

Toyota Announces 2013 Model Year Prices for Camry and Camry Hybrid, Prius *c* and Scion xB

December 07, 2012

TORRANCE, Calif., Dec. 7, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc., today announced manufacturer's suggested retail prices (MSRP) for the 2013 Camry and Camry Hybrid mid-size sedans, Prius *c* hybrid subcompact and the Scion xB, urban utility vehicle.

Price adjustments were announced on 12 current 2013 models including the Venza crossover, FJ Cruiser mid-size SUV, Sienna minivan, Land Cruiser full-size SUV, Sequoia large SUV, Highlander and Highlander Hybrid mid-size SUVs, Tacoma compact pickup, Tundra full-size pickup, 4Runner mid-size SUV, Scion iQ and Scion FR-S.

2013 Camry

Camry and Camry Hybrid, the best-selling car in America, receives several updates for improved value. The Camry L and the Camry Hybrid LE grades will now have Display Audio as standard equipment. A Blind Spot Monitor will include Rear Cross Traffic Alert and will be available on the Camry SE. The turn signal control stalk will now come standard with a lane-change feature where one tap on the control stalk creates a three-blink sequence. Interior material upgrades on Camry LE and XLE grades include improved color matching on Ivory seat inserts. All Camry models will receive updated door trim. Leather-equipped models will have updated stitching accents on the door panels.

The MSRP for the Camry gas models will range from \$22,235 for the L grade four-cylinder automatic to \$30,465 for the Camry XLE V6 automatic, reflecting an average increase of \$150, or 0.6 percent. The MSRP for the Camry Hybrid will range from \$26,140 for the LE grade to \$27,670 for the XLE, an increase of \$165, or 0.6 percent. The 2013 Camry will arrive in dealerships in early January.

Prius *c*

The 53 mpg Prius *c* hybrid subcompact rolls into 2013 with interior upgrades that now include a standard SofTex[®]-trimmed steering wheel on the Prius *c* Four, and a black SofTex dash panel on Prius *c* Two and Three models, matching the dash of the premium Prius *c* Four.

The MSRP for the Prius *c* will range from \$19,080 for the Prius *c* One to \$23,360 for the Prius *c* Four, an increase of \$130 or 0.6 percent. The 2013 Prius *c* will arrive at dealerships in early January.

Scion xB

The 2013 Scion xB receives numerous enhancements to both its exterior and interior, adding even more style to its already iconic look. The xB's exterior is altered with a new front bumper, featuring a glossy black lower grille and integrated LED accent lighting. The rear bumper has a black diffuser that adds a sportier appearance. Changes to the xB's interior include light bronze metallic accents on panels, chrome accents on the air-conditioner register and new seat fabric. The 2013 xB is now available with BeSpoke Premium Audio. Two new colors, Absolutely Red and Nautical Blue Metallic will be available for the 2013 model, replacing Stingray Metallic and Elusive Blue Metallic.

The MSRP for the Scion xB price will be \$17,750 for the automatic transmission model and \$16,800 for the manual, an increase of \$500, or 2.9 percent and 3.1 percent respectively. The 2013 Scion xB will begin arriving in dealerships early next year.

Toyota Price Adjustments

Current 2013 Toyota models will have the following price adjustments: Venza prices will range from \$27,850 for the LE front-wheel-drive (FWD) four-cylinder, to \$32,960 for the XLE all-wheel-drive (AWD) V6, reflecting an increase of \$150, or 0.5 percent; Sienna minivan prices will range from \$26,585 for the L grade FWD seven passenger to \$41,475 for the Limited AWD seven passenger, an increase of \$150, or 0.4 percent; Highlander prices will range from \$29,020 for the four-cylinder FWD to \$39,400 for the Limited V6 AWD, an increase of \$150, or 0.4 percent; Tacoma pickup prices will range from \$17,625 for the Regular Cab 4x2 four-cylinder to \$28,185 for the Double Cab 4x4 V6 long bed, an increase of \$100, or 0.4 percent; Sequoia prices will range from \$42,455 for the 4x2 SR5 to \$63,070 for the 4x2 Platinum, an increase of \$500, or 0.9 percent; Tundra pickup prices will range from \$25,455 for the 4x2 Regular Cab V6 to \$48,170 for the 4x4 CrewMax 5.7-liter V8, an increase of \$100, or 0.3 percent.

