

# Toyota Venza Adds Significant Updates for 2013 Model Year

April 03, 2012

The Toyota Venza crossover now offers enhanced exterior styling, added value through several new standard convenience features and updated option packages that include the Entune™ multi-media system for 2013 model year.

Venza's aerodynamic shape has been tastefully modified with a new upper and lower grille, fog lamps and rear taillights. The updated styling is complemented by a new 19-inch wheel design and three new exterior colors: Attitude Black, Cypress Pearl, and Cosmic Gray Mica.

The 2013 Venza is available in LE, XLE and Limited grades. The LE and XLE models are available with all powertrain combinations: four-cylinder, V6, front-wheel drive (FWD) or all-wheel drive (AWD); the Venza Limited is powered by the V6 engine only, in front-wheel drive or all-wheel drive configurations. Value has been enhanced and ordering simplified with the addition of many standard features in all three grades.

Venza was developed specifically for the North American market, appealing to customers who prioritize bold, innovative design, a luxurious and refined interior and excellent handling, but they still require roominess and versatility. Venza provides SUV flexibility with its fold-flat rear seats, spacious cargo area, elevated driver sightline, available AWD and up to 3,500-lbs. towing capacity.

The Venza design was the creation of Toyota's Caltex Design studios in Newport Beach, Calif. and Ann Arbor, Mich. Caltex designers leaned toward a sleek crossover concept with a wide stance that featured a sporty exterior, but they also included important SUV attributes, such as cargo space, towing capability and available all-wheel drive performance.

Venza was primarily engineered at Toyota Technical Center in Ann Arbor, Mich. And It is assembled at Toyota Motor Manufacturing Kentucky (TMMK), in Georgetown, Ky. More than 70 percent of Venza's components come from North American suppliers.

## **Performance and Efficiency**

The 2013 Venza offers four-cylinder and V6 models in FWD and AWD versions. Venza's 2.7-liter four-cylinder engine delivers 181 horsepower at 5,800 rpm and 182 lb.-ft. of torque at 4,200 rpm. The four-cylinder Venza is EPA-rated at 21 MPG city/27 MPG highway for the FWD model and 20/25 for the AWD.

The 3.5-liter V6 produces 268 horsepower at 6,200 rpm and 246 lb.-ft. of torque at 4,700 rpm. The V6 FWD model has EPA-estimated fuel economy ratings of 19 MPG city/26 MPG highway and 18/25 for the AWD.

Both engines are teamed with a six-speed sequential-shift electronically controlled automatic transmission with intelligence (ECT-i). The six-speed ECT-i provides an engaging driving experience and helps optimize fuel economy. Uphill/downhill shift logic selects the proper gear for driving conditions and helps provide moderate engine braking during downhill driving.

Venza's Active Torque Control AWD System optimizes torque distribution between the front and rear wheels to help ensure stable acceleration and smooth cornering on all road surfaces. AWD offers enhanced traction and helps provide excellent overall handling in inclement weather.

An available Towing Prep Package on V6 models equips Venza with an engine oil cooler, larger radiator fan and heavy-duty alternator.

## **Handling and Ride**

Venza was designed with a lower center of gravity than typical SUVs to help provide dynamic handling, which is further enhanced by the large wheels and tires. The four-cylinder models ride on standard 19-inch, 10-spoke aluminum alloy wheels. Distinctive 20-inch five-spoke aluminum alloy wheels are standard for the V6 model. Power-assisted, ventilated front and solid rear disc brakes are standard on all models.

Venza's body structure relies on high tensile-strength steel, gussets and cross members for its strength, rigidity and optimized weight. Front suspension consists of a rigid L-arm-type MacPherson strut with a stabilizer bar, and the rear suspension is a dual-link MacPherson strut setup with stabilizer bar. Electric power steering (EPS), with its ideally weighted steering effort, contributes to the Venza's spirited driving dynamics. EPS helps provide a more direct steering feel at both high and low speeds and delivers just-right assist when maneuvering the vehicle into tight parking spaces.

