

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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