Prices for Venza, Sienna, Highlander, Tacoma, Sequoia and Tundra prices will become effective in January.

FJ Cruiser pricing will range from \$27,030 for the 4x2 automatic to \$28,620 for the 4x4 automatic, an increase of \$150, or 0.5 percent; Land Cruiser pricing will be \$78,555, an increase of \$300, or 0.4 percent; Highlander Hybrid prices will range from \$40,170 for the V6 AWD to \$46,370 for the Limited V6 AWD, an increase of \$200, or 0.4 percent; 4Runner prices will range from \$31,490 for the SR5 4x2 to \$41,030 for the 4x4 V6, an increase of \$150, or 0.4 percent.

FJ Cruiser, Land Cruiser, Highlander Hybrid and 4Runner prices will go into effect in December.

Toyota MSRPs do not include a delivery, processing and handling (DPH) fee of \$795 for Toyota passenger cars, \$845 for Toyota small/medium trucks, and \$995 for large trucks (Sequoia and Tundra only). The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2013 Scion Price Adjustments

The 2013 Scion iQ premium micro-subcompact receives an MSRP increase of \$110 to \$15,495 or 0.7 percent.

The 2013 Scion FR-S rear-wheel drive sports car receives an MSRP increase of \$300 to \$25,600 (AT) and \$24,500 (MT) or 1.2 percent.

Pricing for the iQ and the FR-S becomes effective with the vehicles that begin production in December.

Scion MSRPs do not include a \$755 delivery, processing and handling (DPH) for all Scion models. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

Toyota Vehicles

Model #	Grade	Current MSRP	New MSRP	MSRP Chg (\$)	MSRP Chg (%)
1201	Prius c	\$18,950	\$19,080	\$130	0.7%
1203	Prius c	\$19,900	\$20,030	\$130	0.7%
1205	Prius c	\$21,635	\$21,765	\$130	0.6%