## **Safety**

Toyota's STAR Safety System is standard on all Toyota models and features enhanced Vehicle Stability Control (VSC), Traction Control (TRAC) Anti-lock Brake System (ABS) Electronic Brake-force Distribution (EBD), Brake Assist and the Smart Stop Technology (SST).

VSC automatically adjusts engine output and the vehicle's braking force at each wheel to help control loss of traction during cornering. TRAC helps maintain traction during challenging driving conditions. Brake Assist is designed to determine if the driver is attempting emergency braking. If the driver has not stepped firmly enough on the brake pedal to engage ABS, Brake Assist supplements the applied braking power until the driver releases the pedal. Smart Stop offers an additional level of safety by automatically reducing engine power when a vehicle's brake and accelerator pedals are applied simultaneously under certain driving conditions, helping to bring the vehicle to a controlled stop. Hill-start Assist Control (HAC), also standard on all Venza models, temporarily provides pressure to the brakes while the vehicle is stopped on an incline to help ensure easier starting with no rollback.

In addition, Venza provides seven airbags, including a driver's knee airbag, driver and front-passenger front-seat-mounted side airbags, and front and rear side-curtain airbags. Front seat-belt pretensioners retract the seat belt in a severe frontal collision, while the dual-stage force limiters help limit the seat-belt force applied to the driver's and front passenger's chests.

Driver and front-passenger seats employ active headrests. If the vehicle is struck from the rear, a cable-actuated mechanism will move the headrest upward and forward to help limit movement of the occupant's head.

## **Comfort and Convenience**

Venza's generous utility includes several clever storage locations and lighting. The adjustable center console features a sliding cover and armrest, three iPod®/MP3 player holders with wire concealment features, and a large storage compartment.

The center-console compartment is also equipped with a USB port, auxiliary audio jack and 12-volt power outlet. The upper portion of the center console houses the gearshift lever for easy and comfortable driver reach. An on/off switch on the overhead console enables front-seat occupants to operate all four personal overhead interior lights.

Interior storage is further complemented by a total of 10 front and rear beverage holders (six bottle holders and four cup holders). These include dual-illuminated, sliding front cup-holders in the center console, two in the rear-seat armrest, and front- and back-door bottle holders.

## **Entune Multi-Media System**

The 2013 Venza now offers the Toyota Entune multimedia system. This system leverages the mobile smartphone to provide a richer in-vehicle experience with fully integrated access to navigation, entertainment and information services.

Toyota Entune supports engaging mobile apps, such as Bing, OpenTable, and movietickets.com, along with accessing useful travel-related services, such as live weather, traffic, fuel information (location and price), stocks, and sports. Toyota Entune has a large selection of music options available to a vehicle, including iHeartRadio's 750+ stations, and Pandora's personalized music service.

The audio systems combined with Entune feature a best-in-class, advanced conversational voice recognition system that helps the driver to stay focused by eliminating the need to memorize thousands of voice commands.

## **An Abundance of Standard Features**

The Venza LE grade comes well equipped with new standard features that include a blind spot mirror and outer mirror turn signals with puddle lamps. Additional key standard features include dual-zone automatic climate control with air filter and second-row-seat vents; eight-way power-adjustable driver's seat with power lumbar; 3.5-inch LCD multi-information display; a tilt/telescopic adjustable steering wheel with integrated audio controls; an overhead console with map lights; rear-seat adjustable personal reading lamps and three 12-volt power outlets.

The LE also comes standard with the Display Audio system, which includes a 6.1-inch touch screen, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB port with iPod® connectivity and control, vehicle information, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology.

The available Convenience Package for the Venza LE adds a power liftgate and a rear back-up camera. The Preferred Package adds a panoramic glass roof with front power moonroof and Display Audio with Navigation and Entune.

The Venza XLE provides a major luxury and convenience upgrade to the vehicle and adds standard features such as leather-trimmed seating surfaces, steering wheel and shift knob; four-way power passenger seat; multi-stage heated front seats; driver seat memory; reverse tilt outer mirrors, Display Audio with Navigation and Entune; anti-theft system with alarm and engine immobilizer; Smart Key System with Push Button Start and illuminated entry; power rear liftgate and a back-up camera. Also standard on the XLE is a TFT multi-information display that can be customized to adjust the font size and content, and navigation voice instructions available in Spanish, French or English (XM Traffic is only available in English).

