) will be offered as a stand-alone option on Prius v Three.
- **Sequoia increases an average of \$711.00 (1.3%),**
  - For 2014, Sequoia is equipped with the next generation Entune™ Audio system as follows:
    - SR5 – Entune™ Audio Plus is standard, Entune™ Premium Audio with Navigation and App Suite optional
    - Limited – Entune™ Premium Audio with Navigation and App Suite is standard, Entune™ Premium JBL Audio with Navigation and App Suite is optional
    - Platinum – Entune™ Premium JBL Audio with Navigation and App Suite is standard

- **Sienna increases an average of \$248.00 (0.8%)**
  - For 2014MY, Sienna receives the following updates across all grades:
    - Illuminated cruise control stalk (for both regular and Dynamic Radar Cruise Control)
    - Sienna now has 3500 lbs. towing capacity standard.
    - The Towing Prep Package equipment is now standard equipment across all grades (with the exception of Mobility grades).
- **L**
  - Manual lumbar support no longer offered
- **SE**
  - Blind Spot Monitor will become a standalone option on SE grade
  
- **Venza increases an average of \$259.00 (0.8%)**
  - For 2014, to better match our offerings with customer demand, Venza will no longer offer the following color combinations:
    - Cosmic Gray Exterior with Ivory Fabric or Ivory Leather Interior
    - Sunset Bronze Exterior with Black Fabric or Black Leather Interior
- **XLE**
  - Adds power folding outside mirrors to the list of standard equipment
- **Limited**
  - 13MY standard equipment, plus:
    - Power folding outside mirrors
    - Front and rear backup sonar

### **Camry and Camry SE Sport**

- Camry SE Sport will be re-introduced for 2014. The SE Sport adds appealing equipment to the four-cylinder Camry that includes:
  - Standard equipment:
    - 18" Smoked Alloy wheels (currently standard on SE V6)
    - Power Driver's Seat
    - Moonroof
  - Optional equipment:
    - The only option for Camry SE Sport is Display Audio with Entune App Suite
  - The SE Sport is value priced with an MSRP of \$25,090 (without DPH) regardless of exterior color.
    - This reflects a discount of \$435

**Toyota vehicles and Destination, Processing, and Handling (DPH) fee**

The Destination, Processing and Handling (DPH) fees shall be increased for all vehicles except for the Large Trucks and Large SUV categories.

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