1207	Prius c	\$23,230	\$23,360	\$130	0.6%
2514	CAMRY L	\$22,055	\$22,235	\$180	0.8%
2532	CAMRY LE	\$22,600	\$22,680	\$80	0.4%
2546	CAMRY SE L4	\$23,220	\$23,400	\$180	0.8%
2540	CAMRY XLE L4	\$24,775	\$24,855	\$80	0.3%
2550	CAMRY SE V6	\$26,910	\$27,260	\$350	1.3%
2554	CAMRY XLE V6	\$30,115	\$30,465	\$350	1.2%
2559	CAMRY HV LE	\$25,990	\$26,140	\$150	0.6%
2560	CAMRY HV XLE	\$27,500	\$27,670	\$170	0.6%
2810	VENZA LE L4 FWD	\$27,700	\$27,850	\$150	0.5%
2812	VENZA LE V6 FWD	\$29,520	\$29,670	\$150	0.5%
2820	VENZA LE L4 AWD	\$29,150	\$29,300	\$150	0.5%
2822	VENZA LE V6 AWD	\$30,970	\$31,120	\$150	0.5%
2830	VENZA XLE L4 FWD	\$31,360	\$31,510	\$150	0.5%
2832	VENZA XLE V6 FWD	\$33,180	\$33,330	\$150	0.5%
2834	VENZA XLE L4 AWD	\$32,810	\$32,960	\$150	0.5%
2836	VENZA XLE V6 AWD	\$34,630	\$34,780	\$150	0.4%
2842	VENZA Limited V6 FWD	\$37,420	\$37,570	\$150	0.4%
2846	VENZA Limited V6 AWD	\$38,870	\$39,020	\$150	0.4%
4702	FJ CRUISER 4x2 SUV	\$26,880	\$27,030	\$150	0.6%
4703	FJ CRUISER 4x4 SUV	\$28,060	\$28,210	\$150	0.5%
4704	FJ CRUISER 4x4 SUV	\$28,470	\$28,620	\$150	0.5%
5328	SIENNA L FWD 7 PSGR	\$26,435	\$26,585	\$150	0.6%
5335	SIENNA LE FWD AUTO ACCESS SEAT	\$36,220	\$36,370	\$150	0.4%
5337	SIENNA LE FWD 7 PSGR MOBILITY	\$30,185	\$30,335	\$150	0.5%
5338	SIENNA LE FWD 8 PSGR	\$29,985	\$30,135	\$150	0.5%
5342	SIENNA SE FWD 8 PSGR	\$33,575	\$33,725	\$150	0.4%
5345	SIENNA XLE FWD AUTO ACCESS SEAT	\$40,630	\$40,780	\$150	0.4%
5347	SIENNA XLE FWD 7 PSGR MOBILITY	\$34,865	\$35,015	\$150	0.4%
5348	SIENNA XLE FWD 8 PSGR	\$33,360	\$33,510	\$150	0.4%
5356	SIENNA LTD FWD 7 PSGR	\$39,955	\$40,105	\$150	0.4%
5366	SIENNA LE AWD 7 PSGR	\$32,315	\$32,465	\$150	0.5%
5376	SIENNA XLE AWD 7 PSGR	\$35,800	\$35,950	\$150	0.4%
5386	SIENNA LTD AWD 7 PSGR	\$41,325	\$41,475	\$150	0.4%
6156	LAND CRUISER 4WD SUV V8	\$78,255	\$78,555	\$300	0.4%
6942	HIGHLANDER L4 FWD SUV	\$28,870	\$29,020	\$150	0.5%
6944	HIGHLANDER PLUS – L4 FWD SUV	\$30,325	\$30,475	\$150	0.5%
6946	HIGHLANDER V6 FWD SUV	\$30,245	\$30,395	\$150	0.5%
6947	HIGHLANDER PLUS – V6 FWD SUV	\$31,700	\$31,850	\$150	0.5%
6948	HIGHLANDER V6 4WD SUV	\$31,695	\$31,845	\$150	0.5%

6949	HIGHLANDER PLUS – V6 4WD SUV	\$33,150	\$33,300	\$150	0.5%
6951	HIGHLANDER SE – V6 FWD SUV	\$34,410	\$34,560	\$150	0.4%
6953	HIGHLANDER SE – V6 4WD SUV	\$35,860	\$36,010	\$150	0.4%
6954	HIGHLANDER LIMITED – V6 FWD SUV	\$37,800	\$37,950	\$150	0.4%
6956	HIGHLANDER LIMITED – V6 4WD SUV	\$39,250	\$39,400	\$150	0.4%
6964	HIGHLANDER HYBRD V6 4WD-i SUV	\$39,970	\$40,170	\$200	0.5%
6966	HIGHLANDER HYBRD LIMITED-V6 4WD-i SUV	\$46,170	\$46,370	\$200	0.4%
7103	TACOMA REGULAR CAB 4X2	\$17,525	\$17,625	\$100	0.6%
7104	TACOMA REGULAR CAB 4X2	\$18,425	\$18,525	\$100	0.5%
7113	TACOMA 4X2 ACCESS CAB	\$20,315	\$20,415	\$100	0.5%
7114	TACOMA 4X2 ACCESS CAB	\$21,215	\$21,315	\$100	0.5%
7153	TACOMA X-RUNNER ACCESS CAB V6	\$26,675	\$26,775	\$100	0.4%
7162	TACOMA PRERUNNER ACCESS CAB	\$21,975	\$22,075	\$100	0.5%
7164	TACOMA PRERUNNER ACCESS CAB V6	\$23,410	\$23,510	\$100	0.4%
7182	TACOMA DOUBLE CAB 4X2	\$22,425	\$22,525	\$100	0.4%
7186	TACOMA PRERUNNER DOUBLE CAB 4X2	\$23,075	\$23,175	\$100	0.4%
7188	TACOMA PRERUNNER DOUBLE CAB 4X2 V6	\$24,510	\$24,610	\$100	0.4%
7190	TACOMA PRERUNNER DBL CAB 4X2 V6 L/B	\$25,010	\$25,110	\$100	0.4%
7503	TACOMA REGULAR CAB 4X4	\$21,375	\$21,475	\$100	0.5%
7504	TACOMA REGULAR CAB 4X4	\$22,505	\$22,605	\$100	0.4%
7513	TACOMA 4X4 ACCESS CAB	\$24,150	\$24,250	\$100	0.4%
7514	TACOMA 4X4 ACCESS CAB	\$25,050	\$25,150	\$100	0.4%
7553	TACOMA 4X4 ACCESS CAB V6	\$25,705	\$25,805	\$100	0.4%
7554	TACOMA 4X4 ACCESS CAB V6	\$26,585	\$26,685	\$100	0.4%
7593	TACOMA DOUBLE CAB 4X4 V6	\$26,705	\$26,805	\$100	0.4%
7594	TACOMA DOUBLE CAB 4X4 V6	\$27,585	\$27,685	\$100	0.4%