Aside from powertrain choices, the XLE offers one major option the Premium Package, which includes a panoramic glass roof with front power moonroof, and Display Audio with Navigation, Entune and JBL®, that includes 6.1-inch Touch Screen, AM/FM CD Player with MP3/WMA Playback Capability, 13 JBL® Synthesis Speakers including Subwoofer, SiriusXM™ Satellite Radio (Includes three-month trial subscription to XM Select Package), HD Radio™ with iTunes® Tagging, Auxiliary Audio Jack, USB Port with iPod® Connectivity and Control, Vehicle Information, Hands-Free Phone Capability, Phonebook Access, Advanced Voice Recognition, and Music Streaming Via Bluetooth® Wireless Technology.

The V6-only, top-of-line Venza Limited comes standard with the Premium HDD Navigation with Entune™ and JBL® multimedia system. The system features a seven-inch high resolution touch screen with split-screen capability, AM/FM CD Player with MP3/WMA Playback Capability, 13 JBL® Synthesis™ Speakers including Subwoofer, SiriusXM™ Satellite Radio capability (Includes three-month trial subscription to XM Select Package); HD Radio™ with iTunes® Tagging, Auxiliary Audio Jack, USB Port with iPod® Connectivity and Control, Vehicle Information, Hands-Free Phone Capability, Phonebook Access, Advanced Voice Recognition, and Music Streaming Via Bluetooth® Wireless Technology.

The Venza Limited combines the Premium HDD Navigation with Entune and JBL and the panoramic glass roof with front power moonroof, and it adds high-intensity discharge (HID) headlights with automatic high beams and LED Daytime Running Lights. The high-beam feature detects oncoming vehicles and automatically switches

the headlamps from high- to low-beam.

Customers looking for a pet-friendly vehicle will find a wide range of pet utility accessories available at Toyota dealerships. Among the available choices are a rear liftgate pet ramp, booster seat with harness, pet buckles and rear seat zipline-style harnesses, pet carriers and bucket seat, bench seat and hammock style waterproof seat covers.

### **Exterior Design**

The Venza sports an aerodynamic shape with short overhangs, forward A-pillar, crisp character lines, and a low roofline. Continuous brushstroke lines run from the front grille to the D-pillar. A bold front end features a distinctive grille, headlights and fog lamps for a sporty yet refined appearance. Venza's sophisticated and confident appearance is completed by an angled rear hatch, spoiler and wide wraparound taillights that interconnect with the hatch door. Tight tire-to-body gaps contribute to the sophisticated, refined appearance.

The Venza design is highly practical, with a rear load-in height that is almost as low as that of the Sienna minivan. The generously sized liftgate opening enhances the vehicle's utility. An available power liftgate integrates jam protection that detects obstruction in the door's path and reverses the motor. Venza provides a low step-over height for improved ergonomics, and because the closed doors cover the rocker panels, the driver and passengers are protected from accumulated road-dust while getting into and out of the vehicle.

### **Interior Design**

The Venza interior is designed to enhance driving enjoyment and offer premium comfort. Venza is available in three interior colors: Ivory, Light Gray, and Black, which is new for 2013. Each color is offered in fabric on LE and leather on XLE and Limited.

The flow of the center console creates a unique "60/60" design that gives both the driver and front passenger the feeling that 60 percent of the space is accessible from their seating position. All grades have a standard Optitron<sup>®</sup> speedometer and tachometer. The XLE and Limited grades also include a TFT multi-color center instrument panel display. Dual-zone automatic climate system controls are centrally located on the upper console, providing easy access for both the driver and front passenger.

Personal space lends overall comfort to the vehicle's interior with ample head room, shoulder room, hip room and couple distance. Cargo-area utility is enhanced with fold-down 60/40 rear seats, one-touch fold-down seat levers and a tonneau cover.

### **Limited Warranty**

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover powertrain for 60,000 miles and corrosion with no mileage limitation. Toyota dealers have complete details on the limited warranty.

The Venza will also come standard with 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.

###