7596	TACOMA DBL CAB 4X4 V6 L/B	\$28,085	\$28,185	\$100	0.4%
7917	SEQUOIA 4x2 5DR SR5 V8 SUV	\$41,955	\$42,455	\$500	1.2%
7919	SEQUOIA 4x4 5DR SR5 V8 SUV	\$45,180	\$45,680	\$500	1.1%
7927	SEQUOIA 4x2 5DR LTD V8 SUV	\$51,440	\$51,940	\$500	1.0%
7929	SEQUOIA 4x4 5DR LTD V8 SUV	\$54,665	\$55,165	\$500	0.9%
7931	SEQUOIA 4x2 5DR PLAT V8 SUV	\$59,345	\$59,845	\$500	0.8%
7933	SEQUOIA 4x4 5DR PLAT V8 SUV	\$62,570	\$63,070	\$500	0.8%
7940	SEQUOIA 4x4 5DR SR5 V8 SUV	\$45,180	\$45,680	\$500	1.1%
7942	SEQUOIA 4x4 5DR LTD V8 SUV	\$54,665	\$55,165	\$500	0.9%
7944	SEQUOIA 4x4 5DR PLAT V8 SUV	\$62,570	\$63,070	\$500	0.8%
8202	TUNDRA 4X2 REG CAB 4.0L V6	\$25,355	\$25,455	\$100	0.4%
8204	TUNDRA 4X2 REG CAB 4.0L V6 L/B	\$25,685	\$25,785	\$100	0.4%
8215	TUNDRA 4X2 DBL CAB 4.0L V6	\$27,565	\$27,665	\$100	0.4%
8222	TUNDRA 4X2 REG CAB 4.6L V8	\$26,555	\$26,655	\$100	0.4%
8228	TUNDRA 4X2 REG CAB 5.7L V8 L/B	\$27,830	\$27,930	\$100	0.4%
8239	TUNDRA 4X2 DBL CAB 4.6L V8	\$27,710	\$27,810	\$100	0.4%
8241	TUNDRA 4X2 DBL CAB 5.7L V8	\$28,955	\$29,055	\$100	0.3%
8245	TUNDRA 4X2 DBL CAB 5.7L V8 L/B	\$29,945	\$30,045	\$100	0.3%
8252	TUNDRA 4X2 DBL CAB 5.7L V8 LTD	\$38,200	\$38,300	\$100	0.3%
8259	TUNDRA 4X2 CREWMAX 4.6L V8	\$30,535	\$30,635	\$100	0.3%
8261	TUNDRA 4X2 CREWMAX 5.7L V8	\$31,780	\$31,880	\$100	0.3%
8272	TUNDRA 4X2 CREWMAX 5.7L V8 LTD	\$40,735	\$40,835	\$100	0.2%
8275	TUNDRA 4X2 CREWMAX 5.7L V8 PLT	\$45,010	\$45,110	\$100	0.2%
8323	TUNDRA 4X4 REG CAB 5.7L V8	\$30,550	\$30,650	\$100	0.3%

8324	TUNDRA 4X4 REG CAB 5.7L V8	\$30,550	\$30,650	\$100	0.3%
8327	TUNDRA 4X4 REG CAB 5.7L V8 L/B	\$30,880	\$30,980	\$100	0.3%
8328	TUNDRA 4X4 REG CAB 5.7L V8 L/B	\$30,880	\$30,980	\$100	0.3%
8331	TUNDRA 4X4 DBL CAB 5.7L V8	\$32,005	\$32,105	\$100	0.3%
8335	TUNDRA 4X4 DBL CAB 5.7L V8 L/B	\$32,995	\$33,095	\$100	0.3%
8339	TUNDRA 4X4 DBL CAB 4.6L V8	\$30,760	\$30,860	\$100	0.3%
8341	TUNDRA 4X4 DBL CAB 5.7L V8	\$32,005	\$32,105	\$100	0.3%
8345	TUNDRA 4X4 DBL CAB 5.7L V8 L/B	\$32,995	\$33,095	\$100	0.3%
8352	TUNDRA 4X4 DBL CAB 5.7L V8 LTD	\$41,260	\$41,360	\$100	0.2%
8354	TUNDRA 4X4 DBL CAB 5.7L V8 LTD	\$41,260	\$41,360	\$100	0.2%
8359	TUNDRA 4X4 CREWMAX 4.6L V8	\$33,585	\$33,685	\$100	0.3%
8361	TUNDRA 4X4 CREWMAX 5.7L V8	\$34,830	\$34,930	\$100	0.3%
8363	TUNDRA 4X4 CREWMAX 5.7L V8	\$34,830	\$34,930	\$100	0.3%
8372	TUNDRA 4X4 CREWMAX 5.7L V8 LTD	\$43,795	\$43,895	\$100	0.2%
8374	TUNDRA 4X4 CREWMAX 5.7L V8 LTD	\$43,795	\$43,895	\$100	0.2%
8375	TUNDRA 4X4 CREWMAX 5.7L V8 PLT	\$48,070	\$48,170	\$100	0.2%
8377	TUNDRA 4X4 CREWMAX 5.7L V8 PLT	\$48,070	\$48,170	\$100	0.2%
8642	4RUNNER SR5 4X2 V6	\$31,340	\$31,490	\$150	0.5%
8648	4RUNNER Limited 4X2 V6	\$38,845	\$38,995	\$150	0.4%
8664	4RUNNER SR5 4X4 V6	\$33,215	\$33,365	\$150	0.5%
8668	4RUNNER Limited 4X4 V6	\$40,880	\$41,030	\$150	0.4%
8670	4RUNNER Trail 4X4 V6	\$37,005	\$37,155	\$150	0.4%

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

Scion Vehicles

Model #	Grade	Current MSRP	New MSRP	MSRP Chg (\$)	MSRP Chg (%)
6242	SCION iQ 3-DOOR LIFTBACK	\$15,385	\$15,495	\$110	0.7%
6252	SCION FR-S 2-DOOR COUPE (AT)	\$25,300	\$25,600	\$300	1.2%

6253	SCION FR-S 2-DOOR COUPE (MT)	\$24,200	\$24,500	\$300	1.2%
6203	SCION xB (MT)	\$16,300	\$16,800	\$500	3.1%
6202	SCION xB (AT)	\$17,250	\$17,750	\$500	2.9%

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

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